

## BOOKING FORM

This booking form is to be used by your business to book an advertisement in the Dubbo + Great Western Plains Visitor Guide which aligns to your partnership.

### DETAILS

Name

Business

Email

Phone  ABN

Billing address

### BOOKING OPTIONS

#### OPTION 1

- Repeat my previous advertisement from the 2015/2016 Guide without any changes

#### OPTION 2

- Repeat my previous advertisement from the 2015/2016 Guide with the following changes:
- I would like to change my image
  - I would like to change my logo
  - I will supply new copy (text)

Details

#### OPTION 3

- I would like to book a new advertisement, please select size below: (prices include GST)
- Premium display** (\$7,501)
  - Half page** (\$3,686)
  - Eighth page** (\$903)
  - Full page** (\$6,872)
  - Quarter page** (\$1,666)

Contact will be made with you to discuss your booking – refer terms and conditions overleaf.

### PAYMENT OPTIONS

Please refer to advertising rates overleaf.

- In full:** Payment must be received prior to 30 April 2016 (booking, content & images before 18 March 2016).
- Payment plan (Full page & Half page ads only):** 4 equal payments 18 March 2016, 18 April 2016, 18 May 2016, 18 June 2016. First payment must be received prior to 18 March 2016 (content & images provided before 18 March 2016).

Please note: Do NOT send payment with this booking – your business will be invoiced after booking is received.

Please ensure you have read and understood the guidelines and terms and conditions outlined overleaf.

- I accept all guidelines and terms and conditions**

Name

Date

Signature

## 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.

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 Visitors Guide).
- No pre-prepared artwork (except 1 x Premium Display ad) or page position requests will be accepted.
- Advertisers can select placement in the following sections: Attractions, Accommodation, Food and Dining and Retail.
- 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).
- Dubbo City Council reserves the right to refuse advertising and determine placement of advertising based on the design requirements of the publication.

### 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 (prior to publication going to print).

### IMAGES AND LOGOS

- The number of images (including Business logos) used in a customer's advertisement will depend on size of advertisement booked (as listed on this Prospectus). Business logos are not to be used in place of images. Limit of one logo per advertisement.
- 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 advertisement. 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

- There will be a Dubbo City Street Map in the back of the Guide.
- Businesses advertising in the Attractions and Activities 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 or if arranged payment has not been received.

- Advertising orders cancelled after acceptance deadlines (8 April) may be subject to a cancellation fee of 100%. Any cancellations must be provided in writing.

### DEADLINES

**BOOKINGS CLOSE:** 11 MARCH 2016

**MATERIAL DEADLINE:** 18 MARCH 2016

**AD APPROVAL:** 8 APRIL 2016

**PAYMENT DEADLINE:** 30 APRIL 2016

**GUIDE IN MARKET:** JULY 2016

NB: Payment must be received on or before 30 April 2016.

Alternatively, businesses that enter into a payment plan must make the first payment prior to 18 March 2016.

### APPROVAL

- It is the responsibility of the customer to respond and approve all ad proofs within five days of receipt.
- All rates include artwork and one revision. A fee of \$88 (inc. GST) will be charged per additional revision.
- Dubbo City Council will not take any responsibility for errors of information once the advertisement has been approved.
- Friday 8 April 2016 – 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 2016/2017 Dubbo + Great Western Plains 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.
- NB: If payment in full is not received by 30 April 2016, or the first instalment of the payment plan is not made by 18 March 2016, Dubbo City Council has the right to remove your advertisement from the publication.

### PACKAGES

- Businesses interested in investing in the 2016/17 Event and New Resident Attraction Programs in addition to the Destination Appeal Program (Level 1 and Level 2) are eligible for a discount.

## FOR MORE INFORMATION

If you have any questions regarding the Dubbo + Great Western Plains Visitor Attraction Program 2016/17 please do not hesitate to contact:

Shannon Starr  
Advertising Support Officer  
P. (02) 6801 4128  
E. Shannon.Starr@dubbo.nsw.gov.au

# DUBBO + GREAT WESTERN PLAINS

# DUBBO + GREAT WESTERN PLAINS

## 2016/17 DESTINATION APPEAL PROGRAM PROSPECTUS

## WORKING TOGETHER TO PROMOTE DUBBO + GREAT WESTERN PLAINS A DESTINATION OF GREAT BIG ADVENTURES

The Dubbo + Great Western Plains Destination Appeal Program is designed to build visitor demand and increase visitor spend and length of stay in Dubbo and the Great Western Plains region. The program provides the flexibility for businesses to select a level of investment that suits their needs.

In 2016/17, the Program will provide the opportunity for businesses to benefit from a mix of activities that support the new Dubbo + Great Western Plains Visitor Guide to target a range of market segments. The 18-month Program will be coordinated by Dubbo City Council's City Development and Communications Branch as part of the City Development Partnership Program 2016/17.

DUBBO + GREAT WESTERN PLAINS  
**GREAT BIG  
ADVENTURES**

## DUBBO + GREAT WESTERN PLAINS A REGIONAL VISITOR GUIDE

Is your business receiving its optimal share of the average \$851 million spent by 2,014,000 visitors to the Central NSW region each year? Dubbo is the primary anchor destination within the Great Western Plains with more than 1,079,000 people visiting Dubbo annually to shop, holiday and visit friends or relatives.

By taking part in the Dubbo + Great Western Plains Destination Appeal Program, your business can leverage off targeted marketing activities to promote visitation and encourage increased length of stay and visitor spend throughout the Dubbo + Great Western Plains region.

