

DISCOVER THE RICHMOND VALLEY

Sales Package

Richmond Valley Visitors Guide



From the business hub of Casino to the rich history of Coraki, New Italy and Rappville; from the pristine waters of Evans Head to the river gateways of Woodburn and Broadwater.



This year Richmond Valley Council is producing the second visitors guide for the Richmond Valley region.

As the foundation of any effective tourism marketing strategy, the guide is a key marketing tool used to attract potential visitors to the region and to provide arriving visitors with everything they need to know about the Richmond Valley.

Key objectives set by the Richmond Valley Council

- To produce a biennial visitor guide which will promote and attract visitors to our region.
- To enhance the visitor experience.
- To raise awareness of the Richmond Valley as a key tourist destination.

You'll soon discover the Richmond Valley
is a special and diverse corner of this
great country of ours.

The Richmond Valley Visitors Guide will be produced in full colour A5 magazine style format, with an initial 20,000 copies printed and distributed to visitor information centres and tourism-related businesses across Australia.

The guide will be available online in e-magazine format on the new and improved Richmond Valley tourism website.

As a bonus, all advertisers will receive a prominent listing on the new Richmond Valley tourism website discoverrichmondvalley.com.au

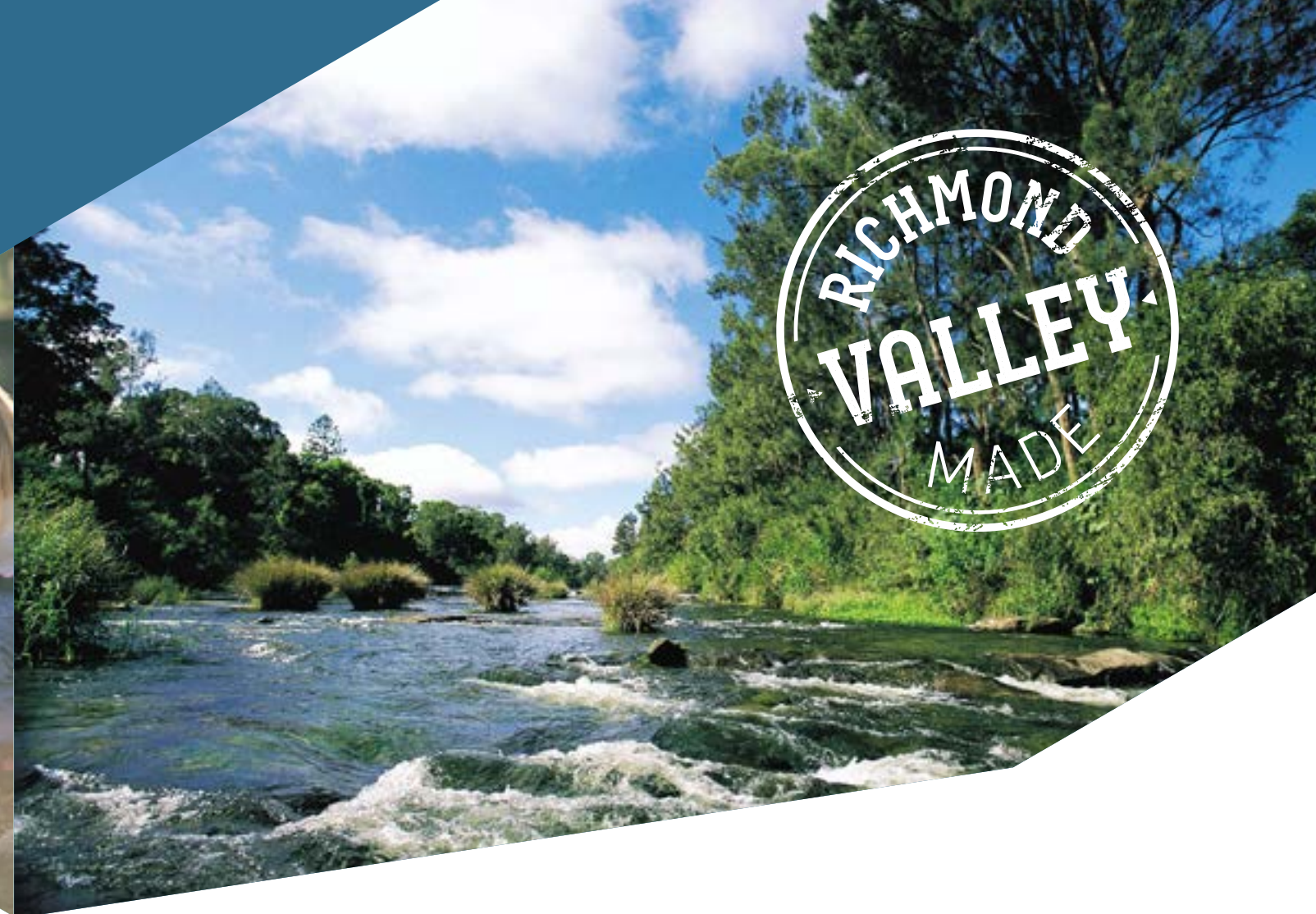
PUBLICATION

SIZE: A5 – 100 pages approximately

PRINT: 20,000 copies (*reprints as required)

KEY VISITOR GUIDE FEATURES:

- Endorsed as the official visitor guide for the Richmond Valley region
- Detailed editorial and fresh, modern images
- Calendar of events
- Recommended day trips, scenic drives and tourist drives
- Information for caravanning and camping enthusiasts
