

# NT Seniors Card

## Advertising Opportunities 2019 / 2020

### Discount Directory

The Northern Territory Seniors Card Discount Directory printed booklet is used by members all year round to search for business partners discounts. The directory is sectioned by region and organised by product and service categories. All advertisements are in full colour and will be positioned strategically alongside your businesses free listing.

A minimum of 10,000 business directories are printed and distributed to locations Territory wide for seniors to collect.

Business partners that advertise in the directory will also receive a free enhanced listing on the NT Seniors Card website and a free Facebook promotion.

### 2020 Prices

All prices are ex-GST. Printing in April 2020.

Bookings received before 31 January 2020 will go in the draw to be on the front cover of the directory.

#### Full page \$600

Inside Cover  
(front or back)  
\$800

Back Cover \$1200

148mm wide x  
210mm high

#### Half page \$400

148mm wide x  
105mm high

Quarter Page  
\$250

74mm wide x  
105mm high

Logo and company  
name banner \$100

124mm wide x  
35mm high



### Website

Premium placements for business partners on the [ntsenscard.org.au](http://ntsenscard.org.au) website for \$15 per month (company logo and listing on the home page of the directory)

Enhanced listings for business partners on the [ntsenscard.org.au](http://ntsenscard.org.au) website for \$10 per month. (your company logo is added to your listing)

### Facebook

Free post for new business partners on joining the seniors card program. Facebook posts for business partners offering specials or exclusive offers to seniors card holders.

### e-Newsletters

\$100 per advertising space with editorial. Limit of two advertisers per newsletter.

Phone: 1300 441 489

Web: [www.ntsenscard.org.au](http://www.ntsenscard.org.au)

Email: [seniorscard@cotant.org.au](mailto:seniorscard@cotant.org.au)



## About NT Seniors Card

The Northern Territory Seniors Card program was established in 1999 to celebrate and recognise senior Territorians. Seniors Card is part of an Australia-wide initiative. In the Northern Territory, Seniors Card is managed by Council on the Ageing (COTA NT) and is supported by the Northern Territory Government and private enterprise.

The Seniors Card is a business discount card issued free to all senior Territorians aged 60 years and over. There are currently over 25,000 seniors card members in the Territory and the number is growing.

Businesses that support the Seniors Card receive a free listing in the NT Seniors Card print and online discount directories.

## Benefits to Your Business

### Access to Senior Consumers

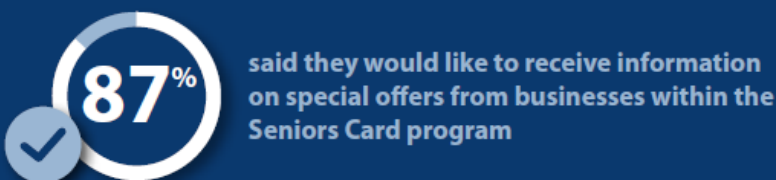
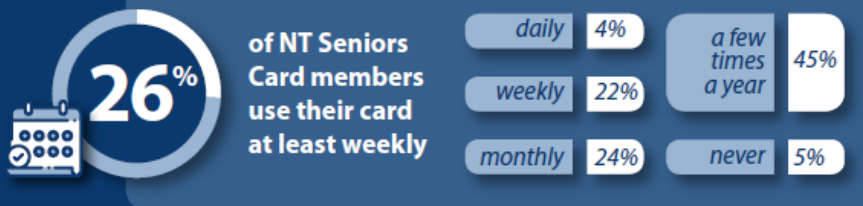
Seniors Card business partners have a unique opportunity to access the purchasing power of seniors. Seniors are loyal customers who promote preferred businesses to friends and family if they are happy with the products and service provided.

### A Growing Territory Market

The NT Seniors Card is available to permanent NT residents aged 60 years and over. The Seniors Card is for personal use only. There are over 25,000 Seniors Card members in the Territory with around 1,500 seniors joining the program each year.

### Tap into Interstate and Overseas Visitor Spending

Tourism Research Australia estimates that in the year ending September 2017, there was a total of 331,000 visitors to the Territory over the age of 60 years old.



\*\*Survey results are taken from 2018 surveys of Seniors Card members and businesses

Research by Macquarie Media in 2014 found that

**Australians aged 45-69 account for 45% of spending on entertainment and going out.**

*The 55+ segment is the biggest single spender (27%).*

**Over 55's are the biggest single group of spenders on household furnishings, white goods and electronic items.**

Macquarie media research also found that

**The 55 to 69 year segment accounts for 39% of spending on travel and holidays.**

Phone: 1300 441 489

Web: [www.ntsensorscard.org.au](http://www.ntsensorscard.org.au)

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