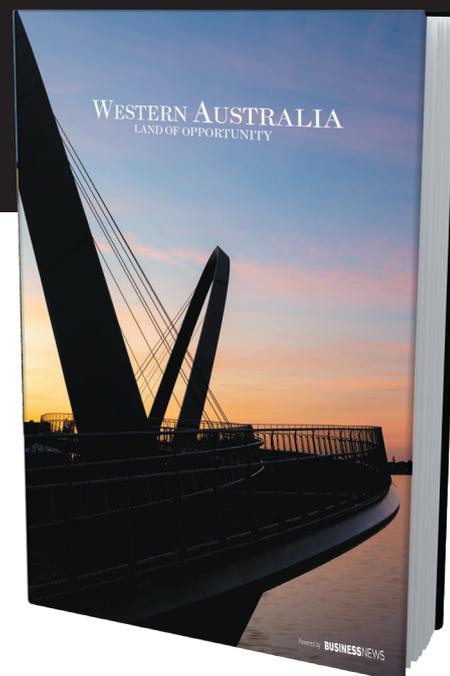


# WESTERN AUSTRALIA

## LAND OF OPPORTUNITY



### A special limited-edition photo book from Business News

Together Western Australians have faced unprecedented challenges in 2020 and there is still much to achieve for business to overcome the impacts felt by COVID 19. Business News will continue to stand by business and wants to take a moment to celebrate our great state.

### What is WESTERN AUSTRALIA, LAND OF OPPORTUNITY?

This hardcover collectible will feature a compilation of photographic work from our state's finest photographers who will capture places, faces and familiar spaces that make our state one of the most diverse and vibrant in the country.

Our art and editorial directors will work together to bring you the highest quality and most representative photographic work from our state-wide photographic competition.

Due to the uniquely collaborative nature of the project, this book will be a singular and unparalleled volume representing Western Australia in its very best light.

### How can your company be part of it?

Your chance to connect with Western Australia's spirit!

Profiles in Excellence as featured within the book gives companies that wish to be seen as a part of the energy defining our region, a chance to tell their story in their own words.

These exclusive profiles are designed and edited professionally to ensure their readability and accessibility. Only a limited number of profiles will be available.

#### Includes the following services:

- Business News will coordinate the layout of your pages with provided photographs and content as supplied by you, the client. Note: There is an ability to engage Business News for journalistic and photography services at a further cost. Please contact one of our corporate account managers for further information.
- Option to purchase additional books at a 50% discount off the publisher's rate (when ordered at the time of signing). Book RRP is \$69.95
- Business News will have an online portal where we will share your digital articles and stories as well as an interactive version of the publication.

### Distribution

A limited run of 7,000 copies of the book will be published and it will also be made available for bulk purchase to local companies.

Our top 500 most senior business executives will receive a copy of this exclusive publication. Our online portal will be accessible by over 1.8 million unique website users that visit our website each year.

Given its timeless and high-quality finish, WESTERN AUSTRALIA, LAND OF OPPORTUNITY will be found for many years to come on the coffee tables of top executives and our state's most prominent businesses.

<b>Four page deluxe profile:</b> (Receive 25 copies)	<b>\$20,000 +GST</b>
<b>Three page profile:</b> (Receive 20 copies)	<b>\$17,250 +GST</b>
<b>Two page profile:</b> (Receive 15 copies)	<b>\$13,000 +GST</b>
<b>One page profile:</b> (Receive 10 copies)	<b>\$7,250 +GST</b>

**Booking deadline: 1 March 2021**  
**Artwork deadline: 15 March 2021**  
**Published: June 2021**

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# WESTERN AUSTRALIA

## LAND OF OPPORTUNITY

### FOUR PAGE PROFILE

Investment: \$20,000 +GST

- Four page deluxe profile will offer you 2 sets of facing pages. This includes up to 7 (minimum 4) photographs; a 30 word introduction, your company name displayed on the first page, with a maximum word count of 1,500.
- You will be able to upload two content articles on our dedicated online portal. Both articles will be promoted five times each across our email alerts.
- Five super leaderboard (970 x 90px) and five middle leaderboard (728 x 90px) insertions across our article web pages. Minimum 50% SOV. One insertion last 12 hours.



### THREE PAGE PROFILE

Investment: \$17,250 +GST

- Three page profile will offer you 3 consecutive pages. This includes up to 5 (minimum 3) photographs; a 30 word introduction, your company name displayed on the first page, with a maximum word count of 1,000.
- You will be able to upload two content articles on our dedicated online portal. Both articles will be promoted five times each across our email alerts.
- Two super leaderboard (970 x 90px) and two middle leaderboard (728 x 90px) insertions across our article web pages. Minimum 50% SOV. One insertion last 12 hours.



### TWO PAGE PROFILE

Investment: \$13,000 +GST

- Two page profile will offer you 2 facing pages. This includes up to 4 (minimum 2) photographs; a 30 word introduction, your company name displayed on the first page, with a maximum word count of 750.
- You will be able to upload one content article on our dedicated online portal. This article will be promoted five times across our email alerts.
- Two middle leaderboard (728 x 90px) insertions across our article web pages. Minimum 50% SOV. One insertion last 12 hours.



### ONE PAGE PROFILE

Investment: \$7,250 +GST

- One page profile will offer you 1 page. This includes up to 2 photographs; a 30 word introduction, your company name displayed on the first page, with a maximum word count of 450.
- You will be able to upload one content article on our dedicated online portal. This article will be promoted five times across our emails alerts.

