

cbta

CEDUNA BUSINESS & TOURISM ASSOCIATION

MEMBERSHIP 2009/10



FarWestCoast
SOUTH AUSTRALIA - EXPERIENCE THE EDGE

Basic Membership - \$150

Includes:

Business & Industry Phone Book

NEW - A yearly phone book produced by the Association, professionally printed including all members' business details. One phone book will be provided to every member and delivered to every residential address within Ceduna, Thevenard, Denial Bay and Smoky Bay.

Total of 2000 books will be printed annually

20 phone books will be available for sale (\$10 each) through the Visitor Information Centre for new residents, businesses etc.. for the 2009/10 financial year.

Listing on Tourism Website

The Ceduna Tourism website @ www.cedunatourism.com.au has an online business directory. Your business name, phone & fax numbers will be included as part of the basic membership fee. Further details, photos and maps are able to be included on your listing as an upgrade to your membership – see Page 7

CBTA Member Sticker

With a shop locally theme and to be able to identify our members, stickers will be produced which can be placed in your shop windows, vehicles etc.. to identify your business as a CBTA member.

Discounts on dinner meetings, forums and educational sessions

Customise your Membership

You can now customise your membership and take advantage of wholesale prices on advertising through your association in publications, on signage and via the internet:

1. Ceduna & Districts Map
2. Far West Tourism Brochure
3. Ceduna Eastern Information Bay Signage
4. Ceduna Tourism Website
5. Far West TV advert

Objective 1 of the Association's Strategic Plan is to assist member's growth by ensuring the Far West region develops into a busy, diverse and vibrant regional hub and as such we have been revamping the old and are creating new ways to do this.

Your Association can offer you reduced pricing on advertising as we are a non profit organisation. Our aim is to promote our members, that's your business, and the region as cost effectively as possible.

Why not take advantage of these offers bundled as part of your business association membership. Use your Association's leverage to promote your business and the Far West region at the same time – so all benefit.

Once you have decided on the various options which suit your business please fill in the Your Costs column and forward Pages 4, 5 and 6 with your total payment to:

Ceduna Business & Tourism Association
PO Box 123, Ceduna, SA, 5690
or call Heidi Yates on Mob: 0417 713 574 to pick up your form.

If the additional options that you have chosen require advertising copy, text for signage and/or additional website information & photos a Committee member will be in touch with you shortly to discuss and pick up your copy.

Should you have any queries or would like to discuss the many options available to your business please do not hesitate to contact the Secretary, Heidi on Mob: 0417 713 574.

Your Membership

	Cost	Your cost
Basic Membership Only	\$150	\$150
Website		
Option 1	\$100	\$
Option 2	\$200	\$
Option 3	\$400	\$
Map		
Option 1	\$195	\$
Option 2	\$350	\$
Brochure		
Option 1	\$220	\$
Option 2	\$435	\$
Option 3	\$655	\$
Option 4	\$1200	\$
Option 5 (one only available)	\$2500	\$
Price reduction for using same copy	- \$50	- \$
Eastern Information Bay Signage		
1 st year including printing of signage	\$170	\$
Annual renewal no signage change	\$110	\$
Annual Renewal sign changes	\$150	\$
TV Advertising		
Option 1	\$1000	\$
Your Total Cost		\$
Add all costs in Column 3		

Business & Industry Phone Book and Website Listing

Included in basic membership fee of \$150

A yearly phone book produced by the Association, professionally printed including all members business details. One phone book will be provided to every member and delivered to every address within Ceduna, Thevenard, Denial Bay and Smoky Bay.

Expected delivery date is December 2009.

20 phone books will also be available for purchase from the Visitor Information Centre through out the year at a cost of \$10 each.

Some or all details included in the business directory will be included on the www.cedunatourism.com.au website depending on your website option choices.

Please provide details of your business below for inclusion:

Name: :

Address:

.....

(Street address)

Address:

.....

(Postal if different from Street address)

Phone: (:....)

Fax: (:....)

Mobile: :

Email: :

Website: www.

Please include all or as many details as you wish for publication

Please tick which heading you would like your business included under – maximum of two choices.

