

HotSpots

● VANUATU

Tourist Map
and Vouchers

Media Kit

Advertising
packages starting
at under
\$1 per day!

The graphic features a large, vibrant tropical drink in a glass, garnished with a yellow hibiscus flower, a slice of pineapple, and a red cherry. The drink is set on a wooden tray against a background of a tropical beach with turquoise water and a blue sky. Below the drink, there is a promotional map and three vouchers. The map is titled 'LOCAL HotSpots VANUATU' and 'FREE MAP' with the website 'hotspotsvanuatu.com'. The vouchers are for 'World Car Rentals Vanuatu' (15% off advertised rates), 'OASIS SPA' (20% off all spa treatments), and 'Iririki Wine Dine Relax' (10% off total food & beverage bill).

hotspotsvanuatu.com

FREE MAP

LOCAL HotSpots VANUATU

Make the most of your island

The best rates on the island. www.worldrentalcars.com

World Car Rentals Vanuatu

15% off advertised rates

OASIS SPA

20% off all spa treatments

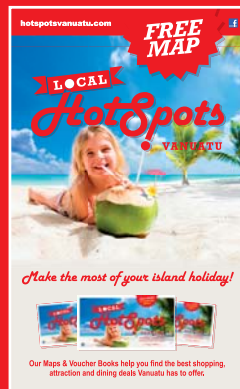
Iririki

Wine Dine Relax ... all day and night

10% off total food & beverage bill

Tourist Map

The Island *HotSpots* Maps of Port Vila and Efate provide a refreshing view of our island allowing ease of navigation. These useful maps are free to tourists and distributed all over Port Vila including cruise ship passengers. They offer great value for money advertising.



Vouchers

The *HotSpots* Vouchers provides tourists with the best deals from HOT restaurants, resorts, spas, tours, car hire, retail stores and more. The vouchers offer exceptional value and are a favourite for stay over tourists, cruise ship passengers and locals alike.



Just some of the benefits

- The only advertising available at less than \$1 per day – no business is too small. So with everyone included, the maps are more complete and useful to tourists. Larger ad packages cost approximately 62% less than the competition.
- Businesses won't be chasing more maps and vouchers and restocking their displays, as all are delivered up front.
- Vanuatu tourists now have a lot of entertainment options, so offer them an incentive to choose you over your competition.
- Excellent value for money for both the tourist and the advertiser.
- This offers tangible advertising so you can see the return on your investment, and how your advertising dollars are working.
- Available on a convenient monthly payment plan which reduces the advertising impact on your cash flow.
- New edition of the Voucher Book and Map released annually.
- Maps of Port Vila and Efate can be downloaded from the website and all the vouchers can be viewed by visitors before they arrive on holiday.

Free social media promotion all year on Hotspots Facebook

Unique and flexible pricing structure

		Excluding VAT	Pay monthly**	Pay annually
Voucher Book	Local	One Voucher	13,750vt	150,000vt
	VIP	One Voucher on the front cover (only 6 positions available)	18,333vt	200,000vt
	Ad Space	Advertisement (only 4 positions available)	13,750vt	150,000vt

		Excluding VAT	Pay monthly**	Pay annually
Map	Smol	Listing & Map reference (red dot) - Name of business + 1 phone number	-	30,000vt
	Nambatri	Medium Ad with map reference point, no maps	9,167vt	100,000vt
	Nambatu	Medium Ad with map reference point, includes 500 maps	10,450vt	114,000vt
	Iconic	Have your business drawn into the map & a reference point. Price reduced by 50% when you also take an ad. Includes 100 maps	11,000vt	120,000vt
	Nambawan	Large Ad with map reference point, includes 800 maps	16,500vt	180,000vt
	Mega	Large Ad with map reference point, includes 3000 maps	19,250vt	210,000vt
Maps sold in bundles of 50		50 - 250 Maps 1,500vt per pack (incl VAT)	300 - 1000 Maps 1,000vt per pack (incl VAT)	MEGA 1500 Maps 25,000vt per 1,500 maps (incl VAT)

** includes 10% pay monthly fee

Website	expand your online advertising by featuring on the Hotspots Map online only 1,500vt per month introductory offer.
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Distribution

The Hotspots products are distributed:

- in over 80 locations in Port Vila including all major hotels and resorts, car hire, bars, shops, cafes, Vanuatu Tourism Information Offices, the airport, private villas, airport pick up transportation, tour companies and more.
- by wholesalers in NZ, New Caledonia and Australia directly to travellers.
- by hand to cruise ship passengers as they disembark.



