



## BOOKING FORM

This booking form is to be used by your business to book an advertisement in the 2016/17 New Resident 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)

- Third page (\$1,540)  
 Eighth page (\$736)

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. 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 New Residents 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. For example: an advertisement promoting a dentist will be placed in the medical/health facilities section; an advertisement promoting a bank will be placed in the services 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.

### MAPS

- A Dubbo City Street Map will be placed in the Guide.

### 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 New Resident 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 2016/17 New Resident Attraction Program please do not hesitate to contact:

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

## 2016/17 NEW RESIDENT ATTRACTION PROGRAM PROSPECTUS



## WORKING TOGETHER TO PROMOTE DUBBO AS A GREAT PLACE TO LIVE

The New Resident Attraction Program is designed to provide information on local products, services and experiences for the three hundred new residents that make the move to Dubbo annually. Be among the first to make a connection with new residents as they arrive in our City, potentially attracting and retaining new customers and increasing spend in your business.

The Program incorporates a range of activities that target the new resident market and provide scope for local businesses to leverage from City marketing activities. 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.

## NEW RESIDENT ATTRACTION

According to research commissioned by Evocities, each new household helps boost the economy of its new City by an average of \$95,000 annually. Your business could be among the first to attract and retain these new residents as customers.

Through the New Resident Attraction Program 2016/17, you will leverage off collaborative Evocities marketing activity and targeted Dubbo City marketing activity to promote your business to the City's newest residents.

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

The Dubbo New Residents Guide is the key piece of collateral underpinning the Program. The pages of the New Residents Guide provide essential information such as Council services; as well as key information on housing, employment, education, medical facilities, professional services and general information on life in Dubbo.

The Guide is professionally designed and mirrors the quality of the Dubbo + Great Western Plains Visitor Guide and joins the Dubbo Event 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 the new resident market including:

- Targeted and broad distribution of the Dubbo New Residents Guide
- Promotion of dubbo.com.au as a key source of information – providing aspiration and a call-to-action
- Evocities activities including Evo Galaxy (four websites); digital advertising and public relations activity
- New residents events with 50+ attendees at each event (three held over 18 months)
- Analysis of research and insights into the new resident market
- Dubbo Visitors Information Centre staff referring face-to-face, phone and email enquiries from new residents
- The benefits in this Program are provided for an 18-month period.

Evocities is an Australian first with seven of NSW's leading regional cities, including Dubbo, uniting to encourage Sydneysiders to make the move to live, work and invest in an Evocity. The Evocity name was coined because the cities are centres of Energy, Vision and Opportunity.



Evocities complements Dubbo's own targeted City marketing activity to attract new residents. Through consumer research, advertising and robust media relations activity, Evocities aims to change perceptions about regional living and promote all the positive aspects of life in an Evocity.

Prospective new residents are engaged through Evocities with the use of a dedicated relocation consultant based at Dubbo City Council, who provides new residents with everything they need to know about life in Dubbo, including a New Residents Guide and information on Dubbo's new resident events.

To date the program has reached over 107 million people through media relations activity alone and has had 2,445 households relocate to the Evocities.

## 2016/17 NEW RESIDENT ATTRACTION PROGRAM



Medium	Benefits	Level 1 partnership \$1,540 (inc. GST)	Level 2 partnership \$736 (inc. GST)
Print	<b>Advertisement in Dubbo New Resident Guide</b> 3,000 copies distributed over 18 months Option: Provide a special offer and further encourage visitation to your business	<b>Third page ad</b>	<b>Eighth page ad</b>
	<b>Advertisement on Dubbo City Map</b> distributed over 18-months	✓	
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)	✓
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	✓	✓
New Resident Events	<b>Attendance at New Resident Events:</b> Nov 2016 / May 2017 / Nov 2017	✓	✓
	Provide brochureware for distribution at <b>New Resident Events</b>	✓	✓
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>	✓	✓

1/3 page

1/8 page

### 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 Dubbo's new resident markets

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.

Note: Not-for-profit organisations or registered charities that charge an entry fee and/or employ paid staff are not considered a charity for the purposes of the New Resident Attraction Program 2015/16. Registered charities, not-for-profit or volunteer organisations in the Dubbo LGA can join the Dubbo Visitors Information Centre Partnership Package as a community partner at no cost. See separate prospectus for further information.

	Third page	Eighth page
Size (width by height)	199mm x 65mm	97.5mm x 65mm
Images (maximum)	2 photos 1 logo	1 photo or 1 logo
Contact details	Business name, address, phone number, email, website	
Text (max. words)	90	30