



# DUBBO CITY GUIDE 2012/2013

Advertising prospectus

# THE DUBBO CITY GUIDE IS THE CITY'S ONLY OFFICIAL GUIDE

The Guide acts as a motivation to visit Dubbo while serving as an essential travel companion once visitors have arrived. It is also regularly used by businesses, locals, and visiting friends and relatives as the essential 'Dubbo handbook.'

## KEY BENEFITS OF ADVERTISING IN THE GUIDE:

- Priority placement and provision through the Dubbo Visitors Information Centre. The Centre has visitation in excess of 100,000 customers per year.
- With an estimated 300,000 readership, an advertising placement in the Guide costs less than 0.2 cents per reach.
- Promotion of your business and a live link to your website are available to over 120,000 potential customers via the online version of the Guide.
- Your message is in the market for 18 months.
- Knowledge that your message targets both visiting and local customers.
- Additional benefits under the Dubbo City Promotions Partnership Program (see blue box below).

## POINTS OF DISTRIBUTION:

- Dubbo Visitors Information Centre.
- Dubbo residents (mailbox drop).
- 252 accredited Visitor Information Centres and key geographical markets including Hunter, Illawarra, Central Coast and Orana/Far West.
- City Information Kits: Visitor, New Resident, Prospective Residents, Events and Investment.
- Dubbo City Regional Airport and Dubbo City Council.
- Over 200 tourism businesses in Dubbo.
- Tourism and industry trade shows.
- Major events and conferences in the City.
- Online [www.dubbo.com.au](http://www.dubbo.com.au)

## ADDITIONAL BENEFITS

- Your business brochure will be displayed at the Visitors Information Centre.
- Your business will be profiled on [www.dubbo.com.au](http://www.dubbo.com.au).
- You will receive a listing in the relevant in-house guide printed and produced by the Visitors Information Centre (note this applies to tourism and events businesses only).

For further details, refer to the Dubbo City 'Promotions Partnership Program' booklet.

## HINTS AND TIPS

- Keep copy to a minimum, remember less is more - your images should do most of the talking.
- Messages should be to the point, include your best selling services and highlight your point of difference.
- Adverts should aim to describe your product and service - the experience you are offering. If customers are captivated by your business and the experiences you offer - they'll be captivated by our City!
- Most importantly, check and double-check your contact details.



## SNAPSHOT OF THE DUBBO VISITOR MARKET

There are over 1000 businesses in the City that support and benefit from City visitation. Overnight and day visits spend over \$200 million in the City every year.

Source: Dubbo LGA Tourism profile 2008

### PRIMARY STAKEHOLDERS

- Accommodation
- Attractions
- Activities
- Tour operators
- Restaurants, cafes and fast food outlets
- Transport operators

### SECONDARY STAKEHOLDERS

- Retailers
- Service stations
- Motor vehicle repairers
- Tyre and windscreen repairers
- Hairdressers and beauty therapists
- Event and conference venues

For more information about the City's visitor market, visit the Local Business Resource Centre: [www.dubbo.com.au](http://www.dubbo.com.au)

# ADVERTISING GUIDELINES

- 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. No advertising will be accepted from accommodation operators 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 City Guide).
- No pre-prepared artwork (except Premium Display ads) or page position requests will be accepted.
- Advertisers can select placement in the following sections: Attractions, Accommodation, Food and Wine, Shopping, Day Trips, Visitor Services or Events and Entertainment.
- There is no priority placement except for the three premium display ads. 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).
- All accommodation star ratings will be confirmed with AAAT (at time of publication).

## ADVERTISING 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 rate card over page).
- 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 advertising. 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.

## TOURIST MAPS, CLASSIFIEDS AND REFERENCES

- All advertisements will include references to the Dubbo City Street Map in the back of the Guide.
- Businesses advertising in the Food and Wine, Attractions and Activities, or Shopping sections will be provided with an image and reference in the relevant tourism maps.
- All local advertisers will be provided with a free listing in the directory section - including name, address, phone, ad reference and map reference in the back of the Guide.

