

www.echucamoama.com
**Website Banner Advertising Agreement
exclusive to EMT Members only**

Echuca Moama Regional Tourism hereby agrees to provide the EMT Member / Advertiser (as below) with banner advertising space on the Echuca Moama Regional Tourism website (www.echucamoama.com), subject to availability and the terms and conditions herein.

Name of Company:

Type of Business:

Contact Name:

Address:

Phone Number:

Email Address:
(hereinafter called the 'Advertiser')

Page required:
eg: Home Page, Calendar of Events, Things To Do etc, see over.

URL / Link address:

Months required:
Dependant on availability. Please note, to be fair to all EMT members, only 3 consecutive months of advertising per page can be booked.

Amount due: \$
Please see over for pricing and payment methods. Advertising must be paid prior to commencement.

Please return completed form to:
Echuca Moama Regional Tourism
Attn: Karen Colvin

Scan and send to: karen@echucamoama.com
or fax to (03) 5482 6413
or post to 2 Heygarth Street, Echuca VIC 3564.

Section A

Pricing

Echuca Moama Tourism offers EMT Members (and only EMT Members) an exclusive presence on one of our pages on our website with an all important link provided back to your website. You can track your click-throughs through your own Google Analytics or we will provide a report once the advertising period is complete if requested.

Please note, to be fair to all members, only 3 months of web banner advertising can be booked consecutively per page.

(Please note a 20% loading applies to advertisements displayed during peak season 1 Nov - 30 Apr. All prices include GST).

All web banner ads are ONE SIZE ONLY

988 pixels wide x 341 pixels high

Home Page

Banner Advertising	(May until October)	\$309 per month
Peak Period + 20%	(November to April)	\$361.80 per month

Over a third of our traffic lands on the home page.

Events Calendar, Things To Do, Business Directory, Accommodation pages

Banner Advertising	(May until October)	\$89 per month
Peak Period + 20%	(November to April)	\$106.80 per month

All other pages

Banner Advertising	(May until October)	\$79 per month
Peak Period + 20%	(November to April)	\$94.80 per month

Once we have received your expression of interest to advertise on www.echucamoama.com you will be notified of the availability and success of your requested months for advertising.

All banner ads are positioned at the bottom of each web page so as to allow for optimum representation on our responsive website when resized for different devices and to allow for best practice user functionality, allowing easy access to our booking gadgets at the top of each page, resulting in more bookings of our product.

234,735
**The number of visits to
www.echucamoama.com
in the last 12 months.**
 That's an average of 19,561 unique
 visits per month.

15,174
**The number of visits to
www.echucamoama.com
last month (May 2015)**
 (A total of 74,812 pages were viewed
 by these unique visitors)

Section B

Please complete the following section by checking the applicable boxes and answering the questions.

I hereby accept the terms and conditions of this Agreement, which I confirm I have read and understood, on behalf of the Advertiser;

I confirm I am duly authorised to enter this Agreement on behalf of the Advertiser;

My name is.....
(please print full name)

The position I hold within the Advertiser company is.....

I am over the age of 18 years;

Signed:

Date:

Payment Details

Direct Bank Payment

Date Paid:

To: Echuca Moama Tourism

BSB 633 000

Acc: 139 346 571

or

Credit Card Details

Visa Mastercard

Name on Card:

Card Number

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiry Date on Card:.....

Authorising Signature:

or **Cheques made payable to Echuca Moama Tourism**

Web Banner Ad Example

24	25	26	27	28	29	30
Echuca Moama Market Echuca Moama Wedding Expo Exhibition 'They fought t... Hairspray the Broadway Mu...	Exhibition 'They fought t...	Exhibition 'They fought t...	Exhibition 'They fought t...	Exhibition 'They fought t... Hairspray the Broadway Mu...	Exhibition 'They fought t... Memories of Anzac Exhibit... Hairspray the Broadway Mu...	Echuca Farmers Market Exhibition 'They fought t... Memories of Anzac Exhibit... Hairspray the Broadway Mu...
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Exhibition 'They fought t...						

Directions

Accommodation Search

Attractions

Business Directory

Touring Our Region

More Information

Important Travel Tips
Weather
River Conditions
Useful Links

EMT Membership

Membership
Become a Member
View Business Directory
View Member Rewards

BookFesty Login

Connect



Web Cam

Blog

Photogallery

Contact Us

Echuca Moama
The Murray's living legend

Echuca Moama
Visitor Information Centre
2 Heygattill Street
Echuca VIC 3564
03 5480 7555
Freecall 1800 804 446
info@echucamoama.com

Section C

Content Requirements

- Ads must take up the entire space of the image size you've chosen, and they can't appear sideways or upside down. Ads can't be segmented, contain multiple copies of itself within the ad or appear to be more than one ad. Google also doesn't allow ads that expand beyond the frame or otherwise encroach on the website.
- Image ads must be relevant to the advertised site. Ad images must be clear and recognisable, with legible text. We don't allow unclear, blurry or unrecognisable images to be used in ads.
- Ads should be clearly distinguishable as ads and as separate from the page's content.
- Ad background must have the distinct look and feel of an ad.
- Ad product or offer must be clearly identified/promoted in connection with your brand, logo or name.
- Echuca Moama Tourism assigns a family status to all ads to make sure that ads are shown to an appropriate audience. Image ads and the content they point to must be "family safe".

