



INDUSTRY OPPORTUNITY

WWW.DUBBO.COM.AU

LIVE
EXPLORE
GROW
PLAY
TIME TO
SMILE

Advertising and promotion options are now available to all businesses in Dubbo seeking to market their product and services to new residents, visitors, investors/new business and events via Dubbo's new website, www.dubbo.com.au.

Dubbo's new website, www.dubbo.com.au has been developed to promote the values of living, visiting, investing and holding an event in Dubbo. As an holistic approach to marketing Dubbo, the site connects each market with the over-arching Dubbo brand, "time to".

The site's colourful magazine-style format is interactive, colourful and dynamic. It features a unique perspective into our community with stories of outstanding achievements by Dubbo's individuals and organisations. Each target market is supported with strong editorial and imagery.

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Target Market: **NEW RESIDENTS**

Target Market: **VISITORS**

Target Market: **INVESTORS**

Target Market: **EVENTS**

Advertising Options

LISTING *

\$55 (inc GST) *per year*

- 1 x Thumbnail image
- Maximum of 40 words description
- Contact details (including email and website address)

LISTING AND ENHANCED FEATURE *

\$165 (inc GST) *per year*

- Listing (as above)
- Plus mini-site
 - Maximum of 300 words
 - 2 x images

TILE

\$440 (inc GST) *per quarter*

- located on right-hand side of site
- 167 x 183 pixels
- Artwork designed by City Image Branch
- Includes
 - Your logo
 - Maximum of 6 words
 - Link to your website



ENQUIRIES

Lana Willetts T: 6801 4451, Campaign Specialist,
City Image Branch, Dubbo City Council

:DUBBO

For more reasons to smile
visit www.dubbo.com.au



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Please complete a form for each business you would like to list on the website.

Section 1: BUSINESS DETAILS	
Date form completed	
Registered Business/Company Name your business will be listed under your registered name	
A.B.N. or A.C.N. or R.B.N number must match registered name above	
Contact Name	
Business Address	
Telephone (BH)	
Fax	
Email	
Website address	
Not for profit organisation? you may be asked to produce certification	Yes / No

Indicate Option ✓	Section 2: ADVERTISING & PROMOTION OPTIONS	LIVE EXPLORE GROW PLAY (circle your target market)			
	Listing (\$55 inc GST per year)	LIVE	EXPLORE	GROW	PLAY
	Listing and Enhanced Feature (\$165 inc GST per year)	LIVE	EXPLORE	GROW	PLAY
	Tile (\$440 incl GST per quarter)	LIVE	EXPLORE	GROW	PLAY
	Tile – non Dubbo LGA (\$660 incl GST per quarter)	LIVE	EXPLORE	GROW	PLAY

Section 3: METHOD OF PROCUREMENT

1. Listing \$55.00

I will email copy and thumbnail image (to specifications below) to cityimage@dubbo.nsw.gov.au

2. Listing and Enhanced Feature \$165.00

I will email copy and images (to specifications below) to cityimage@dubbo.nsw.gov.au

3. Tile \$440.00

I will email copy and images (to specifications below) to cityimage@dubbo.nsw.gov.au



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Specifications:

LISTING

- 1 x image
- Maximum of 40 words description

LISTING AND ENHANCED FEATURE

- Maximum of 300 words
- 5 x images (see right) (5 maximum)

TILE

- Logo / image
- Maximum of 6 words
- URL address
- Tile dimension: 167px wide by 183px high - minimum resolution @ 72dpi

IMAGES

Thumbnail images for listings

- Must be a **minimum** of: 113 pixels wide by 113pixels high @ 72dpi
- Must be supplied as a TIF, GIF or JPEG (*not in a Word document*)
- Must be in RGB colour format

Images for enhanced features

- Must be a **minimum** of 250 pixels wide by whatever it makes in height @ 72dpi
- Must be supplied as a TIF or JPEG (*not in a Word document*)
- Must be in RGB colour format

EXCEPTIONS

* Advertisers in the Dubbo City Guide receive a listing/enhanced feature free-of-charge.

FREE-OF-CHARGE

1. What's On – Event Listings (Refer What's On Listing Form)
2. Community Information Listings (linked to Dubbo Neighbourhood Centre database)

NON-DUBBO LGA ADVERTISING \$660.00

Is permitted at a premium rate – tile advertising option only - \$660.00 (inc GST) per quarter.

FEE FOR CHANGES (outside quarterly update program) \$33.00 per hour

Contact will be made with advertisers each quarter, asking advertisers to review the information on the website and advise any changes. Any changes made outside the Quarterly Update Program will attract a fee of \$33.00 (inc GST) an hour (or part thereof).

INCLUSIONS

All costs include graphic design and web content management.

STEPS:

1. Complete details on this document and fax to 6801 4459
2. Provide information via email cityimage@dubbo.nsw.gov.au (refer specifications above)
3. The City Image Branch will provide you with a proof for approval
4. Following approval an invoice from Dubbo City Council will follow