

Advertising Opportunities

PARTICIPATE IN THE FIFTH EDITION OF THE
NAGAMBIE LAKES AND STRATHBOGIE RANGES

Official Visitors Guide

2019 - 2021

www.strathbogie.vic.gov.au



An Exciting Marketing Opportunity

for your Business!

The Official Visitor Guide (OVG) is the Strathbogie Shire's flagship tourism publication providing a mix of motivational and aspirational material with advertising, product listing and practical information on accommodation, attractions, services and tourism related businesses within our area. It also contains information such as maps, event listings, regional information and business contact details that assist visitors to the area to make an informed choice.

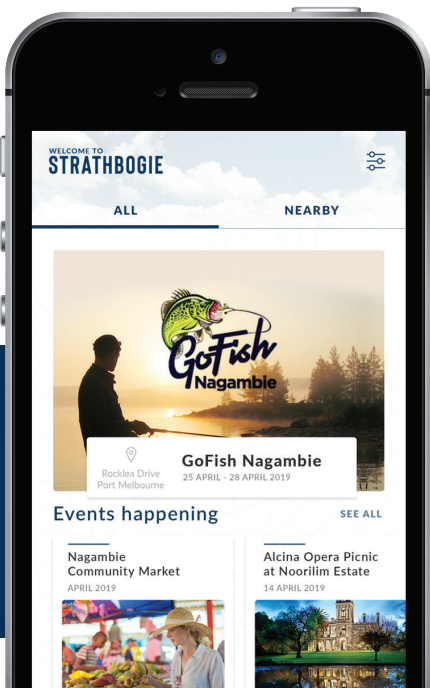
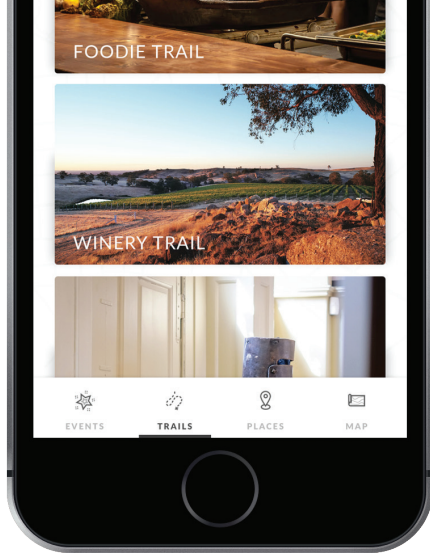
The OVG is aimed at helping potential visitors plan their experience in our region, as well as encouraging current visitors to stay longer or plan a return trip.

In 2015 due to increased demand, we printed 60,000 copies of the Official Visitors Guide which has been going onto the shelves of Visitor Information Centres including the Melbourne Visitor Information Centre (previously at Fed Square, now Melbourne Town Hall), various tourism businesses and welcome shops around Victoria, distributed at conferences and trade shows, used in familiarisation programs for media and trade and added to showbags for visiting groups.

**60,000
COPIES
PRINTED IN
2015**



This quality publication and modern smartphone app showcases our region to visitors, providing information on our many tourist attractions, natural landscapes, restaurants and eateries, wineries and cellar doors, accommodation, retail shopping precincts and events.



The time has come for a new edition...

For this new 5th edition we have an exciting new development and are offering it to participants at no extra cost. As part of the new Strathbogieshires website development, we are including a new Tourism 'App' that will drive assist in driving tourists to your businesses.

The tourism app once downloaded onto a smart phone, will assist with locating restaurants, attractions, accommodation as well as the essentials of toilets and petrol stations nearby. It will also seamlessly guide the visitor on a touring route to suit their individual time frames and interests.

Whilst some visitors may still like the feeling of paper in their hands, digital is in every pair of hands and can't be ignored. The Official Visitor App shares the same objectives as the printed guides, in a digital format for those who prefer their information on screen, as well as developing touring routes depending on individual preferences and showing them what is 'near me', and we're capitalising on the 40% of people using a mobile device to tour the region. The Strathbogieshires Visitor App will become an increasingly important part of our visitor communication, where visitors are able to access the App via Google Play and the Apple Store.



