



# Canberra Visitor Guide 2020

VisitCanberra invites you to advertise in the Canberra Visitor Guide 2020



The Canberra Visitor Guide is an annual magazine attracting potential visitors to Canberra and the region while also being a valuable in-destination tool inspiring those already travelling here to discover more and share their experiences.

The 2020 edition will be produced by VisitCanberra in association with Medium Rare Content Agency, publishers of print and digital magazines for Qantas, QantasLink, Jetstar, Coles, Foxtel, Bunnings and David Jones. Medium Rare will also be selling advertising for the Canberra Visitor Guide.

This year's content will speak to VisitCanberra's key pillars: food and wine, family, culture, the arts, adventure and events. These will be covered through listicle-style features that include local secrets, insider tips and compelling recommendations.

## DISTRIBUTION - 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 & MATERIAL DEADLINES

Advertising Booking Deadline: **1 November 2019**  
 Material Submission Deadline: **15 November 2019**

## RATES

Inside cover double-page spread: **\$20,250**  
 Double-page spread: **\$16,200**  
 Outside back: **\$13,100**  
 Full page: **\$8850**  
 Half page: **\$4885**  
 Quarter page: **\$2750** **New! To run throughout the guide.**  
 (All rates are inclusive of GST)

## 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          | Text 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 |

\* Double Page Spread bookings to be supplied as 2 x Full pages. PDF files to be supplied in CMYK format at 300dpi. RGB or spot colour files will be rejected.

## PRINT - TEMPLATE LISTING (1/4 PAGE)

### 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 five high resolution colour images (only one will be used) landscape 16cm x 10cm min. 300 dpi high resolution jpg, plus a logo in EPS format.

### Text

50-word description plus location address and website address. If the advertisement is for accommodation, please include three selling points of the property – 8 words maximum each.

The image shows four example 1/4 page listings arranged in a 2x2 grid. Each listing includes a landscape image, a title, a short description, location and website information, and logos.

- Balloon Afloat Canberra:** Image of a hot air balloon over Parliament House. Description: "Ballooning is an unforgettable experience! Take off at sunrise and drift gently with the wind, experience breathtaking views and see the nation's capital come to life below you. Your flight will last about an hour, but your memories will last a lifetime." Location: Hyatt Hotel Canberra, 120 Commonwealth Avenue, Yarralumla ACT 2600. Website: balloonafloatcanberra.com.au.
- Blundells Cottage:** Image of a stone cottage. Description: "Blundells Cottage is now open to the public following conservation works to the slab shed and major works to reinterpret the historic landscape. The cottage and its landscape provide, for the first time, insight into the lives of all four families who lived there. Entry is FREE and you can enjoy a free guided tour on Saturdays at 10.15am, 11.30am and 12.45pm. Free parking is available." Location: Wendouree Drive, Parkes ACT 2600. Website: nca.gov.au.
- National Zoo & Aquarium:** Image of a lion. Description: "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. Its 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 available." Location: Lady Denman Drive, Yarralumla ACT 2600. Website: nationalzoo.com.au.
- Canberra Deep Space Communication Complex:** Image of a large satellite dish. Description: "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." Location: 421 Discovery Drive, Tidbinbilla ACT 2620. Website: cdsc.nasa.gov.

Example of 1/4 page listing

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## Advertising Booking Form

### Contact Details

Organisation / business name

Postal address

Contact person

Contact phone no.

Contact email

### Billing Details As above

Organisation / business name

Postal address

Contact person

Contact phone no.

Contact email

### Booking details for print

#### Print

#### Industry Rate (GST incl.)

Inside Cover Double Page Spread  \$20,250

Double Page Spread  \$16,200

Outside Back Cover  \$13,100

Full page  \$8850

Half page  \$4885

Template Listing (1/4 page)  \$2750

**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 November 1, 2019.
2. Medium Rare will process the booking and provide a confirmation form complete with terms and conditions.
3. Submit all advertising material by 15 November 2019.

#### 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 2019 to [elliott.barsby@mediumrarecontent.com](mailto:elliott.barsby@mediumrarecontent.com)

