

ADVERTISING OPPORTUNITIES

Official Visitors Guide

Showcase and connect your business, events and services with the Official Visitor Guide, for the Strathbogie Shire.



Australian Government

Strathbogie
SHIRE COUNCIL



State
Government

A Premier Marketing Opportunity
for Your Tourism Business!

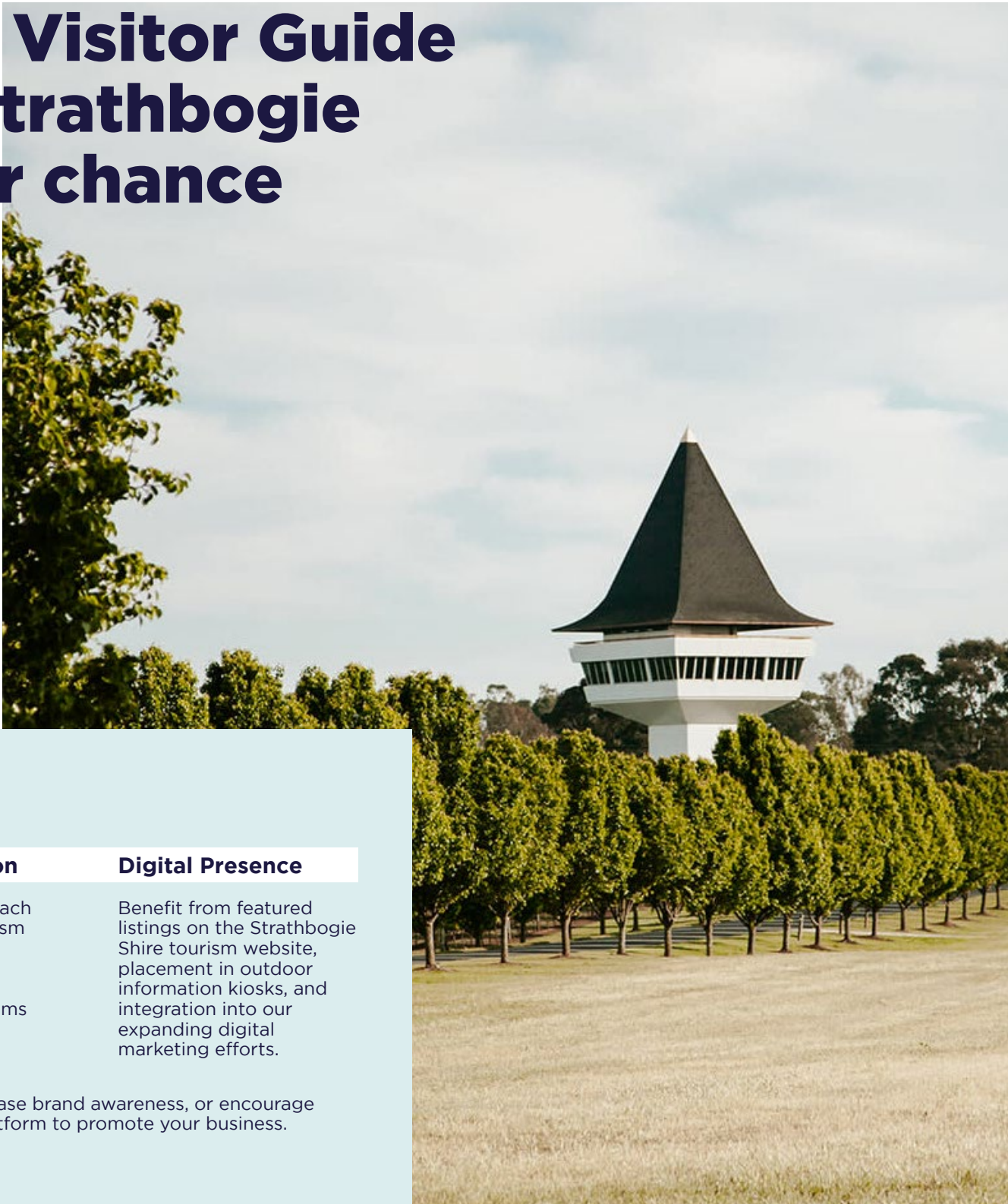
Are you looking to
attract more visitors
to boost your business?
The Official Visitor Guide
(OVG) for Strathbogie
Shire is your chance
to shine!

