

2022 | 2023



SMBI

Community Organisations & Events

**PASSENGER FERRY
ADVERTISING
BOOKING FORM**

SEALINK
Bay Islands

REQUIREMENTS

OUR COMPANY

SeaLink Community Advertising Conditions & General Information:

SeaLink South East Queensland's commitment to the North Stradbroke Island and Bay Islands communities' spans over 55 years. We are passionate about the future and strive to support these communities wherever possible. SeaLink allows community advertising free of charge* for groups and events that are in line with our corporate and marketing objectives to increase community awareness of the available services, and support of the North Stradbroke or the Bay Islands communities.

In line with this, SeaLink will favor advertisements that will:

- Benefit a credible charity or organisation
- Benefit the residents of North Stradbroke or the Bay Islands
- Increase or promote visitation to North Stradbroke or the Bay Islands in the form of an event that enhances the visitor experience

Community Advertising agreements will be valid for a minimum of 1 month and a maximum of 12 months at a time. All agreements can be revised at the end of the allocated time frame but we caution not to assume that SeaLink can extend the same agreement continuously. Advertisements can be withdrawn without notice, if deemed necessary, by SeaLink South East Queensland management due to perceived misuse or misrepresentation of the agreed terms and/or possible detriment to the SeaLink Travel Group name and reputation.

*free of charge excludes artwork production fee

CONTACT US

SeaLink Bay Islands Passenger Ferries (07) 3409 1145
8 Outlook Crescent, Russell Island SEQ.Display@sealink.com.au

BOOKING FORM

ARTWORK PRODUCTION (INC GST) \$66.0

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Artwork Production Required

If you are supplying artwork, it must be provided in the following format

- MP4 video format with no sound
- 15 second duration with maximum 3 slides
- 1080 x 729 px

AIRTIME

FOC

All community ads are 15 seconds in length and will be played multiple times per day however this may not mean every trip per day.

ORGANISATION / GROUP NAME

NON-FOR PROFIT?

CONTACT NAME

EMAIL

MOBILE

LOCATION

IS THIS ADVERTISING FOR AN EVENT?

DATE OF EVENT

LOCATION OF EVENT

APPROVAL PROCESS

APPLY

01

Send this booking form and any further details to SEQ.Display@sealink.com.au

DECISION

03

You will receive notification, if approved, asking for content, if not already submitted, and the length of approved contract (1 to 12 months)

REVIEW

02

Your application will be reviewed within 14 days of receiving your booking form.

AGREEMENT

04

You will be sent an invoice for the artwork and a copy of your ad for approval ready for 1st of the next calendar month.