

City Development Partnership Program Deliverable: Dubbo Visitors Guide



Booking form

This booking form is to be used by your business to book an advertisement in the Dubbo Visitors Guide which aligns to your partnership.

DETAILS

Name

Business

ABN | Email

BOOKING OPTIONS

OPTION 1

Repeat my previous advertisement from the 2013/2014 Guide without any changes

OPTION 2

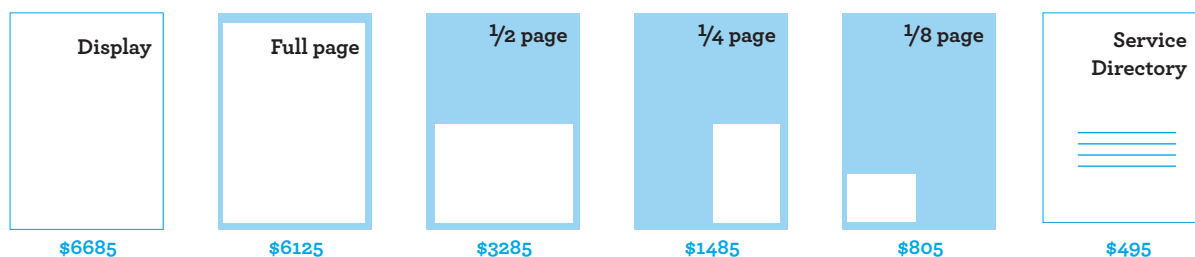
Repeat my previous advertisement from the 2013/2014 Guide with the following changes:

I would like to change my image I would like to change my logo I will email new copy (text)

Details

OPTION 3

I would like to book a new advertisement, please select size below: (prices exclude GST)



Premium display ad Full page Half page Quarter page Eighth page Service Directory

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

PAYMENT OPTIONS

Please refer to advertising rates above detailed in the Advertising Prospectus.

In full: Payment must be received prior to **22 September 2014** (booking, content & images **before 29 September 2014**).

Payment plan: 4 equal payments 22 September 2014, 22 October 2014, 22 November 2014, 22 December 2014. First payment must be received prior to **22 September 2014** (content & images provided **before 29 September 2014**).

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 Packages
- 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 (prior to publication going to print).

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 the Prospectus).
- 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

- 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 or if arranged payment has not been received.**
- Advertising orders cancelled after acceptance deadlines (as indicated in this Prospectus) may be subject to a cancellation fee of 100%.

DEADLINES

BOOKINGS CLOSE: 12 September 2014

MATERIAL DEADLINE: 29 September 2014

AD APPROVAL: 29 September 2014

GUIDE IN MARKET: 1 December 2014

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 \$80 (inc. GST) will be charged per additional revision.
- Dubbo City Council will not take any responsibility for errors of information once advertisement has been approved.
- Monday 29 September 2014 - 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 2014/2015 Dubbo Visitors 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.
- **NB: If payment in full is not received by 22 September 2014, or the first instalment of the payment plan is not made by 22 September 2014, Dubbo City Council has the right to remove your advertisement from the publication.**

GUIDE CONTACT

If you have any questions regarding the City Development Partnership Program, please do not hesitate to contact:

Advertising enquiries

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