

SEALINK BAY ISLANDS DIGITAL ADVERTISING



PASSENGER FERRY ADVERTISING BOOKING FORM

Please complete the booking form email back to seq.display@sealink.com.au
All ads must be booked and confirmed by the 18th of each month for
inclusion into the next available advertising slot.

04

NUMBER OF BOATS

There are 4 boats in service daily
all playing the same content

04

COST PER DAY

It costs less than \$4 per day to
advertise on our boats

46

LENGTH OF PLAYLIST

The playlist is a maximum of 46
minutes long which is about the
time of a return trip.

23

COST PER WEEK

The cost per week ends up being
about \$23/week

50

AVERAGE PLAYTIME

Your ad will play an average of 50
times per day 7 days a week.

03

MINIMUM CONTRACT

All contracts are a minimum of 3
months up to 12 months.

30

LENGTH OF ADS

Each Business ad is allocated 30
seconds of airtime in a playlist

72

NUMBER OF SPOTS

Advertising space is capped at 72
businesses per month.



LET US HELP PUT THE FOCUS ON YOU

Create awareness of your business to a captive audience

Our design team will work with you to create a visually pleasing ad that will appeal to viewers offering clear information and details about your business in a way that will be easy to remember and generate more leads. All artwork needs to be supplied by the 18th of the month and approved 48 hours prior to the beginning of the month.



BOOKING FORM

AIRTIME

All business ads are 30 seconds in length and will be played an average of 50 times per day on our passenger ferries.

MONTHLY COST (INC GST) \$91*

FOR A 30 SECOND AD (MINIMUM CONTRACT: 3 MONTHS)

*price valid until 30 June 2024. From 1 July 2024 cost will be \$94

ARTWORK PRODUCTION (INC GST) \$110

Production of premium new business advertisement.

☐

Artwork Production Required

BUSINESS NAME

ABN

CONTACT NAME

EMAIL

MOBILE

LOCATION

LENGTH OF CONTRACT (TICK)

☐

3 MTHS

☐

6 MTHS

☐

12 MTHS

SAVE 5% IF YOU ADVERTISE FOR 6 MONTHS AND PAY UPFRONT

SAVE 10% IF YOU ADVERTISE FOR 12 MONTHS AND PAY UPFRONT

I WOULD LIKE TO PAY UPFRONT FOR CONTRACT

☐

All 3 month contracts must be paid in advance, if you choose a 6 or 12 month contract you can pay every 3 months or upfront and save, contact us for a quote.

Ph: 3409 1145 | Email: seq.display@sealink.com.au

ARTWORK SPECIFICATIONS

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

File type & size

- Images png & .jpeg files
- Videos .mov & .mp4 files
- less than 10MB
- Aspect ratio of 16:9

The image resolution:

1080 width x 720 height

Recomdendations

- Maximum of 6 slides containing text.
- Minimum text size: 20pt
- Include contact details on every slide – eg; phone number, website, email
- Avoid low contrast text over images