“Marketing an individual product or attraction can be an expensive and time intensive process for an industry operator. Marketing at a destination level through a collaboration effort between industry stakeholders can help to gain time and cost efficiencies and identify new market potential. Destination marketing can also lead to extended length of stay and increased expenditure within a region.”  
**Sustainable Tourism Co-operative Research Centre**

### THE BRAND

Embark on that long-awaited road trip and venture to a destination of adventure where you can make memories to last a lifetime. Situated in the heart of New South Wales and striking the perfect balance between blissful relaxation and heart pumping adrenaline. Welcome to Dubbo + Great Western Plains.

The Dubbo + Great Western Plains brand has been established as a result of a collaborative government and industry partnership across Dubbo, Coonamble, Gilgandra, Narromine, Warren, Warrumbungles and Wellington. Since 2014, over \$400,000 has been invested by local government, Inland NSW and industry to establish and market the Dubbo + Great Western Plains brand.

### INLAND NSW AFFILIATE MEMBERSHIP

All members of the Dubbo + Great Western Plains Visitor Attraction Program will be provided with affiliate membership to Inland NSW. Benefits include:

- Access to sell bookable product (accommodation operators) through [travelin.com.au](http://travelin.com.au) and [greatwesternplains.com.au](http://greatwesternplains.com.au) (key campaign website) for 5% commission, significantly below standard market rate
- Opportunity to collaborate and participate in cooperative marketing/destination appeal programs
- Access to the members' only section of the Inland website (containing professional development resources and research materials)
- Discounted rates for Inland NSW workshops and networking functions
- Subscription to Inland NSW Newsletter
- Access to the regions Inland NSW Destination Management Plan and Community Road Map
- Opportunity to be a member of the regions Inland Destination Management Working Group
- Access to Inland NSW research program that provides consumer insights about Inland, Inland regions and individual local government areas

## 2016/17 DESTINATION APPEAL PROGRAM

Medium	Benefits	Level 1 partnership \$6,872 (inc. GST)^	Level 2 partnership \$3,686 (inc. GST)^	Level 3 partnership \$1,666 (inc. GST)	Level 4 partnership \$903 (inc. GST)
Print	<b>Advertisement in Dubbo + GWP Visitors Guide</b> 130,000 copies distributed over 18 months	<b>Full page ad</b> (One premium display inside cover available \$7,501 inc. GST^)	<b>Half page ad</b>	<b>Quarter page ad</b>	<b>Eighth page ad</b>
	<b>¼ Page Advertisement in Newell Highway Guide</b> 150,000 copies distributed over 18 months	✓			
	Advertisement on Dubbo City Map	✓			
Digital	<b>Online Guide – Flip book</b> style promoted on home page and used in digital marketing activities	✓ (interactive)	✓	✓	✓
	<b>Listing on dubbo.com.au</b> 250,000+ visitors annually	✓ (priority listing)	✓	✓	✓
	<b>Listing on visitnsw.com.au</b>	✓	✓	✓	✓
	<b>Listing on travelin.com</b> Inland NSW's new digital platform	✓	✓	✓	✓
	<b>Listing on greatwesternplains.com.au</b> Key campaign website	✓	✓	✓	✓
Outdoor	<b>Advertisement on 5 map boards</b> located at key attractions and locations with high pedestrian traffic	✓	✓		
	Your brand included in the <b>18-month flag campaign</b> . Macquarie Street flags aligning your brand with the positive promotion of Dubbo (27 flags divided evenly between partners)	✓			
	<b>Supporter window sticker</b> acknowledging your support for positive City promotions	✓	✓	✓	✓
Packaging	<b>Inclusion in Package Deals section of greatwesternplains.com.au</b> . Key campaign website for destination appeal activity – businesses must have booking capabilities on Travel In and must provide an incentive or special offer	✓	✓	✓	✓
Dubbo Visitors Information Centre	Distribution and maintenance of your business's information <ul style="list-style-type: none"> <li>• Listing on in-house guide</li> <li>• DL brochure display</li> <li>• Quarterly update program</li> </ul>	✓	✓	✓	✓
Memberships	Affiliate membership of Inland NSW	✓	✓	✓	✓

^ Payment plan options available. **All prices are inclusive of GST.**

### KEY TIMELINES

**Bookings close:**  
11 March 2016

**Material deadline:**  
18 March 2016

**Ad approval:**  
8 April 2016

**Payment deadline:**  
30 April 2016

**Guide in market:**  
July 2016

NB: Payment must be received on or before 30 April 2016. Alternatively, businesses that enter into a payment plan must make the first payment prior to 18 March 2016.

### HINTS AND TIPS

- Keep copy to a minimum, remember less is more – your images should do most of the talking
- Make your message about the experience – focus on your best selling points and distinguishing characteristics
- Tailor your message to Dubbo's key target markets: families on self-drive holidays and empty nesters travelling our region

Specifications, guidelines and timelines around other benefits received under the level of partnership in which you have invested will be provided under separate cover. The Dubbo + Great Western Plains Visitor Guide is the first deliverable under the 18-month program (1 July 2016 to 31 December 2017).

Businesses not wishing to advertise in the Guide have the option of purchasing the Dubbo Visitor Information Centre's Partnership Package providing 12 months support for \$300 (inc GST). This package includes a listing on the City website, a listing on the in-house guide and display of a brochure in the Visitors Information Centre. For more information please refer to the VIC Partnership Package Prospectus, available from the Visitors Information Centre.

	Size (width by height)	Images (maximum)	Contact details	Text (max. words)
Premium Display	199mm x 273mm	1 placement only available to an attraction – inside front cover		
Full page	199mm x 273mm	5 photos 1 logo	Business name, address, phone number, email, website	200
Half page	199mm x 134.5mm	4 photos 1 logo		130
¼ page	97.5mm x 134.5mm	2 photos 1 logo		60
⅛ page	97.5mm x 65.25mm	1 photo or 1 logo		30

Display

Full page

½ page

¼ page

⅛ page