

2025

ADVERTISING OPPORTUNITIES





WHY US?



The Ningaloo Visitor Centre (NVC) plays a crucial role in assisting visitors to explore the world heritage listed Ningaloo Coast.

We strive to increase exposure for all industry operators and are committed to offering impartial and accurate information on the experiences and activities available in the region.

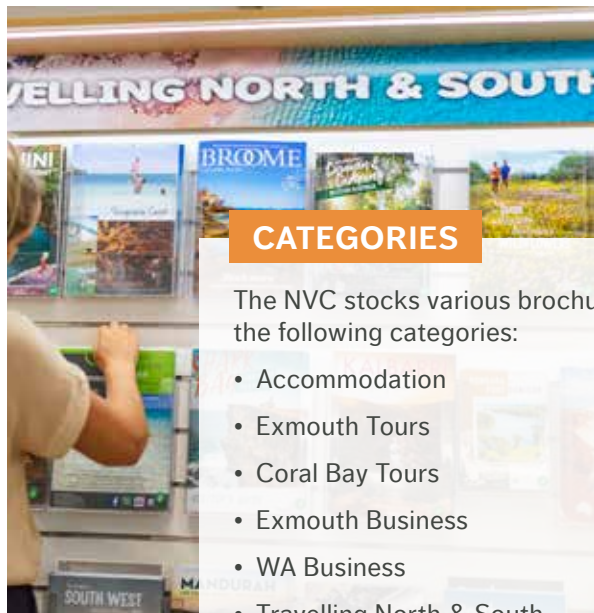
The NVC is a fully accredited Visitor Centre that provides exceptional product knowledge and customer service. Located within the Ningaloo Centre, we have the unique advantage of having an exceptional visual impact on visitors to the region. **Open 363 days of the year**, the NVC recorded **158,118 visitors in the 2023/24 financial year**.

ADVERTISING WITH THE NVC OFFERS OPERATORS:

- Exposure in a prominent location in the heart of Exmouth
- Face to face exposure between staff and visitors
- Increased awareness through screen and digital advertising
- Opportunity to stock DL and A4 brochures

We have moved away from a membership based service, to ensure our operators receive direct benefits through advertising with the NVC. This new advertising model will give operators more options to promote their business.

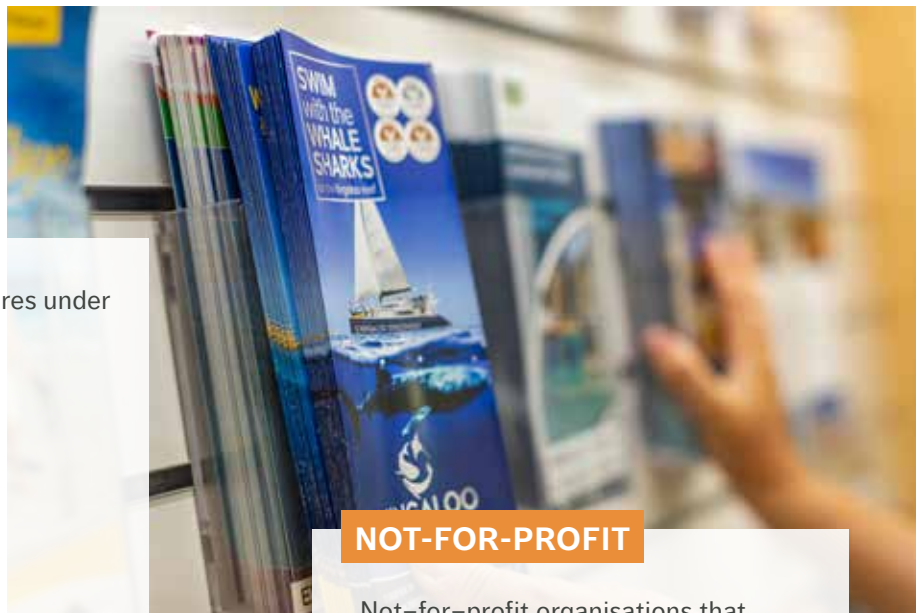
The NVC provides booking services for accommodation, tours, and transport throughout the Coral Coast region, via the Bookeasy online reservation system. This service is available for all industry partners and operators.



