

# CANBERRA AND REGION VISITORS CENTRE



## ADVERTISING PROSPECTUS



JULY 2023 - JUNE 2024

# CONTENTS



3  
**OVERVIEW**

4  
**BROCHURES**

6  
**DIGITAL DISPLAY**

7  
**DISPLAY CABINETS**

9  
**SHOWCASE DISPLAY**

10  
**VINYL DECALS**

9  
**EVENT SPACE**

12  
**EVENT SPACE**

The Canberra and Region Visitors Centre (CRVC) is dedicated to supporting tourism businesses both within Canberra as well as our surrounding regions. We work to increase our industry partners' market reach and exposure, and are committed to promoting Canberra and the Region as a must-visit destination to increase visitor numbers, length of stay and visitor spending in the area.

The CRVC is a fully accredited Visitor Information Centre which means we have achieved specific industry standards and are recognised as providing exceptional service and advice.

Open seven days per week, the CRVC receives travellers, locals, tours and schools, and is co-located with the National Capital Exhibition at Regatta Point, Commonwealth Park, Parkes ACT.

Advertising with the CRVC results in maximum exposure in a prominent location on Lake Burley Griffin. As a purpose-built visitor information centre, the CRVC provides content delivery for visitor information services via three main channels:

- face to face – via staff and volunteers
- digital – multiple platforms
- print – brochures, maps and itineraries
- 

The CRVC also provides a booking service for accommodation, tours and event ticketing using the BookEasy™ Online Reservation System. Our booking service is a benefit offered to all industry partners.

To take advantage of any offers listed or to include your venue or experience on BookEasy™, please contact the Visitors Centre at [crvc@act.gov.au](mailto:crvc@act.gov.au).

Interested in utilising more than one form of our exciting advertising opportunities? Contact us directly so that we can tailor an individual package suitable to your requirements to increase impact whilst offering great value for money.



# B R O C H U R E S

The Canberra and Region Visitors Centre stocks a range of brochures from the Canberra region and tourism related businesses.

## **REQUIREMENTS**

Brochures must be professionally printed and fall into one of the following categories:

Category One: Tourism businesses located in the Australian Capital Territory

Category Two: Official tourism guides from regional tourism organisations located within the CBR Region

Category Three: Tourism businesses located outside of the Australian Capital Territory

Category Four: Floriade - Have your brochures on display inside the CRVC tent at Floriade

Category Five: Cabbies Breakfast - Held twice a year where drivers are provided with a gift bag of brochures

## **ADVERTISING SPECIFICATIONS**

Size: DL or A4

COST					
Size	Category 1	Category 2	Category 3	Category 4	Category 5
DL	FREE	FREE	\$370 per year	\$200	\$100
A4	FREE	FREE	\$525 per year	\$350	\$250







# DIGITAL DISPLAY



The Canberra and Region Visitors Centre boasts an impressive digital display offering that is sure to catch attention and make an impression seven days a week, with a range of televisions located in high-profile areas around the centre to display video content or an image slideshow.

## **REQUIREMENTS**

High quality resolution images and videos in AVI, MOV, MP4, MPEG or JPEG formats  
Please note that sound is not available for these displays

## **FREQUENCY**

Six rotations per 60-minute cycle.

## **ADVERTISING SPECIFICATIONS**

Video: 1920p by 1080p – Landscape orientation

Maximum of two mins video

Images: 1920p by 1080p – Landscape orientation

Maximum of 10 images

It is strongly recommended to include your logo on all images

COST	
Monthly	\$185
Yearly	\$1995

# DISPLAY CABINETS

Feature your business or event in one of the glass display cabinets located prominently throughout the Canberra & Region Visitors Centre. Three display cases are located in the merchandise area next to Canberra's impressive range of local produce and one larger premium option in the dwell space overlooking Lake Burley Griffin.

Tourism businesses can present a static display consisting of objects, merchandise, information and other items relating to upcoming events, exhibitions and product highlights.