Map Positioning

Your ad can be positioned on the Port Vila or Efate sections – these positions will be based on your request and on a first come, first served basis. Confirm your booking now to avoid disappointment.

Monthly Payment Plan

Choosing the convenient monthly payment plan spreads the advertising cost over 6 months improving your cash flow. The payment plan incurs a 10% fee. The first payment will be due when you confirm your contract (or the ad deadline date). You will receive your monthly invoice each month and payment is due by the 20th of the following month in line with other utilities and payment facilities for your regular monthly expenses.

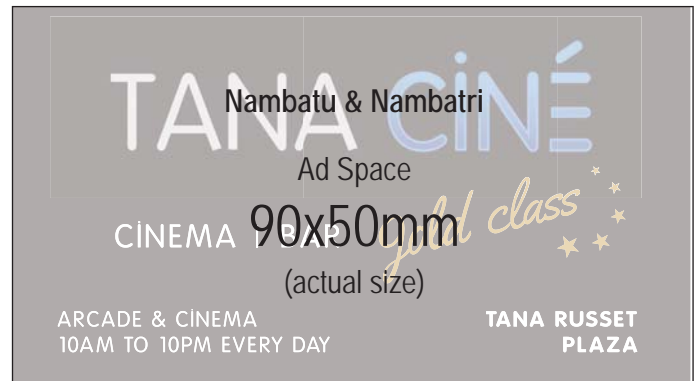
Dates

Release Date November

Payment & Artwork Deadline 1 August

Supplying your own artwork?	Want us to do the design?
<p>Files must be High Resolution 300dpi CMYK. Accepted formats: PDF, JPG, EPS, TIF files at 300dpi. PDFs must have embedded fonts & CMYK images.</p>	<p>We can design and layout your ad for you for only 8,500vt + VAT. Supply a maximum of 3 images & your logo.</p>

Map Artwork

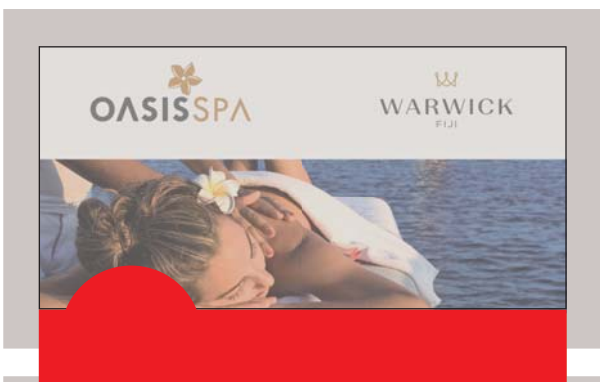


22 Joe's Fish & Chips 5569777

Smol Map Listing (actual size)

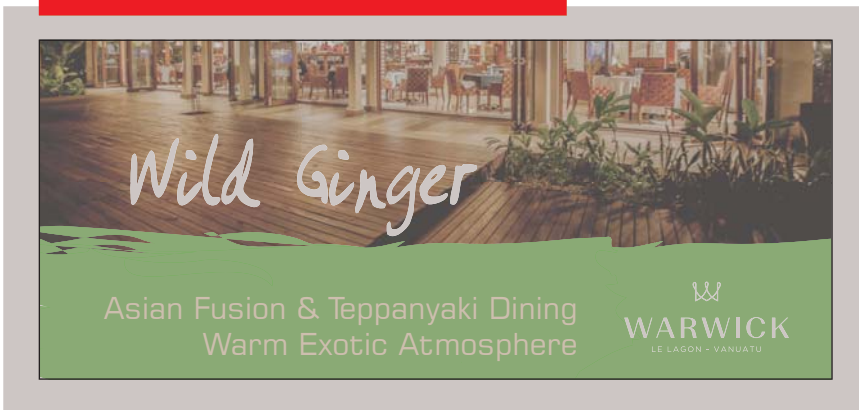
Maximum 32 characters, including spaces & phone number

Voucher Artwork



Voucher Graphic
70x35mm
(actual size)
With 5mm bleed all around

Supply only your artwork for the front of your voucher and your high resolution logo.
The voucher offer (red section) will be prepared in-house by Hotspots.



Advertisement
105x45mm
(actual size)
With 5mm bleed all around