- Village profiles (Broadwater, Casino, Coraki, Evans Head, New Italy, Rappville, Woodburn)
- Minimum 24-month shelf life with regular updates as necessary
- Marketing tool used by the Richmond Valley visitor information centres
- Copy of the visitors guide will be available for viewing at discoverrichmondvalley.com.au



DISTRIBUTION

The Richmond Valley Visitors Guide will be produced in full colour A5 magazine style format, with an initial 20,000 copies printed and distributed to visitor information centres and tourism-related businesses across Australia.

WEBSITE: discoverrichmondvalley.com.au - a tourism website which promotes the Richmond Valley region.

KEY WEBSITE FEATURES:

- Endorsed as the official visitor website for the Richmond Valley region
- Detailed visitor information
- Fresh modern images to promote the Valley's diverse landscapes
- Day trips, scenic drives and tourist drives
- Village profiles (Broadwater, Casino, Coraki, Evans Head, New Italy, Rappville, Woodburn)
- Business directory
- Calendar of events
- Attractions
- Visitors Guide in e-magazine format
- Mobile and tablet friendly

All advertisers in the Richmond Valley Visitors Guide will receive a complimentary detailed listing on the Richmond Valley tourism website.

The townships of the Richmond Valley are bursting with hidden secrets and country hospitality.



PARTICIPATION RATES:

- * Package available for more than one advertisement.
- * Image limit, text count, ad sizes and cost to be determined*
- * Inside front cover, Inside back cover and back cover avail.
- * Prices inclusive of GST

Premium Full Page
(Inside front cover, back page, and inside back page)
Supplied - 210mm (H) x 148mm (W) + 3mm bleed.

\$1375

Standard Full Page
Supplied - 210mm (H) x 148mm (W) + 3mm bleed.

\$1210

Half Page - Horizontal (H) + Vertical (V)
(H) Supplied - 105mm (H) x 148mm (W) + 3mm bleed.
(V) Supplied - 210mm (H) x 74mm (W) + 3mm bleed.