## **REQUIREMENTS**

Businesses are required to set up and dismantle their own displays

## **SPECIFICATIONS**

Display Cabinets 1-3: 1045w x 1537h x 585d

Display Cabinet 4: 1320w x 1320h x 461d

Display Cube

Wine Barrell

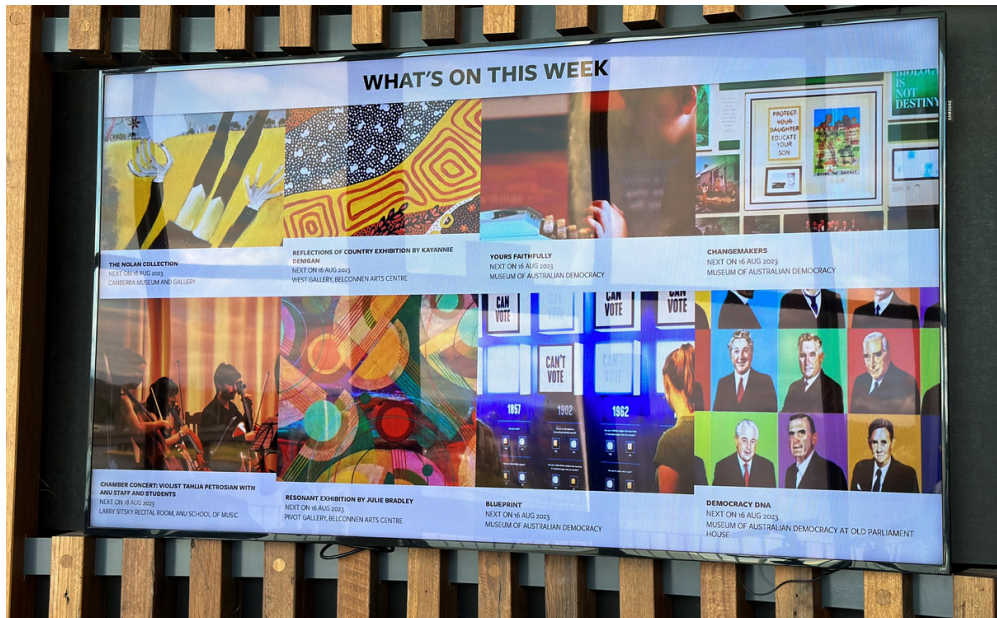
COST	
Monthly	\$375







# SHOWCASE DISPLAY



Take advantage of our premium advertising option at the Canberra & Region Visitors Centre – our state-of-the-art Showcase Display.

This area includes a television exclusive to your content, directional speakers, hanging space, room for a banner or brochure stand and a unique dwell zone for visitors to sit down and soak in the information or experience you have to offer.

You can use this area for a variety of purposes, including:

- Event and exhibition promotion
- Product launches
- Wine tasting

## **ADVERTISING SPECIFICATIONS**

Images and video: 1080p x 1920p

COST	
Monthly	\$1600

# VINYL DECALS

Feature your business or event with vinyl skin floor or wall graphics at the Canberra & Region Visitors Centre.

Exclusive use of the front of house space is available for you to display bold and eye-catching graphics in various locations throughout the Centre. Add decals to the floor or highlight a retail fixture to make your product pop. A decal on our central feature wall is great for visitors to photograph, take selfies with and more.

