



Display Advertising Rates 2016:

Please note that to advertise an event/s in the festival guide is free of charge if it relates to heritage and is part of the Heritage Festival time period.

The Heritage Festival promotes focused marketing on a national, state and territory level with the capacity to reach its members, new and diverse audiences, and interested parties for strategic advertisers and sponsors. In NSW, 40,000 printed copies of the Festival Guide will be distributed throughout NSW. A comprehensive program of events will be sent to over 17,000 National Trust New South Wales member households (representing over **23,000 members** state wide). The printed program of events will also be available at all Councils, Libraries and Information and Visitor Centres throughout metropolitan and regional New South Wales.

The National Trust website launched in time for the 2016 Heritage Festival will enable events to be listed nationally and will continue to engage new audiences across the country. The responsive-design website will enable users to download icons to any mobile device for easy access and use. The digital event program will encourage festival goers to search for events by location, date, or type of events; and will be integrated with National Trust social media sites.

Further to event listings, advertising space has been allocated in the program and on the National Trust Website. Advertisement in the Heritage Festival Program will provide exposure of your company to key markets by an association with the foremost National Trust supported event.

Please see the Display Advertising Rates for 2016 below:

Display Advertising Rates for NSW Heritage Festival Guide

If you do want additional advertising, or to advertise a tour, accommodation, restaurant or product or service in the guide please contact us and we will arrange it. The guide is distributed to all of the NSW National Trust members as well as most of the libraries and councils and tourist information centres throughout NSW. It is also distributed to all of the venues holding an event.

THE DISTRIBUTION, THE HERITAGE FESTIVAL GUIDE & TO UPLOAD A HERITAGE RELATED EVENT IS ALL **FREE OF CHARGE**.

Location	Size	Cost (Including GST)
Back Cover	300mm x 200mm	\$3500
Inside Back Cover	300mm x 200mm	\$2500
Full Page	300mm x 200mm	\$1500
Full Page- Double	600mm x 400mm	\$2500
Half Page	150mm x 200mm or 300mm x 100mm	\$750
Quarter Page	150mm x 100mm	\$350

Website Banner

	Size	Cost (Including GST)
This advert will appear on every NSW Heritage Festival page including the Festival Homepage. Duration of advert 6 months	Medium Rectangle 300px X 148px	\$ 500

For more information please contact the Festival Manager,
Eloise Hairman on (02) 9258 0143 ehairman@nationaltrust.com.au