Section D

1. Definitions:
 - (a) 'Advertisement' means the display of the advertising products or services in the banner on the Echuca Moama Regional (EMT) website www.echucamoama.com
 - (b) 'EMT' means Echuca Moama Regional Tourism.
 - (c) 'Advertiser' means an Echuca Moama Tourism Member ONLY.
 - (c) 'Initial Period' means the period of time for which the parties first enter into the Agreement
 - (d) 'Banner Ad' means a large banner with the following characteristics:
 - Size – 988 pixels wide by 341 pixels high
 - Format – JPG
 - Link to Web Address – Please supply your home page or specific web address
2. The Advertiser agrees to pay all charges (in accordance with the price list on page 2 of this Agreement) to Echuca Moama Regional Tourism prior to the time the advertisement start date.
3. The parties agree that the Initial Period of this Agreement shall be for a maximum of 3 months and that any subsequent renewals of the Agreement shall also be for a maximum period of 3 months.
4. All payments to be made by the Advertiser to EMT must be made within 7 days of the date of the tax invoice issued by EMT and paid prior to commencement of advertising period. Should EMT not receive payment with 7 days of the tax invoice date, the Advertiser agrees to reimburse EMT for any enforcement expenses incurred by EMT in obtaining payment.
5. No Advertiser shall enjoy any preferential position in the banner advertising.
6. No Advertiser shall enjoy any monopoly or exclusive rights in relation to the banner advertising.
7. The Advertiser agrees to supply a copy of the Advertisement at the correct dimensions specified to EMT at the time of signing this Agreement or engage Echuca Moama Tourism to complete the design for you at least 14 days prior to commencement of advertising period and all payments settled. The Advertiser can CHANGE THE CONTENT any time during the duration of the web banner advertising period. The advertisement may not contain any elements of misleading or false advertising.
8. EMT reserves the right to review any Advertisement before publication and reserves the right to withhold, withdraw or refuse to display any Advertisement for any reason whatsoever, either before publication or after publication.
9. EMT reserves the right to change the locale of the banner to be used for banner advertisements.
10. The Advertiser agrees that this Agreement contains all the terms and conditions between the parties hereto and that EMT (including, but not limited to any director, executive officer, employee or representative of EMT has made no warranty (oral or otherwise) except as expressly stated herein.
11. The Advertiser agrees to indemnify EMT against all claims in respect of any alleged infringement of copyright, trademark or design or in respect of any passing off or slander or title arising in consequence to the display of the Advertiser's Advertisement in pursuance of the Agreement.
12. The Advertiser agrees to indemnify EMT in respect of any claim or demand made or action commenced by any person against EMT or for which EMT is liable in connection with any loss or damage suffered in connection with the Advertisement or the subject matter of this Agreement, including but not limited to any legal costs as between solicitor and client incurred by EMT or for which EMT is liable.
13. If for any reason EMT or the website containing the banner ceases to operate, then:
 - i. The Advertiser shall have no right of action against EMT regarding the cessation of operation of the website containing the banner; and
 - ii. The Advertiser shall not be released from any liability or right of action which at the time of cessation has already accrued to EMT.
14. Termination of this Agreement will not release either party from any liability or right of action which at the time of expiry or termination has already accrued to either party or which may thereafter accrue in respect of any act or omission prior to such expiry or termination. Such rights may include but not be limited to the recovery of any money due.

15. EMT will not be liable nor deemed to be liable to the Advertiser for failure or delay in meeting any obligation due to strikes and/or lockouts (whether of their own employees or those of others) Acts of God, war, fire, flood, embargo, litigation, acts of government or any agency instrumentality or any political subdivision thereof, technical difficulties or any other cause beyond the control of EMT. In any such event, and if possible, the time for performance of the obligations under this Agreement will be extended by the same period or periods (as the case may be) for which performance is delayed.
16. (a) A notice or other communication required or permitted to be given by one party to another must be in writing and:
 - i. delivered personally; or
 - ii. sent by pre-paid mail to the address of the addressee specified in this Agreement; or
 - iii. sent by facsimile transmission to the facsimile number of the addressee with acknowledgment of receipt from the facsimile machine of the addressee.(b) A notice or other communication is taken to have been given (unless otherwise proved):
 - i. if mailed, on the second Business Day after posting; or
 - ii. if sent by facsimile before 4 pm on a Business Day at the place of receipt,(c) A party may change its address for service by giving notice of that change in writing to the other parties.
19. The variation or waiver of a provision of this Agreement or a party's consent to a departure from a provision by another party will be ineffective unless in writing executed by the parties.
20. If any clause or part of a clause of this Agreement is invalid, illegal, unlawful or otherwise being incapable of enforcement, that clause or part of a clause will firstly, be read down to give it efficacy and, if that is not possible then, secondly, will be deemed to be severed from this Agreement and be of no force and effect but all other clauses and parts of clauses of this Agreement will nevertheless prevail and remain in full force and effect and be valid and fully enforceable.
21. Interpretation
In this Agreement, unless otherwise indicated by the context:
 - i. words importing the singular include the plural and vice versa;
 - ii. headings are for convenience only and do not affect interpretation of this Agreement;
 - iii. a reference to a clause, paragraph or schedule is a reference to a clause, paragraph or schedule of this Agreement;
 - iv. where any word or phrase is given a definite meaning in this Agreement, any part of speech or other grammatical form of that word or phrase has a corresponding meaning;
 - v. an expression importing a natural person includes a body corporate, partnership, joint venture or association;
 - vi. a reference to a statute or regulation includes all amendments, consolidations or replacements thereof;
 - vii. a reference to a party to a document includes that party's successors and permitted assigns;
 - viii. no rule of construction applies to the disadvantage of a party because that party was responsible for the preparation of this Agreement;

For more information contact us on (03) 5480 7555



Echuca Moama & District Tourism
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