

# DUBBO CITY GUIDE

# 2013/2014

Advertising prospectus



**KEEPING PACE WITH TECHNOLOGY**  
**DUBBO.COM.AU**

The Dubbo City Guide is a magazine-style publication which promotes the City's offerings to the visitor market, and helps motivate and inspire travel to the City.

## KEY BENEFITS

### VALUE FOR MONEY:

- 100,000 copies of the Guide are distributed over 18 months
- estimated readership of 300,000 equates to an advertisement in the Guide costing less than 0.2 cents per reach.

### BROAD AND TARGETED DISTRIBUTION:

- available from visitor centres across the State and beyond
- placement in three City information kits (new residents, events, investment)
- available from more than 200 Dubbo businesses (including motels)
- showcased to more than 100,000 annual visitors to the Dubbo Visitors Information Centre (VIC)
- delivered to 20,000 Dubbo households and business
- distributed by event and conference organisers
- available at various tourism and industry tradeshows.

### ONLINE ACCESS – E-GUIDE

- Guide is available as a flip-book online at [dubbo.com.au](http://dubbo.com.au). Each advertisement is hyperlinked directing the consumer to your website.

## ADDITIONAL BUSINESS BENEFITS\*

Your business will be:

- profiled on [dubbo.com.au](http://dubbo.com.au)
- invited to display a brochure in the Dubbo VIC
- included as a listing in the relevant in-house, printed guide (attractions, eating out and event venue guides only)
- accommodation operators will be included in 'accommodation availability' updates maintained during peak periods
- contacted quarterly to ensure information maintained online and in in-house guides is current and accurate.

\* Excludes businesses outside the Dubbo LGA.

# KEEPING PACE WITH TECHNOLOGY

Visitation to  
[dubbo.com.au](http://dubbo.com.au)

↑ 50%

Visitation increased in the last 12 months, up 50% to 183,795 visits.

Visitation to  
[dubbo.com.au](http://dubbo.com.au)

↑ 89%

Via mobile devices up 89%



Scan this photo to discover the wonder's of Digimarc

### DUBBO.COM.AU:

- At no extra cost, all advertisers in the Guide receive a profile on [dubbo.com.au](http://dubbo.com.au).
- Included in your profile: an image, 30 word description, contact details, website link to your website and Google map locator.
- Dubbo's website is mobile enabled so consumers can easily access information from mobile devices such as iPhones, Android, Blackberry etc from anywhere in the world.

### BENEFITS TO BUSINESS:

- The website is used as a call-to-action on all marketing collateral and promotional touchpoints such as brochureware, television, outdoor, online, print and radio advertising.
- All enquires made to the VIC by prospective visitors (via phone or email) are directed to the website.
- Consumers can browse [dubbo.com.au](http://dubbo.com.au) from the palm of their hand, anytime, anywhere.
- Website visitation continues to grow. During the last 12 months visitation was up 50 percent to 183,795 per year or 15,300 per month

### E-GUIDE:

- The Guide is available as a 'flip-book' online at [dubbo.com.au](http://dubbo.com.au).
- During the past 12 months, the current online e-guide has had 3,516 views.
- Each advertisement in the Guide is hyperlinked to the advertiser's website.

### DIGIMARC:

- Digimarc is an exciting FREE new addition to the Guide, allowing consumers to interact with the printed Guide via their smartphone or tablet.
- The technology directs the consumer to any existing online platform, such as book direct, view your website, watch an online video or have 360 degree views of your business.

### HOW IT WORKS:

- An image in your advertisement will include a digital watermark (Digimarc) which when scanned via the Digimarc application (a free downloadable app) is directed to an online application of your choice.
- Digimarc works on an invisible watermark within an image. No obtrusive or ugly barcodes!
- No extra charges apply, however, only available to premium display, full page and half page advertisements.

