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INDUSTRY OPPORTUNITY INFORMATION KITS

Advertising and promotion options are now available to **all businesses** in Dubbo seeking to market their product and services to new residents, investors/new business and events via Dubbo's new suite of information kits.

If you share a target market you may be interested in sponsoring a fact sheet or listing your business on a fact sheet. Buy-in will include a free listing on the new Dubbo website, www.dubbo.com.au and an invitation to the launch of the kits scheduled for mid-August.

The following information kits are currently in development:

PROSPECTIVE NEW RESIDENTS KIT

comprising
Lifestyle DVD
Dubbo City Guide
Dubbo City Council Annual Report
Dubbo City Map
Reference Sheet for on-line information

- Education Fact Sheet
- Health Fact Sheet
- Sport & Recreation Fact Sheet
- Art & Culture Fact Sheet
- ▲ Employment Fact Sheet
- ▲ Real Estate Fact Sheet

NEW RESIDENTS KIT

comprising
Dubbo City Guide
Dubbo City Council Annual Report
Dubbo City Map
Reference Sheet for on-line information

- Education Fact Sheet
- Health Fact Sheet
- Sport & Recreation Fact Sheet
- Art & Culture Fact Sheet
- ▲ Employment Fact Sheet
- ▲ Real Estate Fact Sheet

CONFERENCES / EVENTS KIT

comprising
Conferences/events DVD
Dubbo City Guide
Dubbo City Map
Reference Sheet for on-line information

- ▲ Event Venues Fact Sheet
- ▲ Event Service Providers Fact Sheet

BUSINESS/INVESTMENT KIT

comprising
Lifestyle DVD
Dubbo City Guide
Dubbo City Council Annual Report
Dubbo City Map
Reference Sheet for on-line information

- ▲ Employment Fact Sheet
- ▲ Real Estate Fact Sheet
- ▲ Industry/manufacturing Fact Sheet

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visit www.dubbo.com.au



INDUSTRY OPPORTUNITY INFORMATION KITS

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The following buy-in opportunities are on offer to businesses in Dubbo:



- Fact sheets promoting education, health, sport and recreation, art and culture, These fact sheets include comprehensive listings of essential services/information.
- Businesses can sponsor a fact sheet.

Buy-in opportunity

Sponsor a fact sheet cost \$550 (incl GST)

\$550 = 500 copies advertising your business on 1/3 of the fact sheet

Limit of 1 advertiser per fact sheet



- Fact sheets promoting employment, real estate, event venues*, event service providers* industry and manufacturing.
- Fact sheets that will promote businesses on a buy-in basis.
- Businesses can choose to purchase a listing or sponsor a fact sheet.

Buy-in opportunities

1. Sponsor a fact sheet cost \$550 (incl GST)
\$550 = 500 copies advertising your business on 1/3 of the fact sheet
(limit 1 advertiser per fact sheet)
2. List your business \$110 (incl GST)
\$110 = 500 fact sheets including your business listing
Costs include graphic design & printing

* If your business is a partner of the Events/Conference DVD you will receive a free listing on this fact sheet (a listing on the fact sheet appropriate to your business).

Distribution:

The kits will be primarily distributed from the Visitors Information Centre with additional copies being distributed from Dubbo City Council, Grow Dubbo, Greater Western Area Health Service, various stakeholder businesses and during targeted events and activities driven by the City Image Branch.

On-line requests

Each kit will be available on request via www.dubbo.com.au. On-line requests will also be supported by www.dubbo.nsw.gov.au (Dubbo City Council) and www.growdubbo.com.au (Grow Dubbo).

Costs include:

Free listing on dubbo.com.au and graphic design.

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**INDUSTRY OPPORTUNITY
INFORMATION KITS**

If you would like to promote your business in an information kit, please complete the following

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	

Section 2: ADVERTISING OPTIONS Please indicate options	1/3 Page Advertisement \$550	Listing \$110
PROSPECTIVE NEW RESIDENTS KIT		
<input type="checkbox"/> Education Fact Sheet		
<input type="checkbox"/> Health Fact Sheet		
<input type="checkbox"/> Sport & Recreation Fact Sheet		
<input type="checkbox"/> Art & Culture Fact Sheet		
<input type="checkbox"/> Employment Fact Sheet		
NEW RESIDENTS KIT		
<input type="checkbox"/> Education Fact Sheet		
<input type="checkbox"/> Health Fact Sheet		
<input type="checkbox"/> Sport & Recreation Fact Sheet		
<input type="checkbox"/> Art & Culture Fact Sheet		
<input type="checkbox"/> Employment Fact Sheet		
<input type="checkbox"/> Real Estate Fact Sheet		
CONFERENCE / EVENTS KIT		
<input type="checkbox"/> Event Venues		
<input type="checkbox"/> Event Service Providers		
BUSINESS / INVESTMENT KIT		
<input type="checkbox"/> Business Support Services Fact Sheet		
<input type="checkbox"/> Employment Fact Sheet		
<input type="checkbox"/> Real Estate Fact Sheet		
Total investment Costs include graphic design and printing Only 1 advertiser per fact sheet	\$	\$



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Section 3: METHOD OF PROCUREMENT

1. 1/3 page advertisement \$550.00

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

2. Listing \$110.00

- I will email my listing (to specifications below) to cityimage@dubbo.nsw.gov.au

Specifications – 1/3 advertisement – Fact Sheet

- Existing artwork supplied by you: must be supplied as high resolution press-ready PDFs (with bleed).
- If you are providing images and copy to our graphic designer (\$550 includes graphic design costs)

Images: 300dpi, CMYK, JPEGS or TIFS
 Logos: EPS vector files OR high resolution JPEGS or TIFS (no spot or PMS colours)
 Copy: unformatted TXT files

Specifications – Free Listing - dubbo.com.au

- 1 x image 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

Specifications – Listing – Fact Sheet

Maximum of 40 words including name of business and contact details

Specifications – Free Listing - dubbo.com.au

- 1 x image 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
- Maximum of 40 words description (including name of business and contact details)

STEPS:

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



ENQUIRIES

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

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