- Aboriginal Organisations**
- Accommodation**
- Agriculture**
- Animal Care**
- Aquaculture**
- Associations/Clubs**
- Building/Construction**
- Cleaning/Renovation**
- Communications/Radio/Newspaper**
- Education/Employment/Training**
- Electrical/Gas/Water**
- Emergency Services**
- Fast Food/Takeaway**
- Finance/Legal/Insurance**
- Fuel**
- Government**
- Health**
- Library/Museum**
- Manufacturing**
- Mechanical**
- Mining**
- Real Estate**
- Religion**
- Retail**
 - Auto**
 - Clothing/Shoes**
 - Chemist/Pharmacy**
 - Electrical**
 - Florist**
 - Furniture/Home wares**
 - Hardware**
 - Hairdressing/Beauty**
 - Newsagent**
 - Supermarket**
- Service Industry**
- Tourism/Hospitality**
- Trades**
- Transport**
- Wholesale**

If you believe there is a better heading for your business or your business does not fit one of the above headings please suggest an alternative below

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Website

Basic Membership includes listing on Tourism Website including main business details eg. name, phone and fax number at no extra charge.

Option 1

Inc listing on www.cedunatourism.com.au business database including all business details plus email address and link to your own webpage
\$100

Option 2

Inc listing on www.cedunatourism.com.au business database including all business details as per Option 1
Plus inclusion on a suitable webpage within the site including extra text, 2 photos, map, email address and link to your own webpage
\$200

Option 3

Inc listing on www.cedunatourism.com.au business database including all business details as per Option 1
Plus inclusion on a suitable webpage within the site including extra text, 2 photos, map, email address and link to your own webpage
Development of a single webpage for your business including up to 5 photos, ability for businesses to update page as required.
\$400

Ceduna & Districts Map

Basic membership

No inclusion on map

Option 1

Inc Advert size 1
5cm x 7cm

\$195

Option 2

Inc Advert size 2 (double space)
10cm x 7cm

\$350

Note: Limit of 29 spaces can be included on the Ceduna & District Maps. Inclusion will be determined on order of returned forms. We will advise you if the spaces have been filled and we are unable to include your business.

Far West Brochure

Basic membership

No inclusion in brochure

Option 1

Inc Advert size 1
5cm x 7cm

\$220

Option 2

Inc Advert size 2
¼ page

\$435

Option 3

Inc Advert size 3
½ page inside brochure

\$655

Option 4

Inc Advert size 4
Full page inside brochure

\$1200

Option 5

Inc Advert size 5
Back page of brochure, full colour
Note: Only one available

\$2500

Note: If Option 1 or 2 has been chosen for the map and you wish to keep the same copy for your Option 1 or 2 in the Brochure the price is reduced by \$50.

All other advert sizes or changes to copy for the brochure will require new copy to be supplied by you, which will enable a professional advert to be designed and a proof provided for your approval.

Eastern Information Bay

Basic membership

No inclusion on information bay

Option 1

1st year of inclusion includes design, build and installation of signage on Eastern Information Bay plus one year's rental

\$170

Option 2

Existing signage - One year's rental, no changes to signage

\$110

Option 3

Existing signage - One year's rental, changes to signage

\$150

Please indicate under which heading you would like your signage to appear:

- Fuel/Auto
- General
- Accommodation
- Food/Dining

Copy to appear on signage (limit of 3 lines)

Business Name:

Phone or Address:

Text (eg. Products sold, opening times etc.):

.....

Note: Limit of 40 businesses can be included on the Eastern Information Bay. Inclusion will be determined on order of returned forms. We will advise you if the spaces have been filled and we are unable to include your business.

TV Advertising

Basic membership

No inclusion on TV advertising

Option 1

Your business name or logo included on last screen shot of the Far West region promotional advert.

TV advert schedule 2009/10

Airtime is not booked at present, actual channels and dates will be decided in conjunction with advertisers to ensure suitable coverage for our members.

Central 7 TV

30sec advert running 2 times daily during prime time possibly Jan 2010 and again June – July 2010

OR

Win 5 WA Television station

30sec advert running 2 times daily during prime time possibly November 2009 and again April – May 2010

\$1000

Limit of 6 businesses per advert

Note: Inclusion will require provision of a high quality electronic logo or text for Business Name as you wish it to appear.