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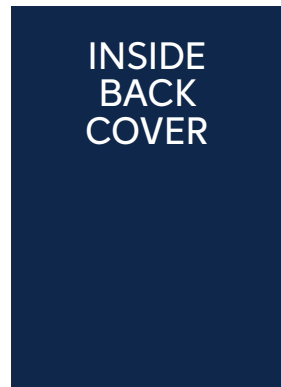
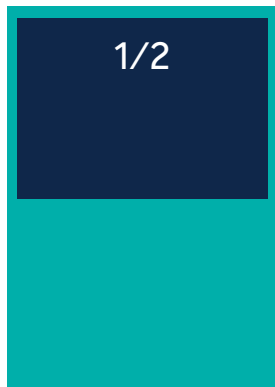
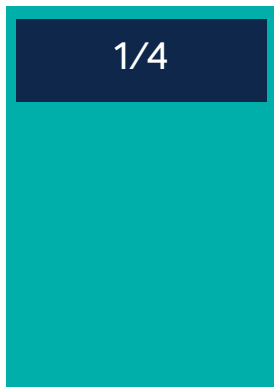
The Official Visitors Guide is as much a marketing vehicle for your business as it is an information brochure for the travelling public.

The OVG is designed to create demand for our tourism products and services, and therefore has a real return-on-investment for advertisers. It is intended that the OVG will persuade visitors to choose our shire over competitor destinations, and that those visitors will become customers of our local industries – both business and tourism.

The OVG will be a professionally designed, A5 sized brochure, formatted to be easily recognizable to visitors.

It is anticipated that 40,000 copies of the OVG will initially be printed and widely distributed across the network of accredited Visitor Information Centres, local tourism business and outlets and uploaded to the Strathbogie Shire website. We welcome your feedback and input into the publication and would appreciate your suggestions.

Affordable directory listing options for 1/4, 1/2 and full page are on offer.



To take advantage of this excellent marketing opportunity, please complete and return the attached Agreement Form by **Friday 16th November 2018.**

For further information contact Libby Webster
 Visitor Economy & Events Coordinator at the Strathbogie Shire Council
 Tel: (03) 5795 0000 or email: info@strathbogie.vic.gov.au

Material Requirements & Procedures

ADVERTISEMENT SIZE	TYPE	DIMENSIONS (WIDTH X HEIGHT)	WORD COUNT	COST (INCL GST)
1/4 Page	Template	138mm x 46mm	30 words + 1 image	\$322
1/2 Page	Template	138mm x 100mm	55 words + up to 3 images + 1 logo	\$541
Full Page	Template	138mm x 196mm	140 words + up to 4 images + 1 logo	\$978
Inside Back Cover (Full Page)	Template or Artwork will be designed	148mm x 210mm	140 words + up to 4 images + logo or supplied design to size	\$1,197

Material Specifications

Please forward your photograph/image and text to Libby Webster
 Visitor Economy & Events Coordinator Strathbogie Shire Council
 Phone: 03 5795 0093
 Email: libby.webster@strathbogie.vic.gov.au **no later than 30th November 2018**

All advertisements will be produced by project designers to fit the brochure template.
 Please note that your address and contact details are not included in your word limit.

Photographs and text are preferred in an electronic format. Photographs/images need to be a minimum of 300 dpi, TIFF, EPS, JPEG or PDF files; via CD or email. Alternatively, a quality transparency or slide can also be provided. Only prints of reproduction quality will be accepted. Negatives will not be accepted.

Terms and Conditions

1. Full payment is due, once you have approved and signed-off on your proof. 2. A full colour proof will be provided for approval at no cost, and must be returned within one week. Any further changes may incur additional costs. 3. The onus lies with the advertiser to ensure that all information on their advertisement is correct. 4. Reproduction quality is at the advertiser's risk, if the material specifications are not met. 5. The onus is on the advertiser to ensure that no material, statement, information or matter contained in the advertisement, constitutes a violation of any existing copyright, trademark or a breach of confidence. 6. Due to space constrictions, logos other than nationally accredited logos cannot be included in 1/4 page advertisements. 7. Every endeavour will be made to publish an advertisement as instructed, but no liability will be accepted for any loss caused by omission or misplacement. 8. No responsibility will be accepted for any loss arising from the failure of an advertisement to appear, or from any error in a published advertisement. 9. There will be no preferred positioning, with the exception of the inside back cover and the back cover. 10. No refunds will be given for cancellations. 11. Advertisements may be withdrawn if full payment is not received. 12. Council reserves the right to use any images supplied to us, to promote the Strathbogie Shire in brochures, on our website or through any other medium.