

2018 ADVERTISING OPPORTUNITY

Canberra Visitor Guide 2018

VisitCanberra presents an opportunity to industry for advertising in its *Canberra Visitor Guide 2018*.



The *Canberra Visitor Guide* is an annual magazine produced by VisitCanberra that showcases the *One Good Thing After Another* message.

It provides potential visitors to Canberra and the region with detailed information to assist with planning their trip and extending their length of stay. While in the region, the *Visitor Guide* serves as a comprehensive and useful reference to support decision making and planning of their visit.

The 2018 edition is being produced in association with the Medium Rare Content Agency who produce

print and digital versions of magazines for Qantas, Qantaslink, Coles, Foxtel and Fitness First.

Content will be in the style of a magazine, with feature stories and itineraries as well as insider tips and recommendations aligned with VisitCanberra's key pillars: arts and culture, food and wine, family fun, outdoors and nature and events.

This document outlines advertising rates, specifications and booking deadlines.

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Canberra Visitor Guide 2018

Distribution

Print - 110,000 copies

- Through the Canberra and Region Visitors Centre which is visited by 200,000+ annual visitors and mailed out to potential visitors who request information
- Tourist attractions and accommodation properties throughout Canberra and the region
- Information centres in Sydney and regional NSW
- Through the Canberra Convention Bureau, conferences and seminars where there are interstate or international delegates
- At major events in the Canberra region such as Floriade and the National Folk Festival
- A digital version is available on visitcanberra.com.au

Advertising rates

Print	Industry rate (incl. GST)
Full page	\$8,200
Half page	\$4,500
Template listing (1/6 page)	\$1,650
Outside back cover	\$12,000
Double page spread	\$15,000
Inside cover double page spread	\$20,000

All rates are GST inclusive.
See advertising specifications for each ad size for more information on design and layout specifications.

Advertising booking and material deadlines

Deadlines

Advertising booking deadline	Friday 29 September 2017
Material submission deadline	Wednesday 4 October 2017
Publication released	Early December 2017

Additional charges will apply for author corrections to material submitted following the material submission deadline. Artwork approval (of template advertisements) is required within 48 hours of proofs being submitted to the advertiser. One round of changes is included. Subsequent changes will incur a charge, dependent on the changes being requested.

Ad submission

Display ads

Please send your advertisements to Nicole Turnbull at ad.sales@act.gov.au. Nicole can be contacted on 02 6205 0562. For technical issues, contact Michelle O'Brien at Medium Rare on 02 8045 4922 or email michelle.obrien@news.com.au

Template ads

Provide content (Word doc, image and logos) as requested to ad.sales@act.gov.au

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Advertising specifications

Please note that all advertising bookings are subject to design and printing restrictions and all advertisements must comply with these guidelines at time of submission or additional artwork modification and design charges may apply. VisitCanberra will edit copy to comply with its editorial style guide.

Print – full and half page display ads

Ad size	Trim size	Type/design area	Bleed
Full page	275mm x 210mm wide	259mm x 194mm wide	285mm x 220mm wide
Half page	135mm x 210mm wide	119mm x 194mm wide	145mm x 220mm wide

See attachment for full specifications

PDF files to be supplied in CMYK format at 300dpi. RGB or spot colour files will be rejected.

Print – template listing (1/6 page)

Attractions/other (we will email you a Word doc to complete)

Design format	Template advertisement – VisitCanberra incorporates the supplied image and text into a standard design template. No pre-design is required from advertiser.
Image / logo	Please supply a single high resolution colour image landscape 16cm x 10cm min. 300 dpi high resolution jpg, plus a logo in EPS format.
Text	50 word description plus opening times, location address, website address, contact phone number.

Accommodation (we will email you a Word doc to complete)

Design format	Template advertisement – VisitCanberra incorporates the supplied image and text into a standard design template. No pre-design is required from advertiser.
Image	Please supply a single high resolution colour image landscape 16cm x 10cm min. 300 dpi high resolution jpg, plus a logo in EPS format.
Text	40 word description plus three property selling points (maximum eight words each), room types, location address, contact phone number.

Minerva (detail), 2001, Steven Holland

CANBERRA MUSEUM AND GALLERY

Housing the Canberra Stories Gallery, the Nolan Collection and five gallery spaces featuring changing exhibitions, Canberra Museum and Gallery provides a compelling insight into the visual arts and social history of the Canberra region. Free admission.

OPEN | 10am–5pm weekdays
12pm–5pm weekends

ADDRESS | Cnr London Circuit and Civic Square, Canberra city

PHONE | 02 6207 3968

WEB | museumsandgalleries.act.gov.au

ACT MUSEUMS + GALLERIES

Example of attraction 1/6 page listing

Image and logo, 50 word description, opening hours, location, web address, contact phone number.

CANBERRA CITY YHA

7 Akuna St, CANBERRA ACT 2601
PH 02 6248 9155

BACKPACKER

Canberra City YHA is located in the heart of Canberra City, only minutes walk to restaurants, shopping and attractions. It offers a range of accommodation including multi-share through to private rooms with ensuites. Canberra City YHA also has dedicated areas for groups, with secure bathrooms and leaders' accommodation.

- Pool, spa, sauna and roof top BBQ
- Cafe and licensed bar
- 24 hour reception

ROOM TYPES | Multishare - Double Ensuite
Family Room

Example of accommodation 1/6 page listing

Image, 40 word description, 3 x property selling points (max 8 words), room types, location address, contact phone number.

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Advertising booking form

Contact details

Organisation / business name

Postal address

Contact person

Contact phone no.

Contact email

Billing details Same as above

Organisation / business name

Postal address

Contact person

Contact phone no.

Contact email

Booking details for print

Attraction/other

Accommodation

Advertising type

Industry rate

Outside back cover

\$12,000

Inside cover double-page spread

\$20,000

Double-page spread

\$15,000

Full page display

\$8,200

Half page display

\$4,500

1/6 page enhanced template listing

\$1,650

Total investment: \$

Booking confirmation

I confirm that the above details are correct and I have read the standard booking terms and conditions. I agree that I will supply all material by the material provision deadlines.

Terms and conditions

1. This opportunity is limited to total spaces available on a first in basis.
2. If material is not received by the deadline VisitCanberra reserves the right to finalise content on behalf of the operator.
3. Images deemed unsuitable for publication may be altered or replaced at the discretion of VisitCanberra. Advertisers will be notified of any changes.
4. Standard ACT Government invoicing and payment terms apply (28 days from date of invoice).

Signature

Name

Position /title

Date

Please submit completed booking form by **5pm Friday 29 September 2017** to ad.sales@act.gov.au