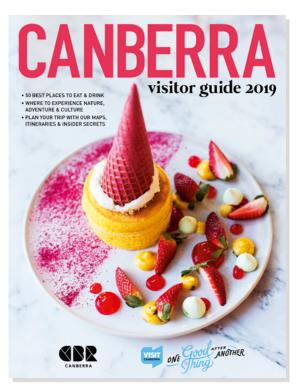


Canberra Visitor Guide 2020

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

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.

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

Template ads

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

Canberra Visitor Guide 2020

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

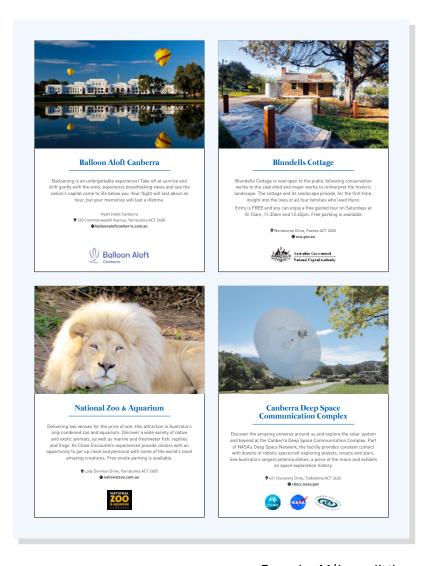
Template advertisement – VisitCanberra incorporates the supplied image and text into a standard design template. No predesign is required from advertiser.

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.



Example of 1/4 page listing





Canberra Visitor Guide 2020

Advertising Booking Form

Contact Details	
Organisation / business name	
Postal address	
Contact person	
Contact phone no.	Contact email
Billing Details	
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

Booking Instructions

- 1. Please send completed booking form through to Elliott Barsby at Medium Rare 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



