

**STOCK LEVELS**  
**MARGIN RATES**  
**MARKET SHARE**  
**UP SELL**  
**BRAND AWARENESS**  
**SEASONALITY**

**Let us put  
the last piece of  
the puzzle in your  
marketing strategy.**

LeisureCom Group can establish unique marketing strategies that will assist with yield management and increased occupancy levels by providing the tools, expertise and the assets necessary to facilitate and provide consumer motivators. We have created a number of marketing programs that will enable you to easily and intuitively create and automate relevant, targeted campaigns that engage current and prospective customers.

**LEISURECOM WILL**

- Maximise your revenue potential with targeted strategic marketing campaigns
- Get more customers for your business by advertising to people searching for accommodation
- Reach people actively looking for information about your products and services

**LEISURECOM PARTNER  
MARKETING INCLUDES**



**ONLINE ADVERTISING** (banner/inserts on websites/portals, social referral promotions & AdWords)

**DIRECT MARKETING** (email, SMS, voucher promotions, corporate/event promotions & telemarketing campaigns)

**PRINT MEDIA** (catalogues, guides, flyers & mailers)

The options are extensive and we can develop a marketing package or strategic alliance that will suit your budget.

**LeisureCom**  
Travel Group

LeisureCom Group Ltd  
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**www.leisurecom.com**

# WE HAVE A RANGE OF MARKETING PACKAGES AND OPTIONS TO FIT YOUR BUDGET

## Standard Partner Marketing includes:

1. A fully hosted webpage accessible on selected LeisureCom Group websites and regional portals
2. A listing in the index under each website and portal with a "hero shot" and brief details.
3. Promotion of specials in fortnightly eNews to retail and club members.



## MARKETING UPGRADE OPTIONS AND PRICES

### INTERNET MARKETING

Banner Advertising	Size A - 25x25	Size B - 30x25	Size C - 24x40	mm x mm
	\$95.00	\$125.00	\$150.00	per month
Online Portal Listing	per project			

### PRINT ADVERTISING

Club Membership Catalogue	1/6	1/3	1/2	1	page
	\$395.00	\$780.00	\$1,100.00	\$1,850.00	
A4 Mailer	1/12	1/6	1/3	1/2	page
	\$175.00	\$275.00	\$450.00	\$750.00	
Promotional Flyers	A4 size	DL size			
	\$200/page + printing	\$180/page + printing			

### MARKETING COMBINATION

Package	Premium	Superior	Superior Plus	Ultimate	Ultimate Plus
	\$1,750.00	\$2,400.00	\$3,150.00	\$3,950.00	\$4,900.00
Catalogue +	1/3 page add in ONE Membership Catalogue	1/2 page add in ONE Membership Catalogue	1/2 page add in TWO Membership Catalogues	Full Page add in ONE Membership Catalogue	Full page add in TWO Membership Catalogues
Mailer +	1/6 page add in A4 Mailer 2 per year	1/3 page add in A4 Mailer 2 per year	1/3 page add in A4 Mailer 2 per year	1/2 page add in A4 Mailer 2 per year	1/2 page add in A4 Mailer 2 per year
Internet Banner	Banner listing 25x25 for 12 mths	Banner listing 30x25 for 12 mths	Banner listing 30x25 for 12 mths	Banner listing 24x40 for 12 mths	Banner listing 24x40 for 12 mths

LeisureCom can assist you in going to the next level with your marketing. We offer a range of results oriented options that are formulated into a strategy and managed to improve your return and yield.

The options are extensive but we can develop a marketing package or strategic alliance to suit your budget.

Packages show the minimum level of direct and online marketing that we will undertake on your behalf. Other options are available for more selected and specific targeting. Discuss your requirements with one of our Business Development Executives.



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