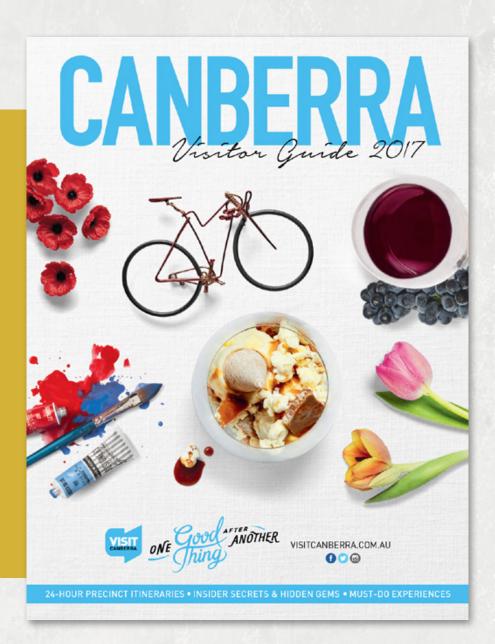
Canberra Visitor Guide 2018

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.



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.		



Example of attraction 1/6 page listing

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



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.



Canberra Visitor Guide 2018

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	Accommo	dation	
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	CONTRACTO PROCES		
THE RESERVE OF THE PARTY OF THE	nd I have read the	standard booking terms	and conditions. I agree that I will supply all material by the
Terms and conditions 1. This opportunity is limited to total spaces available 2. If material is not received by the deadline VisitCan 3. Images deemed unsuitable for publication may be 4. Standard ACT Government invoicing and payment	berra reserves the rig altered or replaced a	t the discretion of VisitCanbe	
Signature			
Name	Positi	on /title	Date
Please submit completed booking form by 5	ipm Friday 29 Sep	tember 2017 to ad.sale	s@act.gov.au

