

2019 OFFICIAL VISITOR GUIDE

WERRIBEE, POINT COOK & SURROUNDS

Advertising prospectus

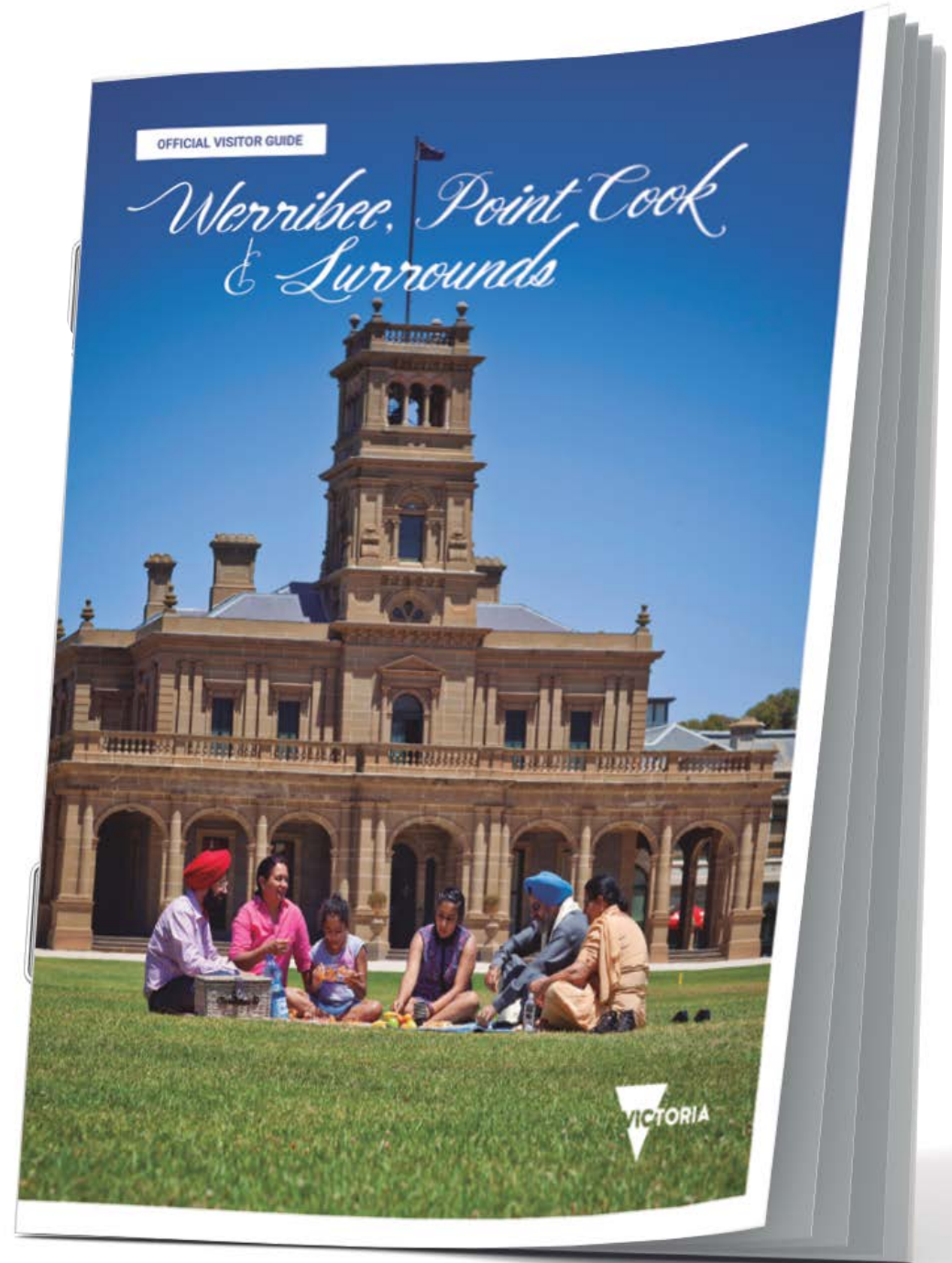
Wyndham City would like to invite you to participate in the Official Werribee, Point Cook & Surrounds Visitor Guide 2019.

This new guide will allow visitors to seamlessly experience all that Werribee, Point Cook & Surrounds has to offer. The guide will balance showcasing the icons, whilst uncovering the hidden secrets.