## MAKING YOUR 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.
- Advertising orders cancelled after acceptance deadlines (as indicated in this Prospectus) may be subject to a cancellation fee of 100%.

## BOOKING DEADLINES

### EARLY BIRD BOOKINGS – BEFORE 5 AUGUST 2011

- Early bird bookings are entitled to a discount rate as detailed in this Prospectus.
- Completed booking form, images and content must be received before 5 August 2011.
- Payments to be made by 26 August 2011. Note: invoices will be sent out to businesses 15 August 2011.
- If any component (material or payment) is not received by the above dates, standard booking rates will be charged.

### STANDARD BOOKING OPTION

- Completed booking form, images and content must be received before 26 August 2011.
- Payments to be made by 16 September 2011. Note: invoices will be sent out to businesses 5 September 2011.

**Failure to meet the above conditions will result in your placement not being included in the Guide.**

## APPROVING YOUR AD

- All rates include artwork and one revision. A fee of \$55 (inc GST) will be charged per additional revision.
- It is the responsibility of the customer to respond and approve all ad proofs within five days of receipt.
- **Friday, 9 September 2011** – 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 2012/2013 Dubbo City 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.

The Dubbo City Guide (2012/2013) will be released mid November 2011.

All advertisers will be invited to an official launch of the Guide before its public release.



# ADVERTISING RATES

Full page

1/2 page

1/4 page

1/8 page

## ADVERTISING RATES FOR THE 2012/13 DUBBO CITY GUIDE

	Size (width by height)	Images (maximum)	Contact details	Text (maximum)	Early Bird (inc GST)	Standard (inc GST)
<b>Full page</b>	199mm x 273mm	5 photos <b>and</b> 1 logo	Business name, address, phone number, email, website	200 words	<b>\$5230</b>	<b>\$5500</b>
<b>Half page</b>	199mm x 134.5mm	4 photos <b>and</b> 1 logo	Business name, address, phone number, email, website	130 words	<b>\$2800</b>	<b>\$2950</b>
<b>1/4 page</b>	97.5mm x 134.5mm	2 photos <b>and</b> 1 logo	Business name, address, phone number, email, website	60 words	<b>\$1470</b>	<b>\$1550</b>
<b>1/8 page</b>	97.5mm x 65.25mm	1 photo <b>or</b> 1 logo	Business name, address, phone number, email, website	30 words	<b>\$795</b>	<b>\$835</b>
<b>Directory listing</b>	n/a	n/a	Business name, phone number, address	n/a	<b>n/a</b>	<b>\$250</b>
<b>Premium display</b>	210mm x 297mm	3 placements only available (attractions only) 1 x inside cover   1 x back cover   1 x inside back			<b>\$5700</b>	<b>\$6000</b>

**'TIME TO' FEATURES** *Only two spots available: Time to Live and Time to Invest*

<b>Strip advert</b>	199mm x 65mm	1 photo <b>and</b> 1 logo	Business name, phone number, email, website	50 words	<b>n/a</b>	<b>\$990</b>
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## REGIONAL ADVERTISEMENTS *No accommodation listings*

<b>Full page</b>	199mm x 273mm	5 photos <b>and</b> 1 logo	Business name, address, phone number, email, website	200 words	<b>n/a</b>	<b>\$6050</b>
<b>Half page</b>	199mm x 134.5mm	4 photos <b>and</b> 1 logo	Business name, address, phone number, email, website	130 words	<b>n/a</b>	<b>\$3245</b>

All prices include GST

## INCLUSIONS FOR ADVERTISERS IN 2012/13 DUBBO CITY GUIDE:

	Link to business website in e-version of the Guide	Classified listing in Guide	City map reference	Additional benefits under the Dubbo City Promotions Partnership Program: • Website profile listing on dubbo.com.au • Brochure placement in Dubbo Visitors Information Centre • In-house guide listing	Included in relevant City-site maps, ie. Shopping, Attractions and Activities
<b>Dubbo advertorial, strip or display advertisers</b>	✓	✓	✓	✓	✓
<b>Directory advertisers</b>	✓	✓	✓	✓	-
<b>Regional advertisers</b>	✓	-	-	-	-