



BOOKING FORM

This booking form is to be used by your business to book an advertisement in the 2016/17 Event 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 provide new copy (text)

Details

OPTION 3

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

- Full page (\$1,222)
 Half page (\$561)

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

PAYMENT

Please refer to advertising rates above.

- In full:** Payment must be received prior to **30 April 2016** (booking, content & images **before 22 April 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.

All advertising is to be booked online using Adkit. Adkit is a simple booking and online publishing system that allows advertisers to book advertisements, submit copy and images, make changes and approve their advertisement. No advertisements will be accepted unless booked and lodged through 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 Events Guide).
- No pre-prepared artwork or page position requests will be accepted.
- Advertising will be placed within features aligning to the City's various services and suppliers to events. For example: an advertisement promoting an events venue will be placed in the 'events venue' section.
- 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).
- 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 'Approval' in terms and conditions).

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.

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 (27 May 2016) may be subject to a cancellation fee of 100%. Any cancellations must be provided in writing.

DEADLINES

BOOKINGS CLOSE: 11 March 2016

MATERIAL DEADLINE: 22 April 2016

PAYMENT DEADLINE: 30 April 2016

AD APPROVAL: 27 May 2016

GUIDE IN MARKET: August 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.
- 27 May 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 Event Attraction Program 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, 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 Event 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

2016/17 EVENT ATTRACTION PROGRAM PROSPECTUS



GROWING AND MAXIMISING DUBBO'S EVENTS INDUSTRY

WORKING TOGETHER TO PROMOTE DUBBO AS THE DESTINATION OF CHOICE FOR EVENT ORGANISERS

The Event Attraction Program is designed to promote Dubbo as a premier destination for business, conference, sporting events and festivals. Put your business directly in the hands of event organisers and leverage off targeted City marketing activity to promote your business to Dubbo's growing events industry. The Program offers flexibility for businesses to select a level of investment that suits their needs. 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.

2016/17 DUBBO EVENT ATTRACTION PROGRAM

EVENT ATTRACTION

Is your business successfully attracting the thousands of people that visit Dubbo each year to attend events? Each overnight domestic event attendee injects on average \$149 per person per night into the Dubbo economy. Leverage off City marketing activity under the Event Attraction Strategy and ensure your business receives its optimal share of the City's burgeoning events supply and service industry through the Event Attraction Program 2016/17.

The Program bundles key marketing activities and provides a cost-effective way for businesses to connect with prospective event organisers and be part of our City's proactive approach to event attraction.

The Dubbo Events Guide is the key piece of collateral underpinning the Program. The pages of the Dubbo Events Guide promote Dubbo as the destination of choice for events and introduce event organisers to suppliers and key stakeholders in the City's events industry. The Guide is professionally designed and mirrors the quality of the Dubbo + Great Western Plains Visitor Guide and joins the Dubbo New Residents Guide to create a suite of guides promoting Dubbo as a premier destination.

As part of the Program, your business will leverage from key City marketing activities to attract and engage prospective event organisers including:

- Targeted and broad distribution of the Dubbo Events Guide
- Event bids and creation of materials to promote Dubbo as an events destination
- Promotion of dubbo.com.au as a key source of information – providing aspiration and a call-to-action
- Actions under the Event Attraction Strategy – a mix of strategic and tactical elements
- Brand and tactical digital marketing activities via digital video and social media activity
- Development of packages and offers to incentivise a visit to Dubbo to attend events and increase visitor spend
- Dubbo Visitors Information Centre staff referring face-to-face, phone and email event enquiries to the Dubbo Events Guide.

The benefits in this Program are provided for an 18-month period.



Medium	Benefits	Level 1 partnership \$1,122 (inc. GST)	Level 2 partnership \$561 (inc. GST)
Print	Advertisement in Dubbo Events Guide 1,000 copies distributed over 18 months	Full page ad	Half page ad
Digital	Online Guide – Flip book style promoted on home page and used in digital marketing activities	✓ (interactive)	✓
	Listing on dubbo.com.au 250,000+ visitors annually dubbo.com.au is the call to action for key City marketing activity	✓ (priority listing)	✓
	Digital marketing activity in-line with the Event Attraction Strategy	✓	
Outdoor	Supporter window sticker acknowledging your support for positive City promotions	✓	✓
Memberships	Access to business and professional development materials and opportunities through affiliate memberships of Inland NSW	✓	✓
Dubbo Visitors Information Centre	Distribution and maintenance of your business's information <ul style="list-style-type: none"> • Listing on in-house guide • DL brochure display • Quarterly update program 	✓	✓



Full page



1/2 page



INLAND NSW AFFILIATE MEMBERSHIP

All members of the Dubbo Event Attraction Program will be provided with affiliate membership to Inland NSW. Benefits include:

- Access to sell bookable product (accommodation operators) through travelin.com.au for 5% commission, significantly below standard market rate
- Access to the members' only section of the Inland website (containing professional development resources and research materials)
- Discounted rates for Inland NSW workshops
- Opportunity to collaborate in destination appeal programs

KEY TIMELINES

- Bookings close: 11 March 2016
- Material deadline: 22 April 2016
- Payment deadline: 30 April 2016
- Ad approval: 27 May 2016
- Guide in market: August 2016

NB: If payment is not received by 30 April 2016, Dubbo City Council has the right to remove your advertisement from the publication.

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 event organisers

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 (incl 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 Program Prospectus available from the Dubbo Visitor Information Centre.

	Full page	Half page
Size (width by height)	199mm x 273mm	199mm x 134.5mm
Images (maximum)	5 photos 1 logo	4 photos 1 logo
Contact details	Business name, address, phone number, email, website	
Text (max. words)	200	130