CATEGORIES

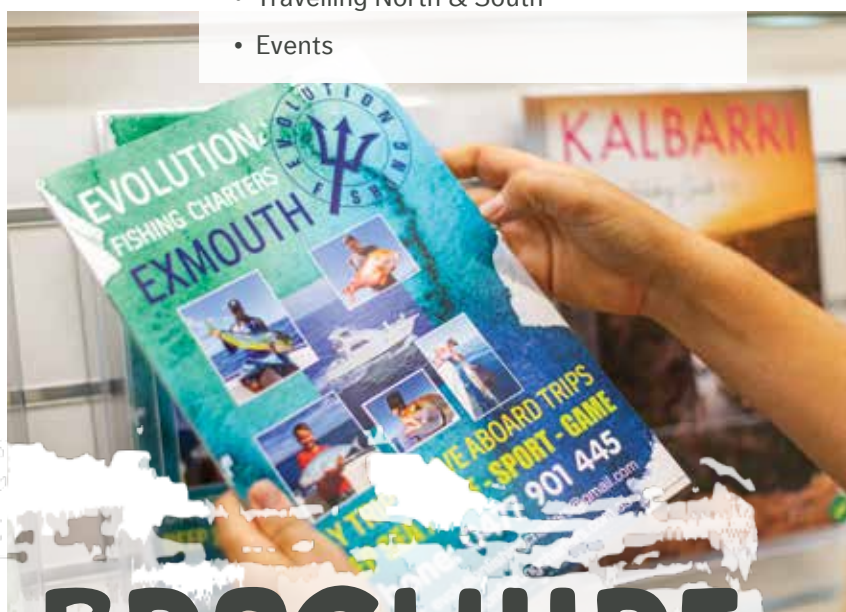
The NVC stocks various brochures under the following categories:

- Accommodation
- Exmouth Tours
- Coral Bay Tours
- Exmouth Business
- WA Business
- Travelling North & South
- Events



NOT-FOR-PROFIT

Not-for-profit organisations that offer products or services related to the tourism industry, receive brochure racking free of charge. The not-for-profit must be based in the Ningaloo region to receive this discount.



BROCHURE RACKS

PRICING	
Size:	Cost: 12 Months
DL Brochure	\$144
A4 Brochure	\$199

BROCHURE REQUIREMENTS

Brochures displayed in the NVC are required to be:

- DL or A4 in size
- Minimum of 120gsm and professionally printed
- Delivered at the expense of the operator/business owner
- Advertised pricing must be correct at the time of supply and updated/accepted accordingly if still in circulation during any pricing alterations

Ningaloo Visitor Centre staff will take the responsibility of managing brochure levels and will advise when additional copies are required.

Each tourism operator or business owner is entitled to purchase a maximum of two brochure racks per year, unless agreed upon via negotiation with the Shire of Exmouth and confirmed in writing.

Business cards will no longer be displayed on brochure racks, but will be handed out on request from the NVC counter.

The Shire of Exmouth will publicly display a list of all available businesses and services.

TV SCREENS / COMMERCIAL

The NVC operates 2 x 87-inch TV screens during daily operating hours. The two screens are located directly above the service desk and are highly visible from all area's of the NVC. Please note we do not use sound whilst running the commercials.

REQUIREMENTS

- Each commercial can be between 60-90 seconds in length
- Please supply high quality resolution video 1920 x 1080
- It's recommended the commercial contains static text displaying the tour and/or operator name

Frequency

- Maximum of 15 operator commercials being run on each screen at any time
- Minimum of three rotations per hour, averaging around 25 rotations per day

REQUIRED FORMAT - MP4



PRICING

TVC Option	Duration	Cost
TVC Low Season (Oct-March)	1 Month	\$66
TVC High Season (April-Sept)	1 Month	\$191
TVC Low Season (Oct-March)	6 Months	\$356
TVC High Season (April-Sept)	6 Months	\$1,037
TVC Annual	12 Months	\$1,291

Image: Tourism Western Australia

The NVC operates a digital screen adjacent to the main entrance during daily operating hours. The screen is located on the left-hand side, once inside the west entry way.

