



**Murrumbidgee**  
COUNCIL

## Visitor Guide Advertising Prospectus

# Murrumbidgee Council invites your business to participate in the inaugural Murrumbidgee Council Visitor Guide.

This guide will be a key tourism marketing tool for Coleambally, Darlington Point, Jerilderie and the surrounding region and will provide potential visitors to the Murrumbidgee Council area with detailed information to assist them to plan their trip and spend more time here.

We look forward to working with you to showcase what our region has to offer, to build a strong and vibrant tourism industry to ensure that the Murrumbidgee Council area is the destination of choice for visitors.

## Murrumbidgee Council Visitor Guide Specifications

**Printing:** Full colour in A5 format

**Quantity:** There will be a print run of approximately 20,000 and an anticipated shelf life of approximately three years (and yes, we'll print more if we run out!).

**Distribution:**

- Accommodation properties, tourism operators and numerous businesses throughout the Riverina and Murray areas
- Accredited Visitor Information Centre network throughout NSW, QLD, SA, and VIC
- Caravan and Camping Shows in Melbourne, Sydney, Adelaide, Gold Coast and Brisbane, reaching an audience of more than 150,000 people
- Delegate welcome kits for conferences and events held in the Murrumbidgee Council area
- Via the Murrumbidgee Council Website ([murrumbidgee.nsw.gov.au](http://murrumbidgee.nsw.gov.au)) - visitors will have the option to order a hard copy
- Via Murrumbidgee Council's touring route partners, such as the Kidman Way Promotions Committee, Ned Kelly Touring Route and Newell Highway Promotions Committee
- Distributed electronically via digital channels, media and trade networks and to influential industry partners such as Destination NSW and Tourism Australia

**Sections:** The Murrumbidgee Council Visitor Guide will have the following format:

- Our Top 10 Experiences
- Sample Itineraries
- What's On in Murrumbidgee
- Darlington Point - History and Heritage, See and Do, Eat, Drink and Shop, Stay Awhile
- Coleambally - History and Heritage, See and Do, Eat, Drink and Shop, Stay Awhile
- Jerilderie - History and Heritage, See and Do, Eat, Drink and Shop, Stay Awhile
- What's out my window? A focus on the agricultural aspects of our area along the Newell Highway, Kidman Way and Sturt Highway
- Explore the region - Regional Day Trip Itineraries
- Useful Information
- Move to Murrumbidgee
- Maps

**Design Format:** Template advertisements –

In order to maintain a consistent look and feel to the Murrumbidgee Council Visitor Guide, advertisers who invest will have their artwork created by the graphic designer. The new guide will not have artwork supplied and we request that you adhere to our advertising terms and conditions. Please note that Murrumbidgee Council may edit copy to comply with its editorial style guide.

**Advertising Rates:** All rates are GST inclusive. See advertising specifications for each ad size and for more information on design and layout.

**Booking Form:** See the included terms and conditions and booking form on the back page.

# Advertising Options

## Full Page Advert

Specifications for full page adverts to appear in the Murrumbidgee Council Visitor Guide. To create a consistent and attractive page design A5 full page sized ads follow a set template which we will design. Please take note of the information and specifications that we require.

**Size:** 136mm x 198mm (w x h) approx.

**Content:** Your hero image must be at least 1500pixels wide x 1100pixels high at 300 dpi with no text or logo overlay.

All other images to be no smaller than 700pixels wide x 480pixels high at 300 dpi. Supplied copy to be no more than 130 words (excluding contact details)

**Cost: \$300 (inc GST)**

## 1/3 Page Advert

Specifications for 1/3 page adverts to appear in the Murrumbidgee Council Visitor Guide. To create a consistent and attractive design, 1/3 page sized ads will follow a set template which we will design.

Please take note of the information and specifications that we require.

**Size:** 136mm x 65mm (w x h) approx.

**Content:** Your image must be 700pixels wide x 700pixels high at 300 dpi with no text or logo. Supplied copy to be no more than 65 words (excluding contact details).

**Cost: \$110 (inc GST)**



Logo or alternate image

## Full Page Advert - Business Name

Full Page Advertisement. Cerehentiis, coritatem fugita susae eius, odi undis quas ex eum nusa assit quatem ullo doles dus nos aut dolupitio beruptas sit aliqui denihiciis por abo. Gitiae. Inctaturibus non rae doluptis esequi apiet estia sed quis sitate remped quaspiendae mosam, te sa plabores doles pedignatque alique pa qui ati nectemperum harum ressi sitatest evelest prepror itiorum voluptatur reperi autecto ium.

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Phone

Location

Website

Opening Hours

 /page name



## 1/3 Page Advert - Business Name

1/3 Page Advertisement. Cerehentiis, coritatem fugita susae eius, odi undis quas ex eum nusa assit quatem ullo doles dus nos aut dolupitio beruptas sit aliqui denihiciis por abo. Gitiae. Inctaturibus non rae doluptis esequi apiet estia sed quis sitate remped quaspiendae mosam, te sa plabores doles pedignatque alique pa qui ati nectemperum harum ressi sitatest evelest prepror itiorum voluptatur reperi.

Phone

Location

Website

Opening Hours



# Booking Form

## Terms & Conditions

1. If material is not received by the deadline Murrumbidgee Council reserves the right to finalise content on behalf of the operator.
2. Images deemed unsuitable for publication may be altered or replaced at the discretion of Murrumbidgee Council. Advertisers will be notified of any changes.
3. The advertiser and/or agent by lodging material with Murrumbidgee Council for publication and in authorising or approving the same for publication warrants that the material contains no defamatory matter or slander of title; does not infringe any trademark; does not constitute an invasion of privacy, breach of copyright, unfair competition or a breach of any law in Australia.
4. Each advert includes one (1) round of changes.

## Contact details

Organisation / business name: .....

Postal address: .....

Contact person: .....

Contact phone no: .....

Contact email: .....

Billing details (if different from above): .....

### Details for advertisement listing in Murrumbidgee Council Visitor Guide

Business name: .....

Business location: .....

Business website: .....

Business Facebook: .....

Business phone: .....

Opening hours (if applicable): .....

#### Booking details (please tick all those which apply)

☐ Wheelchair accessible

☐ Pet friendly

☐ Free WiFi

Total investment: \$ .....

#### Advertising type

☐ Full page advert - \$300 (inc GST)

☐ 1/3 page advert - \$110 (inc GST)

## Booking confirmation

☐ I confirm that the above details are correct and I have read the standard booking terms and conditions.

☐ I agree that I will supply all material by the material provision deadlines.

Signature: .....

Name: .....

Position/title: .....

Date: .....

**Please note:** Advertisements are not guaranteed until confirmed in writing by Murrumbidgee Council.

## Ad Submissions & Enquiries



Kellie Dissegna - Economic & Tourism Development Manager  
**Phone** 1300 676 243 **Email** [kellied@murrumbidgee.nsw.gov.au](mailto:kellied@murrumbidgee.nsw.gov.au)  
Murrumbidgee Council, PO Box 5, Darlington Point NSW 2700  
**Booking deadline 5pm Friday 27 September 2019**  
**Content and images due Friday 4 October 2019**

