

Hurry! Bookings close 21st Feb Prospectus & Brief Discover Murray River Trail 2014 PASSPORT & VISITOR GUIDE



Visitors and customers have the whole river in their hands with a fun and rewarding way to experience the Murray through Victoria, New South Wales and South Australia...businesses can connect easier with them!

Now in its 16th year online, Discover Murray River has created a New Murray River Passport for visitors to travel the Murray; mountains to the outback and the ocean.

Working with Visitor Information Centres in the 3 states and participating businesses, the Murray Passport is our new marketing opportunity that connects perfectly with advanced digital marketing and rewards visitors with value added coupons and stamps.

Your business can utilise this strategy to increase your market exposure, create new customer opportunities, network with likeminded businesses, increase your reach and grow your brand and Murray River experiences. It's not just a visitor guide but a customer conversion strategy!

The Passport is available in a limited edition annual printed A5 booklet and newly released ipad App, iPhone and Galaxy (S2 & S3), the Passport includes accommodation, houseboats, cruises, clubs & pubs, golf, maps, things to do and more. It also includes special value added coupons.











We've designed 29 new and unique towns stamps across Victoria, NSW and SA where visitors will love getting their Passport stamped with a stamp at each visitor information centre or business in every participating town. This provides a memorable holiday souvenir, some fun and puts them into the draw for some fantastic Passport prizes. For those who love social media, they can share their journey with #DiscoverMurray to win! Getting the Passport stamped will also take visitors into our river towns and, of course, they'll criss-cross the mighty Murray River the whole time. This enhances the Murray River Trail and increases visitation and spend in our region. The 1,400 kilometre driving experience allows visitors to discover our 'one river, many lands' stories as the river's landscape changes and unfolds around them.

It's the essential travelling companion for any Murray River holiday.



This Passport uses smart digital marketing strategies. The great new iPad app also includes:

- Businesses on the river including houseboats, accommodation, attractions, cruises, clubs and pubs, cafes and more linked from the Murray website
- Events along the river from the Murray website
- Towns, history, weather and dynamic Google and Apple maps
- Handy travel tips for visitors
- Locations of visitor information centres, RV dump points and public toilets and more
- Tri-State Fruit Fly information
- Lock and Weir information and their contact phone numbers
- Live River Data links
- "Near Me" recognises your location and shows nearby businesses and more...

Since 1998 the world's largest Murray River website now with 1.2 million visitors annually has actively promoted the Murray River and Mallee region. The new annual Murray River Passport will engage visitors, aim to increase expenditure in the region and create extensive new marketing opportunities for participating businesses...more >





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How does it work?

The Murray Passport's success is in the management and distribution of your business information across digital platforms. The Passport works with the go-to Murray River website to distribute information both online and into the Murray River Apps. The Apps promote the vouchers along with the printed Passport giving you control and reach and a great return for your investment.

For the online Passport flipbook visit www.murrayriver.com.au/murrayriver-passport/ or Google® Murray Passport.

Distribution

Printed Passports (A5 160pp): 5,000 within the Murray River region

Murray River website: 1.2 million

visitors annually

Murray River Apps: Phones & tablet Brand support: Discover Murray have other strategies in the marketplace supporting the Passport including Murray Books with the ABC, displays along the river and Murray trails.

Conditions to participate

- Your business needs to be an advertiser on Murray River website
- Passport requires a value added offer for coupon/voucher
- Bookings close Fri. 21st Feb 2014
- Payment by Fri. 28th Feb 2014

Cost to participate

Set up: \$60

Murray website: \$440 (per annum) Current on Murray website - no cost

Apps: Free

Plus Printed Passport ad/coupon:

 1/3 page:
 \$440

 2/3 page:
 \$760

 Full page:
 \$1200

Passport Stamps: \$50 ea (optional)

Ad sizes

1/3 page 132mm (w) x 60mm (h) 2/3 page 132mm (w) x 122mm (h) Full page 132mm (w) x 184mm (h)

Note: you can still be on the Murray River website at normal rates and not participate in the Murray Passport. Artwork costs extra if not supplied.

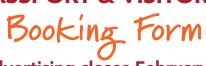
Discover Murray Marketing



Passport advertising closes February 21st 2014 - conditions apply Contact Shane Strudwick on 0409 678 654 or shane@murrayriver.com.au to participate!



Discover Murray River Trail 2014 PASSPORT & VISITOR GUIDE





Passport advertising closes February 21st 2014 Artwork deadline by February 28th 2014

Contact Shane Strudwick on 0409 678 654 • Fax (08) 8363 6433 • passport@murrayriver.com.au

ABN 25 070 925 297 • Murray River Tourism Pty Ltd t/a Discover Murray River

Company Name:	Date:
Contact Person:	Role:
Postal or Street Address:	
State:	Postcode:
Telephone: ()	Fax: ()
Mobile:	Social: Facebook Twitter Instagram YouTube
Website:	Other social channels:
Email:	Facebook Name:
Tick advertising size and cost (inc GST)	Terms and conditions of Passport participation
 ✓ Digital Passport set up: \$60 Murray website: \$440 (per annum) if currently on Murray website no cost Passport Stamp: \$50 ea (optional) Ad sizes and specifications 1/3 page - \$440 - 132mm (w) x 60mm (h) 2/3 page - \$760 - 132mm (w) x 122mm (h) Full page - \$1200 - 132mm (w) x 184mm (h) Artwork supplied to be pdf, CMYK 300dpi to size, no trim or bleeds. Costs may apply to altering or fixing incorrect artwork. Artwork supplied or created (please tick) We will be supplying artwork Discover Murray to create artwork (additional cost will be incurred and added) Total Advertising Fee \$ 	 Your business needs to be an advertiser on Murray River website Requires you supply a value added offer for your coupon advertising Your business is solely responsible for delivering on the voucher advertised All advertisements/coupons must be signed and approved within 3 days of receipt of electronic pdf proof The advertising is only booked when this booking form, signed and both the form and full payment are received It is the sole responsibility of the advertiser to ensure their information in their advertisement is correct No monies can be refunded for cancellations after 7 days or receipt of this signed booking form Discover Murray River reserves the right to withdraw advertisements if full payment is not received by 5pm Friday 28th February 2014 Failure to provide all material for advertisements before due date may result in your booking cancellation Bookings close Friday 21st February 2014 Full payment is due by 5pm Friday 28th February 2014 to participate By filling in this form and submitting to Discover Murray River you adhere to the terms and conditions of advertising with Discover Murray River found at www.murrayriver.com.au/terms-and-conditions/
Murray River Passport. We accept sole respon	n and agree to all Terms and Conditions of advertising with the Discover asibility for any vouchers/coupons offered to customers through the fany and all liability associated with our advertised offer in the Passport.
Name:	Signature Date
Payment	
■ EFT: BSB: 035039 • Account: 273006 or	Cheque: Discover Murray River, PO Box 54, Stepney SA 5069
Credit Card: Visa Mastercard Expi	iry Date / Total amount paid \$
Card Number: / /	
Name on Card	Signature