

SALES NOW OPEN FOR

VICTORIA'S CULTURAL GUIDE 2008-2009

The Cultural Tourism Industry Group (CTIG) invites you to advertise in the 13th Edition of Victoria's Cultural Guide – an exciting marketing initiative aimed at local, intrastate, interstate and international visitors.

BOOKING DEADLINE
11 APRIL 2008



The Guide is produced annually by CTIG, Victoria's peak membership and advocacy body promoting and developing cultural tourism across Victoria. The Guide is also supported by Tourism Victoria.

ABOUT THE CULTURAL GUIDE

The CTIG Cultural Guide aims to:

- Reinforce Victoria's strong cultural reputation;
 - Highlight the depth and quality of Victoria's arts and cultural heritage product; and
 - Increase visitor yield and length of stay.
- Number of copies: 100,000
 Size of publication: A5, approximately 80 pages, full colour.

ADVERTISING INCLUDES

- Twelve months full membership (see third column for benefits) in CTIG (provided a minimum of 1/3 page advertisement is purchased), with advertising exclusive to CTIG Members;
 - Participation in the Guide and its distribution strategy specifically targeting cultural visitors;
 - Accredited advertisers will receive a 10% discount on advertising rates;
 - A listing on visitvictoria.com valid for one year valued at \$250 (including GST).
- www.visitvictoria.com** is the most visited state tourism website in Australia which received over 5.1 million visits and 34.5 million page views over the last 12 months. (Source: Nielsen/NetRatings)

MARKETING AND DISTRIBUTION

- The Cultural Guide will be supported by a targeted marketing and promotional campaign which will include:
- A high profile Guide Launch;
 - Promotions and advertising in metropolitan and regional mainstream print media such as ABC Limelight, and other lifestyle publications;
 - Mailouts with various cultural institutions to their subscriber base; and
 - Advertising in various industry publications.

Distribution outlets for the Cultural Guide will include:

- Galleries, museums and heritage attractions;
- Accredited visitor information centres throughout Victoria;
- Victoria Visitor Information Centre, Federation Square;
- Melbourne Airport;
- Distribution through the Victorian Tourism Info Service (VTIS Tel: 132 842). The call centre received approximately 60,000 calls in the 2006/7 Financial Year;
- City and metropolitan hotels;
- City of Melbourne information booths;
- Conference delegates;
- Tourism Victoria offices nationally and internationally; and
- Domestic trade events.

CTIG MEMBERSHIP bENEFITS

- Advertising in Victoria's Cultural Guide;
- A listing for your organisation on the Tourism Victoria consumer site www.visitvictoria.com;
- Quarterly newsletter and regular email updates on current industry events, developments and issues;
- Networking opportunities and access to professional development;
- Opportunity to participate in seminars, forums, lunches and other events that attract prominent speakers; and
- Representation through CTIG in lobbying and working with government and other bodies in the development of cultural tourism.

TYPE OF ADVERTISEMENT

- 1/3 and 2/3 advertisements have been standardised to a template, so that they appear in an advertorial format throughout the publication, allowing them to have a much stronger impact on consumers. HeineJones Design, the designers of the Cultural Guide will produce the 1/3 and 2/3 advertisements.
- Full page advertisers can reserve the right to undertake display advertisements and provide finished artwork.

PHOTOGRAPHY AND DESIGN

- Assistance with photography can be supplied at a cost.
 - Full page advertising artwork can also be supplied at a cost.
 - Full page template based advertisements are for regional editorial only.
- For design and photography enquiries please contact mike@heinejones.com.au

ADVERTISING SPECIFICATIONS AND COST

Please note all prices include GST

ACCREDITED ADVERTISERS WILL RECEIVE A 10% DISCOUNT ON ADVERTISING RATES.

Ad size	Words Including contact details	Photographs	Logos	Size mm wide x mm depth	Cost (all prices include GST)	
					Organisation with less than 5 staff in total	Organisation with more than 5 staff in total
1/3	100	1	-	40 x 180	\$950	\$1,100
2/3	200	1	-	80 x 180	\$1,625	\$1,800
Full page	300	3	2	148 x 210 (trim)	\$2,500	\$2,650
Double page	600	3	2	296 x 210 (trim)	\$4,150	\$4,350
Back page	N/A (Subject to approval)			148 x 210 (trim)	\$6,100	\$6,300
Sponsorship	Subject to approval, please contact adam@gsdm.com.au for more details. Price on application.					

WHAT DO I NEED TO DO?

