

EAST GIPPSLAND OFFICIAL VISITORS' GUIDE 2017

ADVERTISING OPPORTUNITIES



Produced by

egmi.

East Gippsland Marketing Inc.


EAST GIPPSLAND
Naturally Magic



WHAT IS THE OVG?

The 2017 East Gippsland Official Visitors' Guide (OVG) is the region's premier publication showcasing the unique, exciting and intriguing attractions our Naturally Magic destination has to offer.

The guide covers every sub-region in East Gippsland from the Gippsland Lakes, to the Alpine High Country, the Snowy River Country and our beautiful Coastal Wilderness.

Boasting the widest circulation of any East Gippsland promotional material, it is distributed across every accredited Visitor Centre in Victoria as well as centres in Southern NSW, Canberra and more than 250 accommodation outlets in the Melbourne CBD and fringe suburbs.

The OVG is about marketing East Gippsland's assets, promoting our produce and highlighting the unique experiences, locations, attractions and activities that make this region Naturally Magic.

The Benefits of Advertising in the East Gippsland Official Visitor Guide

- Exposure in the region's official tourism publication endorsed by Tourism Victoria, Destination Gippsland and East Gippsland Shire Council.
- Cost effective and value for money advertising with a print run of 40,000.
- Distributed to all 81 Visitor Information Centres in Victoria, along with centres on the South Coast of New South Wales, South Australia and Canberra.
- Distributed regularly to more than 250 Accommodation providers in the Melbourne CBD and fringe suburbs.
- Distributed throughout East Gippsland.
- A dedicated display in the Melbourne Visitor Information Centre in Federation Square, with up to 500 copies distributed each month.
- The Official Visitor Guide is used for all East Gippsland promotional activity including journalist familiarisation programs, Consumer Travel and Trade Shows and distribution direct to consumers through the website www.discovereastgippsland.com.au
- Advertisers in the Official Visitor Guide also receive discounted rates for listings on visitvictoria.com.au, Victoria's official tourism website.

ADVERTISING RATES & DETAILS

Size	Measurements	Cost <i>inc GST</i>
Inside front cover	210mm(h) x 148.5mm(w)	\$4,950
Outside back cover	210mm(h) x 148.5mm(w)	\$5,500
Inside back cover	210mm(h) x 148.5mm(w)	\$3,000
Full page feature	210mm(h) x 148.5mm(w)	\$2,200

All material must be received by Monday 3 October 2016.

Text and image(s) can be supplied in electronic format to info@egmi.com.au or uploaded to www.hightail.com/u/eastgippsland

All advertisements, with the exception of full page feature pages, will be designed to fit the template produced by the editors.

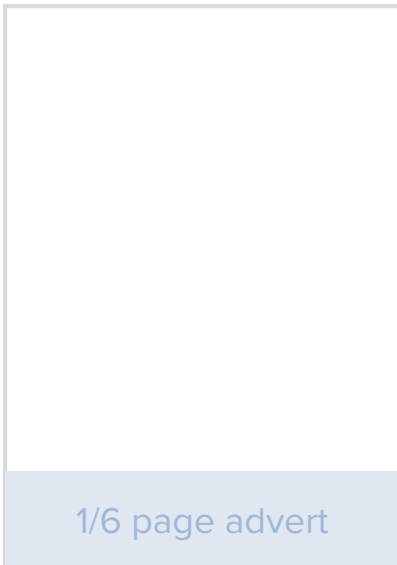
Text:

Provide text in word document, keeping to word limit and that best describes your product. Address and contact details are not counted in your word limit.

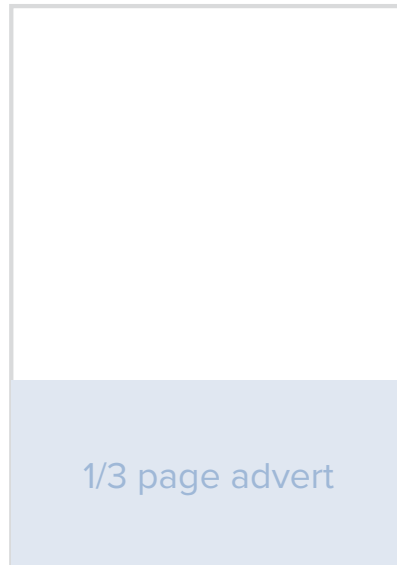
Images:

Only a 300dpi digital image will be accepted. No negatives.

