

DAWSONS

accommodation

Hotels • Motels • Resorts • Apartments

SOLUTIONS

INCORPORATING AUSTRALIA, NEW ZEALAND, ASIA/PACIFIC REGION



Trust the experts...

**who have used Australia's most
comprehensive accommodation
guide for the last 41 years**

www.dawsons.com.au

DAWSONS ACCOMMODATION SOLUTIONS

www.dawsons.com.au

ADVERTISING TIER LISTINGS

Multi-media packages includes: <ul style="list-style-type: none">• Free streaming video for Superior Listing or larger booking x 2 cycles• Each cycle runs for 6 months• Activity reports • Direct commission free link to your web page	\$AUD 1 CYCLE	\$AUD 2 CYCLES (Cost per cycle)
TOP PRIORITY (Includes Link on Web Home Page, Video, Special Offer, Unlimited pictures & words)	15,000	10,500
5 STAR (Top Tier Listing, 6 x Pictures, Logo, Video + 500+ words + Special Offer Link)	6,369	4,454
LUXURY (2nd Tier Listing, 5 x Pictures, Logo, Video + 500 words + Special Offer Link)	3,999	2,804
SUPERIOR (3rd Tier Listing, 4 x Pictures, Logo, Video + 350 words + Special Offer Link)	2,360	1,649
EXECUTIVE (Improved Listing, 3 x Pictures, Logo + 200 words + Special Offer Link)	1,732	1,209
DELUXE (Improved Listing, 2 x Pictures, Logo + 100 words + Special Offer Link)	1,336	989
STANDARD (1 x picture, Logo + 50 words + Special Offer Link)	523	439
PICTURE LOGO LISTING (Includes 1 x Picture, Logo + 25 words + Special Offer Link)	349	245
LISTING WITH PICTURE (Includes 1 x Picture, + 25 words + Special Offer Link)	294	239
LOGO LISTING (Includes Logo + 25 words)	274	219
LISTING (Includes 25 words)	219	164

- **10% Pre Upload Payment Discounts Available.** Payment due on upload date.
- Where 2 cycle booking reverts to One Cycle – One Cycle rate applies.
- 10% settlement discount to Accredited Advertising Agencies.
- Rates include 10% GST.

**SAVE 30%
BY BOOKING
TWO CYCLES**

Cancellations accepted in writing prior to Booking Deadline

Booking and Copy Deadlines

87th cycle — January 2012

88th cycle — July 2012

VIDEO 'FAMIL' ONLINE

NEW OPPORTUNITY!

Upgrade to a Superior Listing or larger x 2 cycles and the Dawsons team will upload a 30 second video tour of your hotel to our website. Your website can be linked **FREE!** Simply supply us with your vision and we will do the rest.

**ASK ABOUT
STREAMING
VIDEO FILM**

TO MAKE YOUR BOOKING PLEASE CALL

Tel: (02) 8522 0000 Fax: (02) 8522 0088

or contact our Advertising Sales Manager:

Phillip Punshon – EMAIL: phillip@dawsons.com.au

or **Greg Firth - EMAIL: greg@dawsons.com.au**

SALES BOOKING AND ENQUIRIES PHONE: 61 (2) 8522 0000 | FAX: 61 (2) 8522 0088 | EMAIL: phillip@dawsons.com.au

Production department: 61 (2) 8522 0020 or production@dawsons.com.au

WEBSITE: www.dawsons.com.au & www.aussie-accommodation.com.au

POSTAL ADDRESS: PO Box 197, Cronulla NSW 2230, Australia

ADVERTISERS BENEFITS

2.1 million people can't be wrong!

<ul style="list-style-type: none">• Web statistic reports sent via email weekly
<ul style="list-style-type: none">• Two websites with direct links to your website www.dawsons.com.au www.aussie-accommodation.com.au
<ul style="list-style-type: none">• Nearly 6,000 highly refined customers search our website for accommodation EVERY DAY
<ul style="list-style-type: none">• Free Streaming Video's run on web sites for larger advertisers
<ul style="list-style-type: none">• Forty years of providing trusted information to the travel trade
<ul style="list-style-type: none">• Australia's most comprehensive Accommodation Website
<ul style="list-style-type: none">• A 10% pre-uploading payment discount offered
<ul style="list-style-type: none">• A 30% discount offered when booking two cycles
<ul style="list-style-type: none">• Ad design, production and colour separation charges inclusive
<ul style="list-style-type: none">• New "Special Offers" web button and panel
<ul style="list-style-type: none">• Direct marketing programmes
<ul style="list-style-type: none">• Rate protection available when booking two cycles
<ul style="list-style-type: none">• Cost efficient coverage of both trade and consumer markets

Multimedia Branding Packages – Web Samples

