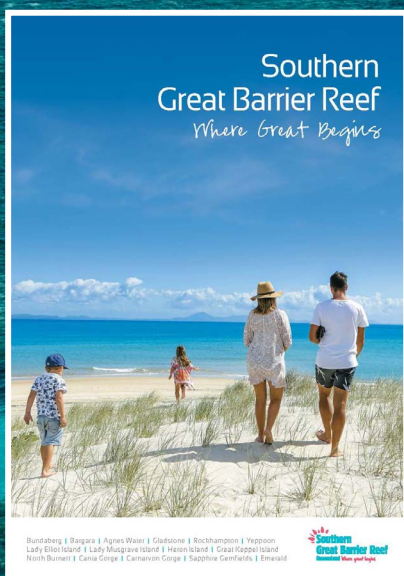


2019/20

SOUTHERN GREAT BARRIER REEF

TOURING GUIDE *Advertising Prospectus*



Bundaberg | Bargara | Agnes Water & Town of 1770 | Gladstone | Rockhampton | Yeppoon
Lady Elliot Island | Lady Musgrave Island | Heron Island | Great Keppel & Pumpkin Island
North Burnett Region | Carnarvon Gorge | Sapphire Gemfields | Emerald

BOOKING DEADLINE
FRIDAY 2ND NOVEMBER 2018

 **Southern
Great Barrier Reef**
Queensland *Where great begins*



ABOUT THE GUIDE

Since 2011, Regional Tourism Organisations Capricorn Enterprise, Gladstone Area Promotions & Development Ltd (GAPDL) and Bundaberg Tourism have been working in partnership on a common goal to promote our amazing regions under the destination brand of “Southern Great Barrier Reef” (SGBR). This branded approach has proven very successful in gaining reach and cut through to influence visitors deciding on where to holiday.

The Southern Great Barrier Reef Touring Guide (A4) is one of the primary pieces of marketing collateral produced by our three regions. This guide will compliment the Bundaberg North Burnett Region Official Visitors Guide (A4) and is part of our coordinated campaign for the broader Southern Great Barrier Reef region. This single A4 brochure will combine the individual precincts that Southern Great Barrier Reef encompasses, showcasing sweeping imagery and allowing a focus on the region’s Hero Experiences of Southern Great Barrier Reef including; Turtles, Regional Flavours and Regional Characters.

WHY SHOULD I ADVERTISE?

- 50,000 copies printed
- 2 year shelf life
- Displayed in all 115 accredited Visitor Information Centres across Queensland
- Sent to over 10 Consumer Shows each year (incl. Caravan & Camping and Travel Expos).
- Distributed to accommodation houses, tourist attractions and local businesses.
- Included in all Information Packs mailed out by Visitor Information Centre’s in the Southern Great Barrier Reef regions.
- Available to view and read online at southerngreatbarrierreef.com.au, capricornholidays.com.au, queensland.com.au, gladstoneregion.info, bundabergregion.org and the RACQ Virtual Visitor Centre

For bookings contact:

Amanda Savage | Project Officer

P: 07 4167 0654

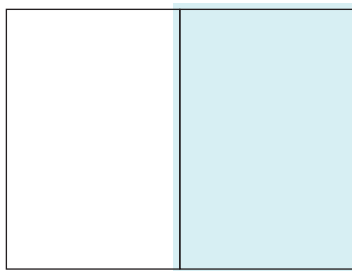
E: amanda.savage@bundabergregion.org

Booking Deadline: Friday 2nd November

Material Deadline: Friday 9th November

ADVERTISING SPECIFICATIONS

TOURING GUIDE (A4)



FULL PAGE

Trim Size:

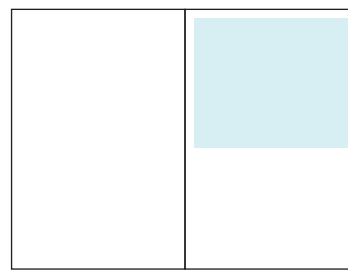
210mm (W) x 297mm (H)

Type area:

190mm (W) x 270mm (H)

Bleed:

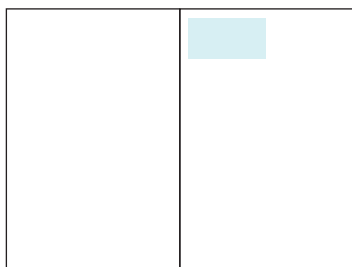
220mm (W) x 307mm (H)



