

ADVERTISING ON BOARD

2 SHIPS

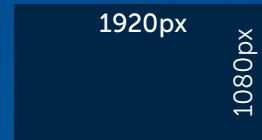
SAILING NIGHTLY

PLUS ADDITIONAL DAY SAILINGS



17 SCREENS PER SHIP

11 PORTRAIT + 6 LANDSCAPE



DEMOGRAPHICS

TOP 3 CUSTOMER SEGMENTS



GREY GEESE Age: 55-75 Income:\$20-\$40K

41% OF PASSENGERS PER ANNUM

Older, less wealthy couples holidaying all year round, looking for a low cost and traditional Australian experience.



MEMORY MAKERS Age: 45-65 Income:\$100K+

20% OF PASSENGERS PER ANNUM

Young professional or baby boomer couples seeking a luxurious or adventurous travel experience.



4-WHEEL FAMILIES Age: 35-65 Income:\$100K+

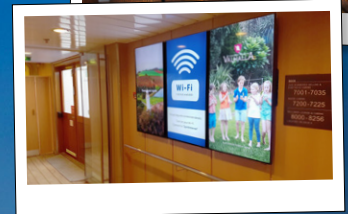
18% OF PASSENGERS PER ANNUM

Well-off families taking the kids to Tasmania in the school holidays, looking for an enjoyable family-friendly experience.

REACHING

430,000 +

PASSENGERS PER YEAR



DIGITAL ADVERTISING KIT

ADVERTISING RATES* (EXCL. GST)

VIDEO	6 MONTH CONTRACT		12 MONTH CONTRACT	
30 SEC VIDEO	\$120 per week	\$3,120 total	\$100 per week	\$5,200 total
60 SEC VIDEO	\$240 per week	\$6,240 total	\$200 per week	\$10,400 total
15 SEC STATIC IMAGE	\$60 per week	\$1,560 total	\$50 per week	\$2,600 total

*Conditions: One advertisement change accepted per six month contract. Two changes accepted per twelve month contract. Additional changes are \$200 per change. Can't exceed more than two changes in six months or four changes in twelve months.

All advertising queries can be directed to Joan Marchetti.
M: +61 428 293 868 E: jcm@spiritoftasmania.com.au

ADVERTISING SPECS

STATIC IMAGERY

Preferred format: PNG or JPEG (RBG format)

File size: must be under 4MB

Landscape images: 1920px(w) x 1080px(h)

Portrait images: 1080px(w) x 1920px(h)

VIDEO FILES

- SOUND MUST BE REMOVED FROM VIDEOS
- SLATE (PRODUCTION INFORMATION) MUST BE REMOVED FROM VIDEOS

Preferred format: MPEG-2 standard definition or MPEG-2 high definition (720p and 1080p) .
MP4 is also accepted

Landscape videos: 1920px(w) x 1080px(h)

Portrait videos: 1080px(w) x 1920px(h)

SUBMISSION OF FILES

All artwork must be submitted for approval a minimum of one month prior to contract commencement. Allow one week for approval and three weeks for upload.

All files can be submitted via below link:

<https://spaces.hightail.com/uplink/spiritoftasmania>

ADVERTISING GUIDELINES

Spirit of Tasmania is considered one of Australia's most iconic travel experiences. We provide passengers with a trip to remember with spectacular views, delicious food and great entertainment.

- Our digital screens need to enhance our passenger's onboard experience
- Content needs to inspire and excite our passengers about the trip they are about to embark on in Tasmania
- To maxium exposure we recommend clear call to actions with logo on every frame
- It's recommended to fade the start and end frames in and out. This gives a little breathing space between each ad. NOTE: Slate to be removed from videos
- Sound must be removed from videos
- Acceptable content: Tasmanian tourism content (activities, regions, attractions, events, experiences, restaurants, accommodation and travel). We will also accept Victorian tourism content
- If referring to Spirit of Tasmania, please get permission on imagery before submission. Note 'the' should never be used in front of Spirit of Tasmania and Spirit of Tasmania should not be shortened to "the Spirit".

All content queries can be directed to:
digitaladvertising@spiritoftasmania.com.au