

# 2019 ADVERTISING OPPORTUNITY

## Canberra Visitor Guide



VisitCanberra presents an opportunity to industry for advertising in its Canberra Visitor Guide 2019.

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 2019 edition is being produced in association with Medium Rare Content Agency, which produces print and digital versions of magazines for Qantas, Qantaslink, Coles, Foxtel, Jetstar and David Jones.

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.

Medium Rare is selling advertising in the Guide this year on behalf of VisitCanberra. This document outlines advertising rates, specifications and booking deadlines.

### DISTRIBUTION

Print – 100,000 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](http://visitcanberra.com.au)

### ADVERTISING BOOKING AND MATERIAL DEADLINES

#### Deadlines

Advertising Booking Deadline	9 November 2018
Material Submission Deadline	16 November 2018
Template listing (1/6 page)	16 November 2018

### ADVERTISING RATES

Print	Industry Rate (GST incl.)
Full Page	\$8,450
Half Page	\$4,650
Template listing (1/6 page)	\$1,700
Outside Back Cover	\$12,500
Double Page Spread	\$15,450
Inside Cover Double Page Spread	\$20,600

All rates are GST inclusive.

See advertising specifications for each ad size for more information on design and layout specifications.

### AD SUBMISSION

#### Display ads

Please send your advertisements to Elliott Barsby at [elliott.barsby@mediumrarecontent.com](mailto:elliott.barsby@mediumrarecontent.com). Elliott can be contacted on 02 8114 7384.

For technical issues, contact Michelle O'Brien at Medium Rare on 02 8045 4922 or email [michelle.obrien@news.com.au](mailto:michelle.obrien@news.com.au)

#### Template ads

Provide content (Word doc, image and logos) as requested to [elliott.barsby@mediumrarecontent.com](mailto:elliott.barsby@mediumrarecontent.com)

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## ADVERTISING SPECS

Ad Size	Trim Size	Trim Size	Trim Size
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 / 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** 40 word description plus three property selling points (maximum eight words each), room types, location address, contact phone number.



**CANBERRA DEEP SPACE COMMUNICATION COMPLEX**

Discover the amazing universe around us and explore the Solar System and beyond at the Canberra Deep Space Communication Complex. Part of NASA's Deep Space Network, the facility provides constant contact with dozens of robotic spacecraft exploring planets, moons and stars. See Australia's largest antenna dishes, a piece of the moon and exhibits on space exploration history.


**OPEN:** 9am-5pm daily, closed Christmas Day  
**ADDRESS:** 421 Discovery Drive (off Cotter Road and Piddys River Road) Tidbinbilla, ACT 2620  
**PHONE:** (02) 6201 7880  
**WEBSITE:** cdssc.nasa.gov




**CANBERRA WALK-IN AVIARY**

Located at Gold Creek Village, the Canberra Walk-in Aviary features 1000 square metres of planted space where free-flying birds can be observed, photographed and fed. Visitors can walk among 500 birds representing 60 different species from Australia and around the world.



**OPEN:** Weather permitting: September-April 10am-5pm (last admission 4.30pm) daily; May-August 10am-4pm (last admission 3.30pm) daily; closed Christmas Day  
**ADDRESS:** Unit 13, Federation Square, O'Hanlon Place, Nicholls, ACT 2913  
**PHONE:** (02) 6202 2944  
**WEBSITE:** canberrawalkinaviary.com.au

**LANYON HOMESTEAD**

Based at the foot of the Brindabella Ranges, Lanyon Homestead is one of Australia's premier historic properties. Dating back to the 1850s, the building has been beautifully restored and furnished. Enjoy a self-guided tour of the homestead and courtyard buildings using a detailed brochure, or take a guided tour.



**OPEN:** 10am-4pm Tuesday-Sunday; closed some public holidays  
**ADDRESS:** Tharwa Drive, Tharwa, ACT 2620  
**PHONE:** (02) 6227 6500  
**WEBSITE:** historicplaces.com.au

**NATIONAL ZOO & AQUARIUM**

Delivering two venues for the price of one, this attraction is Australia's only combined zoo and aquarium. Discover a wide variety of native and exotic animals, as well as marine and freshwater fish, reptiles and frogs. Their Close Encounters experiences provide visitors with an opportunity to get up close and personal with some of the world's most amazing creatures. Free onsite parking is also available.



**OPEN:** 9.30am-5pm daily; closed Christmas Day  
**ADDRESS:** Lady Denman Drive, Yarralumla, ACT 2600  
**PHONE:** (02) 6287 8400  
**WEBSITE:** nationalzoo.com.au

**BALLOON ALOFT CANBERRA**

Enjoy Canberra's beautiful lakes, parks, bush land, mountains, national buildings and colourful tree-lined streets from a unique, aerial perspective. Balloon Aloft offers stylish and adventurous flights over Australia's capital city every morning. Ballooning adventures with style.


**OPEN:** Morning flights daily  
**ADDRESS:** Meeting point: Hyatt Hotel Canberra, 120 Commonwealth Avenue, Yarralumla, ACT 2600  
**PHONE:** (02) 6247 8660  
**WEBSITE:** balloonaloftcanberra.com.au

**NATIONAL ARBORETUM CANBERRA**

Surround yourself with rare forests from around the world, as well as spectacular views and remarkable architecture and sculptures. Highlights include the Village Centre, the National Bonsai and Penjing Collection, Pod Playground, Sprout Cafe, a restaurant, gift shop, walking trails and picnic decks.

**OPEN:** Village Centre 9am-4pm daily (closed Christmas Day); Arboretum Grounds and Pod Playground 6am-8.30pm (during daylight saving); 7am-5.30pm (during non-daylight saving)  
**ADDRESS:** Forest Drive, off Tuggeranong Parkway, Weston Creek, ACT 2611  
**PHONE:** (02) 6207 8484  
**WEBSITE:** nationalarboretum.act.gov.au



### 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.



VISITCANBERRA.COM.AU



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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

#### Print

#### Industry Rate (GST incl.)

Full Page

\$8,450

Half Page

\$4,650

Template listing (1/6 page)

\$1,700

Outside Back Cover

\$12,500

Double Page Spread

\$15,450

Inside Cover Double Page Spread

\$20,600

TOTAL INVESTMENT: \$

### Booking instructions

1. Please send completed booking form through to Elliott Barsby at Medium Rare [elliott.barsby@mediumrarecontent.com](mailto:elliott.barsby@mediumrarecontent.com) by 9 November 2018
2. Medium Rare will process the booking and provide a confirmation form complete with terms and conditions
3. Submit all advertising material by 16 November 2018

#### PLEASE NOTE

- This opportunity is limited to total space available on a first in basis
- If material is not received by the deadline VisitCanberra reserves the right to finalise content on behalf of the operator
- Images deemed unsuitable for publication may be replaced at the discretion of VisitCanberra. Advertisers will be notified of any changes

Signature

Name

Position /title

Date

Please submit completed booking form by 9 November 2018 to [elliott.barsby@mediumrarecontent.com](mailto:elliott.barsby@mediumrarecontent.com)



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