## **REQUIREMENTS**

Printing and installation costs not included. We can recommend local printing partners as required

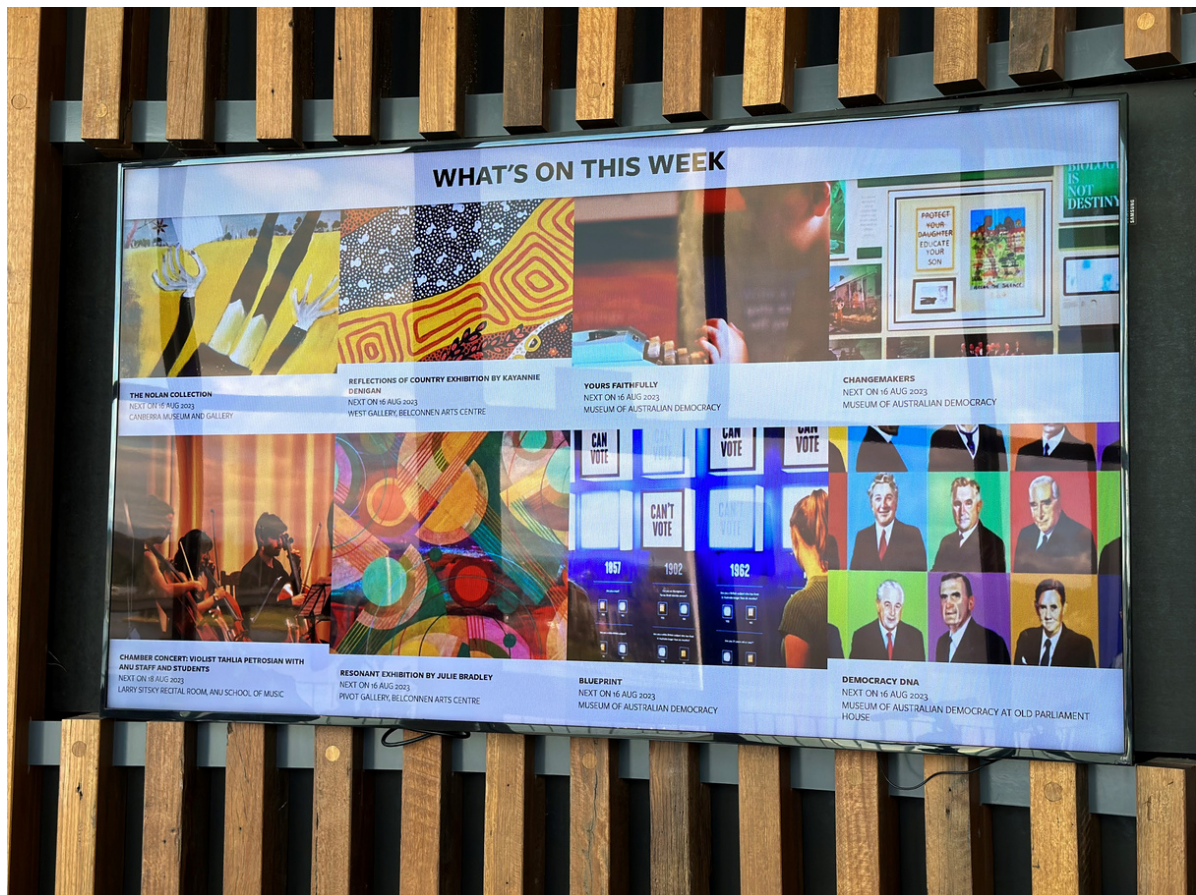
## **SPECIFICATIONS**

Wall: 1970mm x 3170mm

Floor: We recommend a width of at least 600mm, however feel free to have a chat with us about the shape and number of decals to see what will best work for you.

COST	
Monthly	\$615







# EVENT SPACE



Imagine your product being featured exclusively at the Canberra & Region Visitors Centre for a full day, week, or month.

We are now providing new opportunities for you to interact with visitors face to face to promote your product or experience. This may include special event launches or announcements, wine tastings or produce samplings, interactive activations... the possibilities are endless!

The Centre has multiple touch points and content opportunities that can be integrated with your on-site promotion to provide a more immersive experience.

Included in this package is:

- Use of the Forecourt area
- Exclusive use of all digital displays
- Your event featured and promoted through VisitCanberra online channels

Contact us directly to discuss your ideas, and we can put together an individualised quote based on your requirements.