1/2 PAGE

(FORMATTED)

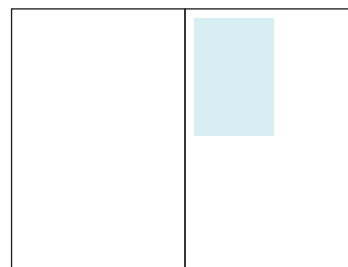
185mm (W) x 130mm (H)



1/12 PAGE

(FORMATTED)

90mm (W) x 40mm (H)



1/4 PAGE (FORMATTED)

90mm (W) x 130mm (H)

WHAT WILL MY AD LOOK LIKE?

The Southern Great Barrier Reef Touring Guide is A4 size. To fit with the styling of the guide, the majority of advertisements will be in a formatted ad style (see example) to provide a clean, inviting feel. All you need to do is provide the written copy and images. Once we have your material, a proof will then be sent to you for approval of your formatted advert.

We will only be accepting finished artwork for full page single product advertisements (full page ad content is subject to final approval by the publisher).

- We require finished artwork (for display ads) to be submitted as a press ready high resolution PDF file - PDF version 1.4 or later. Formatted ads are required to adhere to a set design/format and will be designed for you.
- All images must be CMYK and a minimum of 300dpi at 100%.
- All fonts used must be embedded.
- Documents must be set to the trim size specified. If bleed is required (full page adverts only) please provide a bleed area of 5mm all round.
All registration marks must be offset by at least 3mm so that they do not appear over the artwork.
- Please make sure type and logos do not go outside the type area.

Bundaberg Rum Distillery
Hills Street, Bundaberg, Queensland
P: 07 439 2999 | #HomeOfBundy

Under the careful and crafty eyes of our Distillers, Blenders and Bottlers, millions of litres of Australia's iconic Bundaberg Rum are aged to perfection here at the Bundaberg Rum Distillery. Now, following an \$8.5M upgrade in 2016, you can explore the Distillery for yourself through a range of new and updated our options.

Museum Experience: After protecting and ageing our rums since the '70s, Bundaberg Rum has been given new life by being transformed into our immersive Bundaberg Rum Museum. Weave through hand crafted walls as your own past as you embark on a journey through the rich history of Australia's iconic rum.

Distillery Experience: Explore the inner workings of the rum-making process. Learn by showcasing the innovative processes that deliver the molasses from Millar's Sugar Mill, before moving onto fermenting and distilling where the magic really happens. Finally visitors get to enjoy the Grand Barrel House which shares 'some' of the secrets behind the ageing and maturing process.

Blend Your Own Rum Experience: Spend time with a blending expert as you pour straight from the barrel. Using five, never before released to the public rums that have been aged in ex-sherry, bourbon, scotch, port and heavy charred American oak barrels – there's something to suit every palate. When complete, each blend is as unique as the blender that has crafted it, you get to take home two personalised bottles – one for now, one for later on.

.....
E: Distillery@bundaberg.com.au FB: [@bundaberg](https://www.facebook.com/bundaberg)
W: www.bundaberg.com.au

Hinkler Central Shopping Centre
16 Maryborough Street, Bundaberg, Queensland
P: 07 452 9888

Hinkler Central is the premium shopping destination in Bundaberg. The Centre is ideally located on the southern edge of Bundaberg's Central Business District, just 360 kilometres north of Brisbane. Hinkler Central offers the convenience of Coles, Woolworths and Kmart plus over 70 specialty stores all under one roof.

The Centre offers a relaxed, air conditioned, single level shopping experience and features a superior combination of fashion, homeware, food and leisure retailers with over 1000 free parking spaces including undercover.

.....
E: info@hinklercentral.com.au
W: www.hinklercentral.com.au

Hinkler Hall of Aviation
Bundaberg Bicentennial Gardens, 6 Mt Perry Rd, Bundaberg North, Qld
P: 07 439 9400 | F: 07 439 9400

Set within the lush Bundaberg Bicentennial Gardens, the Hinkler Hall of Aviation brings to life the adventures and achievements of Australia's flying pioneers with state-of-the-art interactive glass simulators, where the museum, to display aircraft and the many unique museum exhibits, including the restored Hinkler House 'Mon' plane, Ben Hinkler's original English plane. Don't miss this remarkable experience in the Bundaberg region, Queensland.