1 ENQUIRIES

Contact Adam Ruggero, Project Manager

Phone 03 5222 5685

Mobile 0400 790 193

Email adam@gsdm.com.au

2 APPLICATION

Complete the Order and Agreement Form and the Payment Form online at

www.victoriaculture.org/prospectus

or Mail CTIG, PO Box 4136 Geelong 3220

or Fax 03 5222 1806

Payment by cheque, credit card (Visa or Mastercard).

Cheques to be made payable to CTIG.

Direct Deposit CBA Middle Brighton
BSB 063145 Account No. 1008 1359.

3. DEADLINES

Advertising booking and material deadline

11 April 2008

Changes to existing ads

11 April 2008 (at the same time as your booking)

Supplied artwork

18 April 2008

4. SUBMISSION OF MATERIALS

TEMPLATE BASED ADS (1/3, 2/3 AND FULL PAGE)

1 TEXT

Existing advertisers

If you would like to make changes to your existing ad then you must submit these by the 11 April deadline. Please clearly describe your changes in the body text of an email. Faxed changes will be accepted but are not preferred. Replacement digital photographs must be emailed along with your text change instructions.

New advertisers

Please insert your required text into the supplied Word template and forward via email or CD. The Word template will be supplied to you upon receipt of your order form.

2 PHOTOGRAPH

- Please ensure the photograph you supply is of good quality.
- Colour transparencies may be supplied in 35mm format. Scans can be supplied at a charge of \$100.00 plus GST.
- 1/3 page ads – final image size is 40mm x 40mm square. **Images which cannot be cropped to a square will not be accepted.**
- 2/3 page ads – final image size is 80mm wide x 40mm high. **Images which cannot be cropped to this format will not be accepted.**
- Digital images must be Macintosh format, high resolution (minimum 300dpi at 100% print size) and CMYK process colour, saved in TIFF, JPEG or EPS format. RGB colour is not acceptable. PDFs are not acceptable.

3 ACCURACY

It is your responsibility to supply accurate text and appropriate image. **Please note that any author's corrections requested after you have received your first proof will incur a charge of \$60.00 plus GST per additional proof issued.**

4 DELIVERY

Email adam@gsdm.com.au

or Mail CD to CTIG

PO Box 4136 Geelong 3220

SUPPLIED ARTWORK ADS (FULL PAGE AND DOUBLE PAGE)

1 CREATE YOUR ARTWORK TO THE FOLLOWING SIZES

Full page 148 x 210 (trim); 128 x 190 (safe); 158 x 220 (bleed).

Double page 296 x 210 (trim); 276 x 190 (safe); 306 x 220 (bleed).

2 SET UP ADOBE ACROBAT PDF FILE

PDF files must be set up to the following specifications:

- Actual size
- 300dpi
- CMYK
- Crop marks (5mm offset)
- Bleed (5mm)

Film will not be accepted.

All colours must be converted to CMYK, if the artwork contains spot or RGB colours it will not be accepted.

3 SUPPLY A COLOUR PROOF

Make sure you include a full colour proof of the artwork at actual size.

4 DELIVERY

Artwork should be supplied on CD. Please ensure you include a full colour proof.

Mail CD to CTIG

PO Box 4136 Geelong 3220

ONLINE LISTING ON VISITVICTORIA.COM

New Listings

Register and create your listing on

www.visitvictoria.com

1. Go to Tourism Victoria's Corporate website www.tourismvictoria.com.au
2. In the grey box on right, click on 'Register' button to create a new listing.
3. Complete the registration page entering a 'username' and 'password' for accessing your listing details online.
4. Create your listing and 'Submit' your details to visitvictoria.com which will be published within 1-2 working days.

Listings on visitvictoria.com require the following mandatory details:

- Business contact details – name, address, email and phone number.
- Short and main description of the listing – up to 50-300 words.
- Minimum of two photos: thumbnail image (minimum 50 x 50 pixels); landscape image (minimum 280 x 200-228 pixels).

Existing Listings

- 1) Log into your existing listing, review and update any details paying particular attention to pricing/tariff information.
- 2) Click on 'Submit' to send your details to visitvictoria.com, which will be published within 1-2 working days.

If you require anything further please do not hesitate to contact visitvictoria.com Support Desk on 1300 306 366 Monday-Friday 9am-5pm.

TERMS AND CONDITIONS

Specifications

We reserve the right to change specifications without notice.

Group Bookings

Restricted to one advertiser per third. Multiple bookings only accepted with one set of contact details.

