



M A R K E T I N G P R O D U C T

# eXperiences

C O M P E N D I U M

PROMOTIONAL KIT  
M: 0419 947 594 E: [tania@prdirect.com.au](mailto:tania@prdirect.com.au)





PR Direct is launching the  
**2010 Experiences  
Compendium**  
which complements our  
Brochure Distribution service.

**eXperiences**  
C O M P E N D I U M

**WHERE?** "Experiences" is a compendium providing information about the region which will be located in over 450 private holiday homes and boutique resort rooms in Dunsborough, Quindalup, Eagle Bay, Bunker Bay, Yallingup and Gracetown. This will allow holiday makers to have a comprehensive guide to the region in the comfort of their holiday home and resort room - whereas previously these homes and resorts have not been serviced with such a product.

**WHO?** As more people choose to holiday in the region we see these people as a key target audience for wineries, restaurants, retailers, tourist attractions, service providers, real estate agents etc. As a local business this means your service / product will be in the hands of thousands and thousands of loyal down-south holiday makers.

**WHAT?** The Experiences Compendium is a high quality and durable buckram covered A4 landscape design combining exquisite local photography and full page advertorial style features of local businesses. All internal pages are printed on 200 gsm matt laminate paper.

**HOW LONG?** The compendium will have a 12 month span, running from July 2010 to June 2011. There is only ONE opportunity to be involved - NOW! Otherwise you will have to wait for the 2011 publication.

**HOW MUCH?** The fee for a full page feature is \$1760 inc GST, with quarterly payments of \$440 or SAVE 15% and pay only \$1496 (final balance to be paid on approval of artwork). 25% deposit will be invoice at time of booking.

**MORE INFO?** For additional information please Tania Walker on 0419 947 594 or email [tania@prdirect.com.au](mailto:tania@prdirect.com.au)

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All photos and images shown herein are for illustration purposes only and may not necessarily represent the final product.





## Booking Form

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Town: \_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate payment option:

Option 1: \$1760 (25% deposit at time of booking followed by 3 x \$440 payments)

Option 2 - 15% saving: \$1496 (25% deposit at time of booking and balance to be paid upon approval of final artwork)



## Artwork Details

### Text

Headline\*

Text 100 words maximum\*

Contact details (address, phone, fax, email and web)\*

\*To be provided as a word file

### Logo

All fonts converted to paths as eps, tiff or jpeg 300dpi size 70mmW x 25mmH

### Photos

1 x hero image\*\* (max size: 115mmW x 130mmH approx)

3 x smaller images\*\* (size: 35mmW x 35mmH)

\*\*All images to be supplied as tiff or jpeg 300 dpi

All artwork Specifications to be emailed to [tania@prdirect.com.au](mailto:tania@prdirect.com.au)

experiences  
COMPENDIUM

PR Direct

## Little Leisure... learn as you grow

**Little Leisure** is a concept children's store stocking a unique range of educational toys, gifts, shoes and linen plus a stunning selection of children's clothing 0 -12 years.

You will find exquisite timber toys, puzzles, games for outdoors, craft and a variety of toys that will stretch the imagination of YOU and your children.

Little Leisure provides a great shopping solution for children's birthdays, gifts for newborns and special treats for treasured grandchildren.

### Clothing brands include:

- Eeni Meeni Miini Moh • Esprit • Sook • Little Horn
- Cuddle Fish • Metalicus • The Baby • Books to Year

### Toy brands include:

- Ravensburger • Plan Toys • Thomas & Friends • Lego
- Breyer • Schleich • Little • Wahu

### Gift, shoe & linen brands include:

- Rush • Penny Scallan • Estkids • Gertie & Me
- Tip Toey Joey • Robeez

**Open:** Mon - Sat 9am - 5pm,  
Sun & Public Holidays 10am - 4pm.

little leisure

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Dunsborough

**P** 9759 1488

**E** [shop@littleleisure.com.au](mailto:shop@littleleisure.com.au)

**W** [www.littleleisure.com.au](http://www.littleleisure.com.au)



SAMPLE  
ADVERT

# Your business name or headline here

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Your address details here,  
WA 6281

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**W** www.yourbusiness.com.au