# VISITOR MARKET

## PROMOTE YOUR BUSINESS TO THE VISITOR MARKET

Each year, Dubbo welcomes some 700,000 visitors.

People visit Dubbo for a variety of reasons; a holiday; an event or conference; to access professional services, or to shop.

Place your business alongside where to stay and what to see and do in Dubbo, and be sure to optimise your opportunity to benefit from the visitor dollar by advertising in the Dubbo City Guide.



## NEW FEATURES

- DIGMARC TECHNOLOGY linking your advertisement\* with an online element such as a website, booking form or image.

\*Exclusive to premium display, full and half page advertisements.

- A SERVICE DIRECTORY will feature businesses such as hairdressers, dry cleaners, motor mechanics and caravan & camping suppliers. Staff of the VIC will reference this Directory when fielding service enquiries from visitors.

- WEBSITE TILES: boost your exposure on [dubbo.com.au](http://dubbo.com.au) by taking a website tile for an exclusive rate of \$100 (plus GST) per month\*

\*Subject to availability. Terms and conditions apply.

Please note. The sectional 'eating out' and 'shopping' maps will be removed. The city map will still be included in the Guide and all advertisements will be referenced by location on this map.

## ADVERTISING RATES FOR THE 2013/14 DUBBO CITY GUIDE

	Size (width by height)	Images (maximum)	Contact details	Text (max. words)	Early Bird (inc GST)	Standard (inc GST)
<b>Premium display</b>	210mm x 297mm	3 placements only available (attractions only) 1 x inside cover   1 x back cover   1 x inside back			\$5815	\$6120
<b>Full page</b>	199mm x 273mm	5 photos Digimarc 1 logo	Business name, address, phone number, email, website	200	\$5335	\$5610
<b>Half page</b>	199mm x 134.5mm	4 photos Digimarc 1 logo		130	\$2855	\$3010
<b>1/4 page</b>	97.5mm x 134.5mm	2 photos 1 logo		60	\$1500	\$1585
<b>1/8 page</b>	97.5mm x 65.25mm	1 photo or 1 logo		30	\$815	\$860
<b>Service Directory</b>	45mm x 65.25mm	-	Business name, address, phone number, website	20	\$495	\$525

## REGIONAL ADVERTISEMENTS *No accommodation listings*

<b>Full page</b>	199mm x 273mm	5 photos Digimarc 1 logo	Business name, address, phone number, email, website	200	n/a	\$6175
<b>Half page</b>	199mm x 134.5mm	4 photos Digimarc 1 logo		130	n/a	\$3310
<b>1/4 page</b>	97.5mm x 134.5mm	1 photo		60	n/a	\$1744

Regional advertisers do not qualify for online benefits and mobile site benefits. All prices include GST

## PAGE SIZES

^Refer to previous Guide for template design

<b>Premium Display</b>	<b>Full page^</b>	<b>1/2 page^</b>	<b>1/4 page^</b>	<b>Service Directory</b>
				<b>1/8 page^</b>

## HINTS AND TIPS

- Keep copy to a minimum, remember less is more - your images should do most of the talking.
- Messages should focus on distinguishing characteristics and best selling points.
- Adverts should aim to describe your product and service - the experience you are offering. If customers are captivated by your business and the experiences you offer - they'll be captivated by our City!
- Most importantly, check and double-check your contact details.

## KEY TIMELINES

### EARLY BIRD CLOSURES:

1 March 2013

### STANDARD BOOKINGS CLOSE:

28 March 2013

### AD APPROVAL:

19 April 2013

### GUIDE IN MARKET:

June 2013

All advertisers will be invited to an official launch of the Guide before its public release.

# TERMS AND CONDITIONS

All businesses in the Dubbo Local Government Area (LGA) are eligible to advertise in the Guide. Dubbo City Council may also, at its discretion, accept advertising from businesses located outside the Dubbo LGA. No advertising will be accepted from accommodation operators outside the Dubbo LGA.