To ensure we are able to cater for the demand for this new guide, we will be printing 50,000 copies and will provide an online version for viewing, download and printing.

BOOKINGS CLOSE

FRIDAY 14 DECEMBER 2018





WELCOME TO THE OFFICIAL

WERRIBEE, POINT COOK & SURROUNDS VISITOR GUIDE

2019

SIZE

A5 full colour, printed on high quality gloss stock.

PRINT

- 50,000 copies released in early 2019
- Online version for viewing, download and printing.

DISTRIBUTION

- Visitor Information Centres in the region and throughout Victoria
- Melbourne and Avalon Airports
- Local attractions and accommodation venues
- Conferences, events and trade shows in the region
- Online version for viewing, download and printing.

The Werribee, Point Cook & Surrounds Visitor Guide is the only official publication covering our region that allows you to promote your business to local, interstate and overseas visitors in print and online.

To ensure we are able to cater for the demand for this new guide, we will be printing 50,000 copies and will provide an online version for viewing, download and printing.

Don't miss out

BOOKINGS CLOSE **FRIDAY 14 DECEMBER 2018**

ADVERTISING OPTIONS

Ad type	Size (w x h)	Cost*
1/4 page	60mm x 92mm	\$450
1/2 page	126mm x 92mm	\$800
Full page	148mm x 210mm	\$1,500
Double page	297mm x 210mm	\$2,700
Inside front cover	148mm x 210mm	\$1,800
Inside back cover	148mm x 210mm	\$1,800
Back cover	148mm x 210mm	\$2,000

* All prices include GST

SALES

Please contact the Frank Lane Sales Team (Nerilee & Sue) regarding advertising enquiries:

Email: sales@franklane.com.au

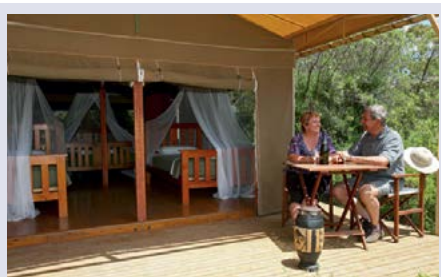
Tel: 03 5222 5685

2019 OFFICIAL VISITOR GUIDE

WERRIBEE, POINT COOK & SURROUNDS

Sample ad

SAMPLE 1/4 PAGE AD



YOUR BUSINESS NAME TO GO HERE
UP TO 2 LINES

00 Your Address, Your Town
03 0000 0000
email@youremailhere.com.au
yourwebsitehere.com.au

Description of your property for example: Deluxe 2 & 3 bedroom cottages, 2 bedroom holiday cabins, large camp kitchen & BBQ. Large grassed and shady powered sites on 16 hectares of parkland.

Resort style outdoor pool with separate toddlers pool, powered bush camping area - some sites only 40 metres from water. Showcase your property and things to see and do nearby.

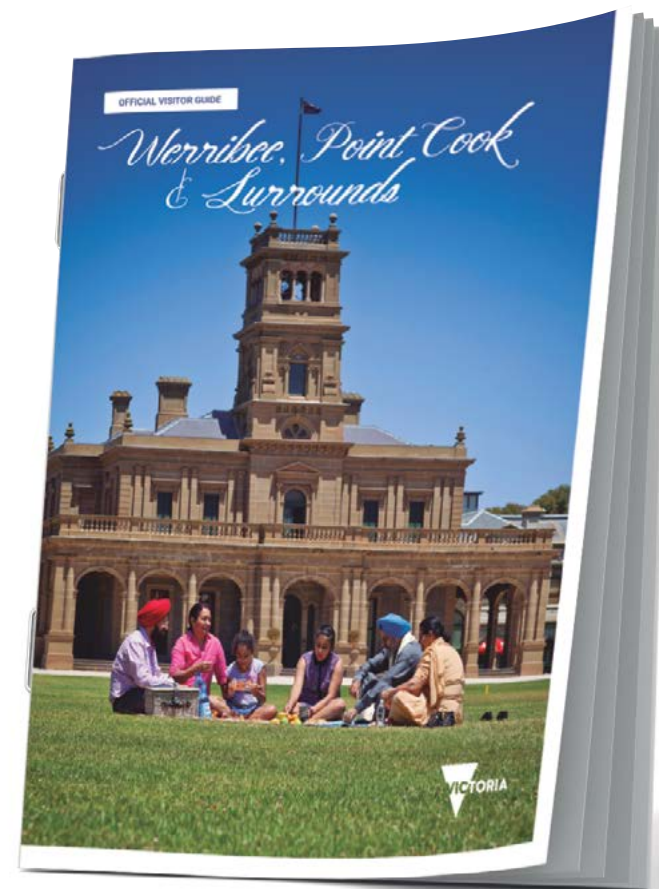
< **Large image** for maximum visual impact