Quality

- Advertisements are generally in an advertorial style and include a colour photograph.
- There is no charge for artwork for 1/3, 2/3 or full page templated ads.
- Larger ads must be supplied digitally or some assistance may be given to help produce them.
- CTIG have the right to refuse sub-standard or inappropriate images or graphics.
- Photographic assistance can be supplied at a cost.

Accuracy

- All advertisers must accept full responsibility for information supplied and must verify any claims of accreditation, membership or chains.
- Advertisers should take care when supplying changes to an existing ad or supplying material for a new ad, as any corrections requested after issue of the first proof will incur charges.

Proofs

- Proofs will be provided as an emailed PDF or a black & white copy by fax.
- Once you have received your proof, notification of acceptance is required within one working day.
- **If (after receiving your first proof) you decide to make any changes or alterations to your ad, you will incur a charge of \$60.00 plus GST per additional proof issued.**

Images

We reserve the right to use any images supplied to us for reproduction to promote the Guide or in editorial for the Guide or on our website, unless notified in writing of copyright restrictions.

Logos

Only nationally recognised logos will be permitted. Logos may not be submitted in place of photographs. Logos may be used if they are contained within a sign as part of an overview of the property.

Position of advertisement

Advertisements will be placed in alphabetical order where possible, within regions and themes.

Supplied artwork

Where advertisers wish to supply artwork (full page and double page ads only), this must be received by 18 April 2008. CTIG reserves the right to ensure it conforms to the overall style of the Guide.

VICTORIA'S CULTURAL GUIDE ORDER AND AGREEMENT FORM 2008-2009

Print for Tax Invoice – Cultural Tourism Industry Group Inc ABN 2871 028 5969.

Please return this Order and Agreement Form by **Deadline 11 April 2008** by **Email** adam@gsdm.com.au

Fax 03 5222 1806 or **Mail** to Cultural Guide at PO Box 4136 Geelong 3220

Contact Adam Ruggero, Project Manager
Telephone 03 5222 5685

ORDER AND AGREEMENT FORM

- My/our previous advertisement in Victoria's 2008/9 Cultural Guide requires no modification.
- My/our previous advertisement in Victoria's 2008/9 Cultural Guide does require modification – please find the updated details below.
(See Terms and Conditions for charges).
- This is a new advertisement application, please send me a Word Template for text insertion.

ADVERTISERS ORGANISATION

Contact Billing Contact

Address Postcode

Billing Address (if different from above) Postcode

Telephone Fax Mobile Freecall

Email Website

This organization and their contact will become the CTIG member and will receive all membership industry updates.

TYPE OF PRODUCT Gallery / Visual Arts Performing Arts Heritage Other (please specify)

LOCATION Melbourne The Goldfields Yarra Valley & Dandenong Ranges Mornington Peninsula Daylesford & Macedon Ranges
 Great Ocean Road Phillip Island The Grampians The Murray Victoria's High Country Gippsland

ARE YOU BETTER BUSINESS ACCREDITED?  Yes No

OTHER FACILITIES Wheelchair Access Picnic Facilities Café Restaurant Restroom Parking

VISITVICTORIA.COM WEBLISTING

- I will be a new user and would like to know how to create my listing on visitvictoria.com
- I have an existing listing and would like this extended for the duration of the Guide (Please complete the following details)

Username Password Listed Product Name

ADVERTISEMENT PROOFS (tick one only) Please supply proofs to me via Email Fax

FULL PAGE, DOUBLE PAGE OR BACK PAGE AD Template format I will supply artwork

AD SIZE	Words	Photographs	Logos	Size	Cost (all prices include GST)	
	Including contact details				mm wide x mm depth	Organisation with less than 5 staff
<input type="radio"/> 1/3	100	1	–	40 x 180	<input type="radio"/> \$950	<input type="radio"/> \$1,100
<input type="radio"/> 2/3	200	1	–	80 x 180	<input type="radio"/> \$1,625	<input type="radio"/> \$1,800
<input type="radio"/> Full page	300	3	2	148 X 210 (trim)	<input type="radio"/> \$2,500	<input type="radio"/> \$2,650
<input type="radio"/> Double page	600	3	2	296 X 210 (trim)	<input type="radio"/> \$4,150	<input type="radio"/> \$4,350
<input type="radio"/> Back page	N/A (Subject to approval)			148 X 210 (trim)	<input type="radio"/> \$6,100	<input type="radio"/> \$6,300

SPONSORSHIP Subject to approval, please contact adam@gsdm.com.au for more details. Price on application.