



2012 - 2014

The Long Paddock

Official Visitors Guide

Advertising Information

Welcome to the 2012 advertising information package for The Long Paddock visitor guide.

The Long Paddock is a not-for-profit tourism organisation that promotes and develops tourism for Murray, Deniliquin, Hay, Conargo and Central Darling Shires.

This comprehensive guide will assist in:

- Attracting additional visitors to the region
- Encouraging our visitors to explore
- Inspiring our visitors to extend their stay

This professional brochure provides a vehicle for you to highlight the services your business provides to the many visitors who flock to our region each year.

Our goal is to provide visitors with an easy way to navigate and locate the products, services or operators they require.

Facts you need to know.

- Over the past two years, 43,000 guides have been requested and distributed to over 110 Visitor Information Centers in NSW, Victoria, South Australia and Queensland.
- Over 3000 guides were given out at the Melbourne and Adelaide Camping and Caravan shows in 2010 and 2011.
- Over 2400 guides have been downloaded from The Long Paddock website in the past 12 months.
- 25,863 visits were made in the past 12 months to our accommodations and attractions web pages which promote our advertisers businesses.

How is content presented?

The brochure is easy to read and navigate.

It is divided by each region - Murray, Deniliquin, Conargo, Hay and Central Darling Shires.

Our guide includes historical information on The Long Paddock, maps, suggested itineraries plus professional photographs highlighting each of the regions.

How many copies are printed and where are they located?

The Long Paddock will again be printing approximately 40,000 guides for 2012-2014.

For as little as \$4 a week you will have a presence in over 100 Visitor Information Centre's across Australia and a full page advertisement on the dynamic Long Paddock website.

You will also be part of all Long Paddock marketing. Last year, this included:

- A feature on the nationally televised Great Australian Doorstep
- A feature in the NRMA Roadside Magazine
- A stand at the Melbourne Caravan and Camping Shows
- Over 250,000 people saw the Long Paddock stand at the 2011 shows

Superior design and quality assured

To ensure your product or service is highlighted in the best possible way we will maintain the superior quality and design of the previous guide. Your advertisement will be professionally produced by a graphic designer at Specialty Press located in regional Albury.

How much will it cost?

To give you our best prices possible, we are capping them at our 2009 rate. In addition to this, all advertisers will receive a full page advertisement for their businesses on our website *free of charge*.

Price schedule 2012 – 2014

Size	Cost	Details
1/8 page	\$440 (incl of GST)	Using a set design, 1 image and up to 40 words
1/4 page	\$770 (incl of GST)	Using a set design, 2 images and up to 50 words
1/2 page	\$1 155 (incl of GST)	Own design
Full page	\$2310 (incl of GST)	Own design
Inside and Outside back cover	POA	Own design

Booking Deadline Date: **Friday 30 March 2012**

The Long Paddock
Cobb Highway Touring Route

If you are re-advertising there will be no charge for small adjustments or image changes to your previous advertisement.

New advertisers – please supply image and content and we will forward a completed advertisement to you for final approval.

Proofs.

The final proof of the advertisement will be provided to you by Tuesday 17 April. Proofs will be provided in pdf format via email. Notification of acceptance by signed proof approval form or notification of changes is required within two working days.

Terms and conditions.

It is your responsibility to supply accurate draft text, images and logos by **Friday 30 March 2012** according to the advertisement size chosen. Logos and images are required as high resolution 300dpi files and logos as tif or Illustrator eps files. *Amendments cannot be made once the approval form has been submitted.*

How to book?

Complete and fax this page to 02 8088 1031 or email your details to info@thelongpaddock.com.au by Friday 30 March 2012. **Payment must be included and approved for the booking to be confirmed.** For more information contact Liz Thorp on 0407 380 660

Booking deadline: **FRIDAY 30 MARCH**

Payment Details

Name

Company

Address

Phone email

I would like to book

- 1/8 page (\$440 incl GST)
- 1/4 page (\$770 incl GST)
- Inside back cover (POA)
- I am re advertising
- 1/2 page (\$1,115 incl GST)
- Full page (\$2,310 incl GST)
- Outside back cover (POA)
- I am a new advertiser

I am paying by Direct Deposit

Bank: Bendigo Bank
Branch: Tongala
BSB: 633-000
Account Number: 125 102 046
Account Name: Murray Shire General Fund
Reference: LP AD

Cheque

Please make cheque payable to Murray Shire Council and attention payment to –
 Mrs Beck Hayward
 Economic Development Officer
 Murray Shire Council
 PO Box 21
 Mathoura NSW 2710

Accounts Receivable Email: payments@murray.nsw.gov.au

Accounts Receivable Fax: 03 5884 3417

Credit Card

Number

Expiry Date /

Type of card (please tick): Visa MasterCard Bank Card

Name on Card

Amount to be deducted \$ Signature

I agree to the terms and conditions outlined in the prospectus for The Long Paddock Official Visitors Guide and website 2012 – 2014.

Signed Date

Name (printed)

Booking Deadline Date: **Friday 30 March 2012**

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