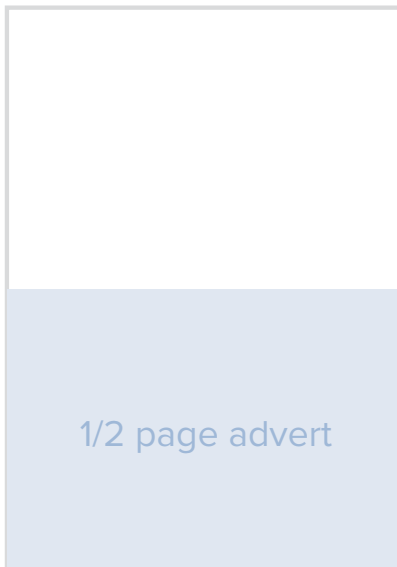
If you do not have a high quality image of your product an appropriate image can be chosen from a photo library at a cost of \$66 inc GST. We will advise you at time of booking if the image supplied is unsuitable.



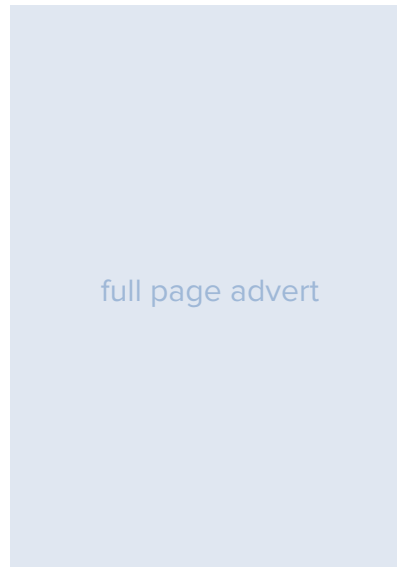
1/6 page advert
28mm(h) x 128mm(w)
(one image and 50 words or less)
\$330



1/3 page advert
59mm(h) x 128mm(w)
(one image and 125 words or less)
\$605



1/2 page advert
90mm(h) x 128mm(w)
(up to 2 images and 170 words or less)
\$970



Full page advert (templated)
185mm(h) x 128mm(w)
(up to 4 images and 250 words or less)
\$1,870



APPROVAL & PAYMENT

Specifications:

Files should be emailed to **eastgippslandovg@gmail.com** or **info@egmi.com.au**

300 dpi images supplied as TIFF, EPS, JPEG or PDF files. If supplying a completed full page advertisement, supply as high resolution PDF with fonts outlined, 3mm bleed and trim lines. Advert size 148.5mm(w) x 210mm(h) Live area 128mm(w) x 185mm(h).

Approve your Advertisement:

You will receive a colour proof of your advertisement via email for corrections and sign off. Please return your approval via email after checking all details and marking any corrections to **eastgippslandovg@gmail.com** or phone 03 5152 3677.

Payment:

Your payment for inclusion in this guide must be paid at time of booking. If payment is not received by the due date your advertisement may be cancelled.

Payment is made by direct deposit or cheque made payable to: East Gippsland Marketing Inc and posted to East Gippsland Marketing Inc – OVG, PO Box 1753 Bairnsdale VIC 3875. See Booking Form/Tax Invoice for more details.

TERMS & CONDITIONS

- > Payment and advert approval must be received by Monday 3th October 2016.
- > East Gippsland Marketing Inc reserves the right to cancel advertisements if payment and / or materials are not received by the due date.
- > The responsibility rests with the Advertiser to ensure that their content and imagery is correct.
- > The advertisement is only booked when the contract is signed and payment is received by East Gippsland Marketing Inc.
- > East Gippsland Marketing Inc. and their agents reserve the right to refuse any sub-standard materials and to edit text supplied to fit the brochure size, style and layout.
- > Logos will not be accepted on advertisements, with the exceptions of authorised affiliations or accredited bodies such as accommodation chains or tourism accreditation, or unless it is part of the image supplied.
- > Joint or co-operative advertising is not available for individual operators within the formatted section of the guide.