

# Ironfest 2010 Advertising Rates

## Program Advertising

Recognised by Tourism NSW as one of the state's most important regional events, Ironfest is a great reason for people to visit the Blue Mountains/ Central West Region.

Ironfest has contributed over \$16 million to the local regional economy since its inception in 2000 and is expected to contribute close to \$2 million in 2010 alone.

With over \$40,000 to be spent on promotion and marketing this year, we are preparing to attract well over 10,000 visitors once again.

Visitors to Ironfest come from:

Greater Sydney Metropolitan area. (22%)	Central West NSW (23%)
The Blue Mountains (25%)	Lithgow (11%)
ACT (13%)	Interstate & Overseas (6%)

We are selling advertising in this year's Ironfest program, which is handed out free to every visitor (which means every visitor will see your advertisement), as well as on the Ironfest website.

Costs:	Business Card size (artwork to be provided):	\$110 (GST Inc)
	½ Page size (artwork to be provided):	\$275 (GST Inc)
	Full Page (artwork to be provided):	\$495 (GST Inc)

By buying an advertisement in the Ironfest program you will be tapping a market not usually available to you (except by spending a lot of money), as well as supporting Ironfest in its quest to grow into a major local industry.

## Website Advertising

Generally speaking, we are willing to be as flexible as possible with website advertising to ensure that the advertising gets you results.

Advertising opportunities exist on a number of pages (but not all) as well as on the Services Page (see rates following).

The cost of listings will depend on which page is required, and the type of product to be advertised. The following rates for the Services Page will be the cheapest.

General Listing	\$110 (GST Inc)
Highlighted Listing	\$220 (GST Inc)
Colour Advertisement (artwork to be provided):	\$495 (GST Inc)

If you would like to discuss this in more detail please do not hesitate give us a call or send an email.

## **On-site Banner Advertising**

The following rates apply to professionally made banners, approximate size of 3m X 1m, located in prominent positions at the following sites:

<b>Location</b>	<b>No of Positions Available</b>	<b>Cost per Banner (Inc GST)</b>
Jousting Arena	6	\$1100.00
Battle of Lithgow	4	\$800.00
Blacksmith's Hall of Industry	4	\$600.00
Belly Dance Festival	2	\$600.00
Front Gate	2	\$800.00
Other Prominent locations (inc outside fence)	6	\$400.00

**Other Forms of On-site Advertising will be considered. Please do not hesitate to contact us to discuss.**