.....
E: info@hinklerhallofaviation.com
W: www.hinklerhallofaviation.com

Booking Deadline: Friday 2nd November
Material Deadline: Friday 9th November

COMPLETE YOUR DETAILS:

Booking Deadline: Friday 2nd November
Material Deadline: Friday 9th November

Company Name _____

ABN _____

Address _____

City _____ Postcode _____

Phone _____ Fax _____

Mobile _____

Email _____

Address _____

Contact _____ Position _____

Are you a **member of Bundaberg Tourism?** Y ☐ N ☐

PLEASE NOTE: If you are not a member of Bundaberg Tourism you will incur a 30% surcharge added to the full rates listed below.

CHOOSE YOUR AD SIZE:

RATES

1/12 Page Ad	Formatted* (Image, Contact Details, 30-35 words text)	\$ 395.00 (inc GST) <input type="checkbox"/>
1/4 Page Ad	Formatted* (Image, Contact Details, 80 words text)	\$ 700.00 (inc GST) <input type="checkbox"/>
1/2 Page Ad	Formatted* (3 x Images, Contact Details, 160 words text)	\$ 1,300.00 (inc GST) <input type="checkbox"/>
Full Page	Display* - Finished Artwork	\$ 2,300.00 (inc GST) <input type="checkbox"/>
Inside Back Cover (Premium)	Display* - Finished Artwork (Full page only)	\$ 2,900.00 (inc GST) <input type="checkbox"/>

PLEASE TICK ONE (1) BOX

* Formatted adverts are required to adhere to a set layout/design – no changes are permitted.

* Display adverts are to be designed and supplied by the advertiser.

For bookings contact:
Amanda Savage | Project Officer
P: 07 4167 0654
E: amanda.savage@bundabergregion.org

ADVERTISING RATES/BOOKING

Sign this form and email
back to Amanda Savage
E: amanda.savage@bundabergregion.org

PAYMENT METHOD

☐

CREDIT CARD

Card Type

Card No.

Card Holder's Name

Expiry Date

MM

YY

CCV No.

Amount

\$

Signature

DIRECT DEPOSIT OR CHEQUE

☐

DIRECT DEPOSIT

Bank: CBA

BSB: 064-710 Account No. 105 74 383

Please use your business name as your payment reference.

☐

CHEQUE

Payable to: Capricorn Tourism &

Economic Development Ltd

Send with this form to: PO Box 1313

ROCKHAMPTON QLD 4700

ADVERTISER'S ACCEPTANCE POLICY

The contract is subject to the following conditions:

- * The "Publisher" means Capricorn Enterprise, its servants or agents. The "Advertiser" means the Advertiser referred to above.
- * The "Publication" means the 2019/20 Southern Great Barrier Reef Touring Guide.
- * No order will be accepted and no contract will be entered into for advertising in any publication of the Publisher except on these conditions.
- * The Advertiser warrants that publication will not give rise to any rights against or liabilities in the Publisher, its servants or agents and agrees to indemnify and keep indemnified the Publisher, its servants and agents against all liability, claims, proceedings for loss or damages whatsoever arising from the publication of an advertisement on behalf of the Advertiser.
- * The Publisher in its absolute discretion and without notice may withdraw or refuse to publish any advertisement and no liability for claims, damages or compensation whatsoever in respect thereof will be made or held against the Publisher.
- * The Advertiser shall pay the Publisher the price specified in the Schedule of Advertising rates. The Advertiser will supply advertising material by the deadline date specified.
- * Any cancellation received after the deadline date will not be accepted and the Advertiser will be liable to pay the full applicable amount of advertising space booked.
- * The Publisher may determine the position of any advertising in the publication at its absolute discretion.
- * The Publisher will attempt to publish advertisements as ordered but will not accept liability for misplacement of, error, omission or failure to publish any advertising material, including action or omission by the Publisher, its servants or agents. If full payment is not made on supply of proof, the Publisher has the right to withhold the said advertisement from publication and the Advertiser will be liable to pay the full amount for the advertising space booked.

By signing and submitting this form you acknowledge and agree that you have the authority to enter into this contract and are bound by and have read the Advertiser's Acceptance Policy and Payment Terms.

Signature

Date