REQUIREMENTS

- Please supply high quality resolution 1920 x 1080
- Please include your logo on each image

FREQUENCY

- Each image is displayed for 10 seconds
- Maximum of 10 images being displayed at any one time
- Guaranteed six minutes of advertising per hour
- Maximum of one image per operator

REQUIRED FORMAT

- JPG, PNG
- File Size 1-3 MB



DIGITAL SCREENS

PRICING		
Digital Display Option	Duration	Cost
Digital Display Low Season (Oct-March)	1 Month	\$42
Digital Display High Season (April-Sept)	1 Month	\$114
Digital Display Low Season (Oct-March)	6 Months	\$220
Digital Display High Season (April-Sept)	6 Months	\$610
Digital Display Annual	12 Months	\$760

COMMUNITY NOTICE BOARD

BROCHURE REQUIREMENTS

Flyers/Posters displayed on our community notice boards are required to be:

- A5 or A4 in size
- Delivered at the expense of the operator/business owner

If you would like to display an advert on the Shire of Exmouth community noticeboard in the town centre, please complete an advertising application form on the Shire website and email it to info@exmouth.wa.gov.au with your advert. Alternatively, you can complete a paper form in person at the Shire Administration office.

The Shire holds the right to accept or decline your application according to our advertising policy and regulations. Community Noticeboard applications are managed by Shire of Exmouth administration staff, not the Ningaloo Visitor Centre

PRICING		
Community Noticeboard Option	Duration	Cost
Clubs & Community Organisations General Community Information/Notices: A5 size	per week	\$6
Clubs & Community Organisations General Community Information/Notices: A4 size	per week	\$11
Personal/Individual Advertising: A5 size	per week	\$9
Personal/ Individual Advertising: A4 size	per week	\$19
Commercial/Corporate Advertising: A5 size	per week	\$11
Commercial/Corporate Advertising A5 size	per month	\$47
Commercial/Corporate Advertising: A4 size	per week	\$25
Commercial/Corporate Advertising: A4 size	per month	\$94





LEARMONTH AIRPORT

BROCHURE REQUIREMENTS

Brochures displayed in the Learmonth Airport are required to be:

- DL A4 or A3 in size
- Minimum of 120gsm and professionally printed
- Delivered at the expense of the operator/business owner
- Advertised pricing must be correct at the time of supply and updated/accepted accordingly if still in circulation during any pricing alterations

Ningaloo Visitor Centre staff will take the responsibility of managing brochure levels and will advise when additional copies are required.

Dimensions and print specifications for other advertising types e.g. banners and backlit posters to be discussed by enquiry.

PRICING

Learmonth Airport Option	Duration	Cost
Advertising space (wall/windows)	per square meter, per month	\$185
Baggage carousel (back lit poster)	per annum	\$3,100
Pillar Stands (Information Stands approx. 0.6m x 0.6m x 2.4m)	per month	\$64
Free-standing Banner (Maximum 2.1m x 1m)	per month	\$64
A-frame (Maximum 1m x 0.8m)	per month	\$37
A4 Brochure Holders (block of 3)	per annum	\$100
A4 Brochure Holders (block of 3)	per month	\$20
Pamphlet (DL) Brochure Holders (block of 3)	per annum	\$76
Pamphlet (DL) Brochure Holders (block of 3)	per month	\$9
Single A4 Display Holder	per annum	\$45
Single A4 Display Holder	per month	\$7
Single A3 Display Holder	per annum	\$89

CATEGORIES

The airport showcases various brochures and advertisements for the following categories:

- Accommodation
- Exmouth tours
- Coral Bay tours
- Local Exmouth businesses

Note: If your advertisement is not listed above, please email advertising@exmouth.wa.gov.au



TOWN CENTRE

The Shire of Exmouth has infrastructure spots for banner advertising in the Exmouth town centre, across from Westpac. Banners must be constructed of heavy duty material. We do not accept vinyl, colour coating or sheeting. Banners must be tied down securely and not take up more than 50% of the total advertising space. We allow a maximum of three weeks hire at one time. To extend your time, you must submit a new application.

For more information and to make an application, please contact the Shire of Exmouth Administration office: info@exmouth.wa.gov.au

PRICING		
Banner Display Options	Duration	Cost
Temporary Banner Advertising Non-profit	per week	\$19
Temporary Banner Advertising Commercial/Community	per week	\$56

FUTURE OPPORTUNITIES

Please keep an eye out for advertising opportunities coming in 2025/2026.

We are working hard to offer a range of new advertising opportunities that include

- Bespoke advertising packages
- Events

Please get in touch if you'd like to discuss any opportunities for your business, promotion or special event.



BOOK

2025 ADVERTISING NOW!

To book your **town centre banner** or **community noticeboard** space please contact info@exmouth.wa.gov.au

To book your **screen** or **print advertising** space in the **NVC** or **Airport** please contact advertising@exmouth.wa.gov.au

CLICK ON THE LINK BELOW TO SECURE YOUR BOOKING & PAYMENT.

ningaloocentre.com.au/aquarium/tickets.aspx