As the flagship tourism publication of our region, the OVG is packed with inspirational content, practical travel information, and prime advertising opportunities—all designed to showcase the best of what our area has to offer. From accommodation and attractions to essential services and unique experiences, this guide is a must-have for visitors planning their trip.

Why be part of the OVG?

Unmatched Exposure	Broad Distribution	Digital Presence
With 20,000 copies printed in 2025, your business will be featured in Visitor Information Centres across Victoria, including the prestigious Melbourne Visitor Information Centre at Melbourne Town Hall.	The guide will also reach visitors through tourism businesses, welcome centres, trade shows, conferences, and familiarisation programs for media and travel professionals.	Benefit from featured listings on the Strathbogie Shire tourism website, placement in outdoor information kiosks, and integration into our expanding digital marketing efforts.

Whether you're looking to attract new customers, increase brand awareness, or encourage longer stays, the Official Visitor Guide is the perfect platform to promote your business.



Special Discount to
Support Local Businesses

In recognition of the challenges faced by our community following the October 2022 floods, the Strathbogie Shire Council is offering a 50% discount on advertising rates in the Official Visitor Guide (OVG) to businesses operating in the Shire. This initiative is part of our commitment to supporting local businesses and fostering resilience in our region.

Take advantage of this limited-time opportunity to showcase your business at half the cost! See full details on the back page.

Don't Miss Out!

Secure your spot today and take advantage of this high-impact marketing opportunity. For more information on how to get involved, contact us.

Libby Webster
Visitor Economy & Events Coordinator
Strathbogie Shire Council
libby.webster@strathbogie.vic.gov.au
0438 596 201

The Official Visitor Guide (OVG) is more than just an information brochure—it's a powerful marketing tool designed to drive real results for your business. By showcasing the best of Strathbogie Shire, the OVG creates demand for our tourism products and services, ensuring that visitors choose our region over competing destinations and actively support local businesses.

Advertising
Opportunities

Affordable advertising options include 1/4 page, 1/2 page, and full-page directory listings. Want premium placement? Act fast to secure the coveted back page or inside covers.

We value your input and welcome your feedback and suggestions to make the OVG even more effective.

Don't miss this exclusive marketing opportunity—reach out today to secure your spot.

Please complete the attached agreement form and return to the Shire by 4 April 2025.

1/4 PAGE

1/2 PAGE

FULL PAGE

INSIDE
FRONT
OR BACK
COVER

Material Requirements & Procedures

The Strathbogie Shire Council is offering a 50% discount on advertising rates in the Official Visitor Guide (OVG) to **businesses operating in the Shire**, as part of our commitment to supporting local businesses and strengthening resilience in our region. This initiative is generously supported by the State of Victoria through Emergency Recovery Victoria's Community Recovery Hub grant.

SIZE	TYPE	DIMENSIONS (WIDTH X HEIGHT)	WORD COUNT	FULL \$	DISCOUNT \$
1/4 Page	Template	138 x 46 mm	30 words + 1 image	\$324	\$162
1/4 Page Community Group*	Template	138 x 46 mm	30 words + 1 image	\$55	\$28 *not for profit with no paid staff
1/2 Page	Template	138 x 100 mm	55 words + 3 images	\$545	\$273
Full Page	Template or supplied art	138 x 196 mm	140 words + 4 images + 1 logo	\$984	\$492
Inside Front Cover	Supplied art	148 x 210 mm	140 words + 4 images + 1 logo	\$1,205	\$603
Inside Back Cover	Supplied art	148 x 210 mm	140 words + 4 images + 1 logo	\$1,205	\$603
Back Cover	Supplied art	148 x 210 mm	140 words + 4 images + 1 logo	\$1,424	\$712

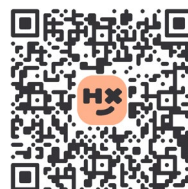
BOOKING LINK

events.humanitix.com/2025-official-visitors-guide

Alternatively email Libby Webster, *Visitor Economy & Events Coordinator Strathbogie Shire Council*.

libby.webster@strathbogie.vic.gov.au

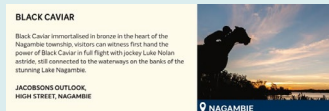
Bookings close 4 April 2025.



We acknowledge the Traditional Custodians of the places we are travelling through. We recognise and respect the enduring relationship they have with their lands and waters, and we pay respects to the Elders past, present and emerging.

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 front & 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.



1/4 Page Example



1/2 Page Example



Full Page Example

Please Note

All advertisements will be produced by project designers (Euroa Printers) 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 dropbox or email.