< **Large business name**

< **Contact details** in easy to read format

< **Product description** (max 60 words)

- This is YOUR opportunity to showcase your business



^ **Print run** 50,000 copies

Don't miss out

1. ORGANISATIONAL DETAILS

Advertiser Name: _____

Contact: _____

Address: _____

Postcode: _____

Billing Address: _____

Postcode: _____

Tel: _____

Fax: _____

Email: _____

Web: _____

Product type (✓)

- Attraction Dining Accommodation
 Shopping Other

BOOKINGS CLOSE FRIDAY 14 DECEMBER 2018

PAYMENT & ARTWORK DUE FRIDAY 21 DECEMBER 2018

2. ADVERTISING PACKAGES

Please tick (✓)

Ad type	Size (w x h)	Cost*
<input type="checkbox"/> 1/4 page	60mm x 92mm	\$450
<input type="checkbox"/> 1/2 page	126mm x 92mm	\$800
<input type="checkbox"/> Full page	148mm x 210mm	\$1,500
<input type="checkbox"/> Double page	297mm x 210mm	\$2,700
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<input type="checkbox"/> Inside back cover	148mm x 210mm	\$1,800
<input type="checkbox"/> Back cover	148mm x 210mm	\$2,000

* All prices include GST

Advertiser's signature: _____

Date: / /

Terms & conditions (see next page)

Total _____ **\$**

3. PAYMENT DETAILS

Please tick (✓)

Direct Deposit
FRANK LANE PTY LTD
BSB: 083 646
Account No: 55 924 9077

Cheque
Payable to FRANK LANE PTY LTD
T6, 18-20 Riversdale Road, Newtown VIC 3220

Credit Card (+1.5% credit card surcharge)

Visa Mastercard

Card Number:

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

Name: _____

Card expiry date: _____

Card holder's signature: _____

Date: / /

Print for Tax Invoice:

FRANK LANE ABN: 39 096 915 285
Tax Invoice No: WC2018/12

**Frank Lane – T6, 18-20 Riversdale Road,
Newtown VIC 3220**

Please contact the Frank Lane Sales Team
(Nerilee & Sue) regarding advertising enquiries:

Email: sales@franklane.com.au

Tel: 03 5222 5685

TERMS & CONDITIONS

SPECIFICATIONS

We reserve the right to change specifications without notice.

GROUP BOOKINGS

> Group bookings only accepted with one set of contact details.

QUALITY

- > Full Page ads must be supplied as a print ready PDF (specification sheet will be supplied upon request).
- > Frank Lane 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 additional charges.

PROOFS

- > Proofs will be provided as an emailed PDF.
- > Once you have received your proof, notification of acceptance is required within one working day.

Images

We reserve the right to use any image supplied to us for reproduction to promote the guide or in editorial for the guide, unless notified in writing of copyright restrictions.

Logos

Logos will only be permitted on full page ads. Logos may not be submitted in place of photographs.

Position of advertisement

Advertisements will be placed in alphabetical order where possible, within towns in the relevant section.

Full Page and Double Page Display Ads

Where advertisers wish to supply artwork this must be received by Friday 21 December 2018.

Frank Lane Pty Ltd reserves the right to ensure it conforms to the overall style of the Visitor Guide.

The Visitor Guide designer (Frank Lane) can create full page or double page ads in compliance with the Visitor Guide style – a quote will be supplied upon request.

Don't miss out

BOOKINGS CLOSE **FRIDAY 14 DECEMBER 2019**



FRANK LANE
DESIGN & BRANDING AGENCY

Contact the Frank Lane Sales Team regarding your advertising enquiries.

Please give Nerilee or Sue a call if you have any questions...

Tel: 03 5222 5685

Email: sales@franklane.com.au

franklane.com.au