All advertising is to be booked online using Adkit. A project coordinator is available to assist advertisers lodging bookings through the system.

## ADVERTISING STYLE AND LAYOUT

- Each advertisement will be created individually using the template designs (refer to current Dubbo City Guide).
- No pre-prepared artwork (except Premium Display ads) or page position requests will be accepted.
- Advertisers can select placement in the following sections: Attractions, Accommodation, Food and Dining, Shopping, Day Trips, Visitor Services or Events and Entertainment.
- There is no priority placement except for the three premium display ads. All reasonable attempts will be made to accommodate all advertising bookings. However, if advertising exceeds space available in the publication, advertising space will be allocated to customers based on order of booking (as determined by date and time of confirmed bookings through the Adkit system, with preference given to businesses in the Dubbo LGA).

## ADVERTISING COPY

- It is the advertiser's responsibility to provide accurate copy, this includes all grammar, spelling and contact details. Only one revision will be accepted (charges apply for further revisions - please refer to terms and conditions).
- All accommodation star ratings provided by advertisers will be confirmed with AAAT (at time of publication).

## IMAGES AND LOGOS

- The number of images (including logos) used in a customer's advertisement will depend on size of advertisement booked (as listed on rate card over page).
- If advertisers wish to submit existing photography, they must be high resolution JPEGs 300 dpi, at actual size. Logos are to be supplied as EPS or PDF format. GIF / PNG files for photography and/or logos will **not be accepted**.
- Dubbo City Council may, at its discretion, provide images or artworks for inclusion in a customer's advertising. Customers will have an opportunity to review / approve the placement of any photographic images or artwork provided by Council before publication.
- Copyright and intellectual property rights for any images or artwork provided by Dubbo City Council for advertorial, advertising or general use in the Guide means that they cannot be reproduced without permission from Dubbo City Council.

## MAPS

- All advertisements will include references to the Dubbo City Street Map in the back of the Guide.
- Businesses advertising Attractions, Activities and Wineries section will be provided with a reference in the 'Things to do' map.

## BOOKING

- All advertising is to be booked and approved using the Adkit software. Advertisers will need to sign off on a final copy of their advertisement using the online system.
- All material must be received by the deadline. Dubbo City Council may exercise the right to cancel a customer's booking if the customer does not supply material by the due date.
- Advertising orders cancelled after acceptance deadlines (as indicated in this Prospectus) may be subject to a cancellation fee of 100%.

## DEADLINES

### EARLY BIRD BOOKINGS – BEFORE 1 MARCH 2013

- Early bird bookings are entitled to a discount rate as detailed in this Prospectus.
- Completed booking form, images and content must be received **before 1 March 2013**.
- Payments to be made by **28 March 2013**. Note: invoices will be sent out to businesses 15 March 2013.
- If any component (material or payment) is not received by the above dates, **standard booking rates will be charged**.

### STANDARD BOOKING OPTION

- Completed booking form, images and content must be received before **28 March 2013**.
- Payments to be made by **19 April 2013**. Note: invoices will be sent out to businesses 5 April 2013.

**Failure to meet the above conditions will result in your advertisement not being included in the Guide.**

## APPROVAL

- All rates include artwork and one revision. A fee of \$75 (inc. GST) will be charged per additional revision.
- It is the responsibility of the customer to respond and approve all ad proofs within five days of receipt.
- **Friday, 19 April 2013** - is the final date for sign-off on all advertisements, if not approved prior to this date. No changes will be made after this date.

## TERMS AND CONDITIONS

- The acceptance by the customer of the advertised quoted rates shall be deemed to be an acceptance by the customer of the 2013/2014 Dubbo City Guide advertising terms which shall apply to each and every accepted quotation and any work carried out by Dubbo City Council in relation to that quotation.

## DUBBO CITY GUIDE CONTACTS

If you have any questions about this Prospectus or Dubbo City Guide, please do not hesitate to contact:

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