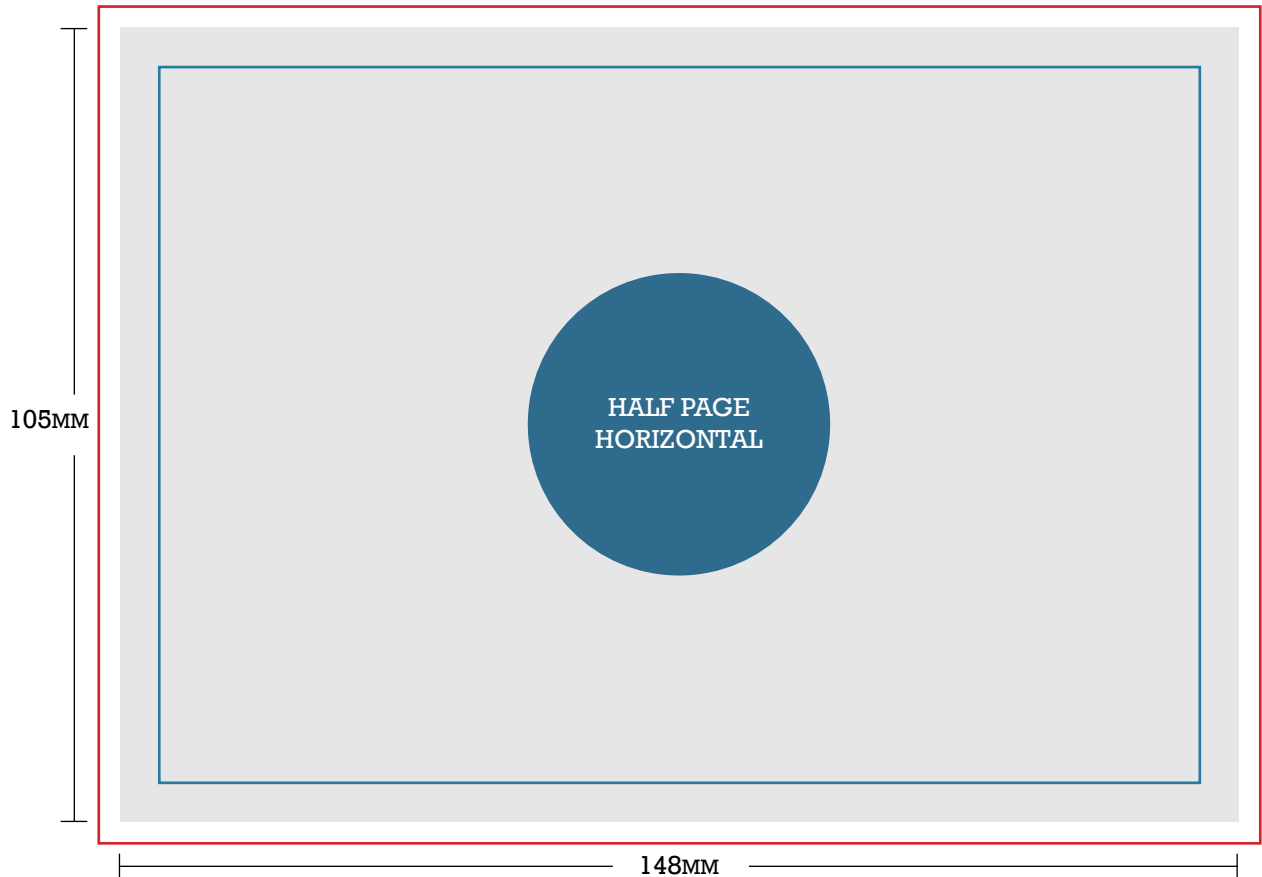
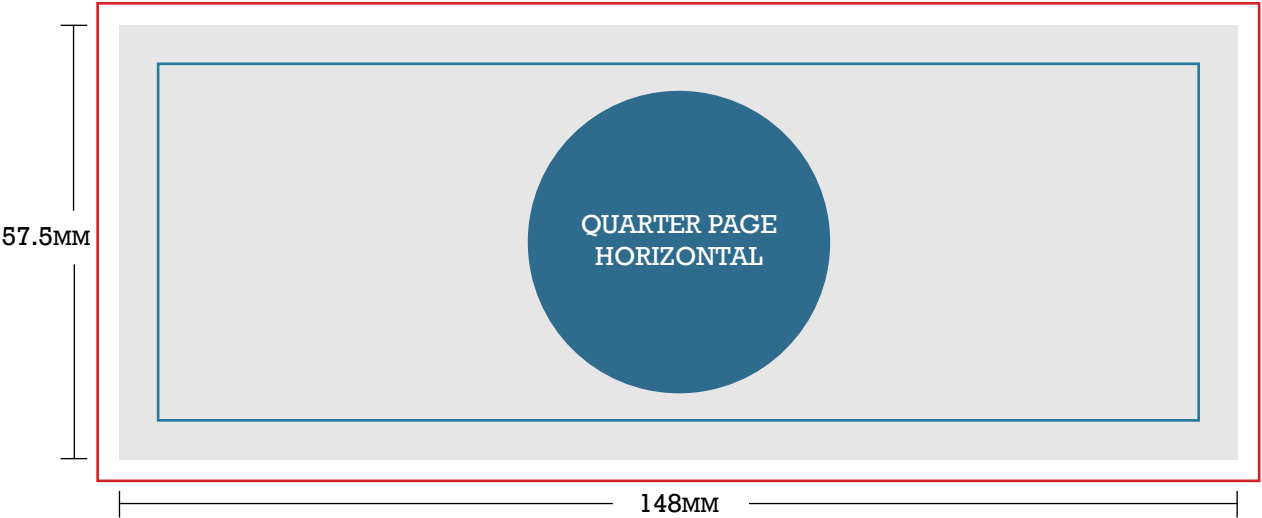
\$825

Quarter Page - Horizontal (H) + Vertical (V)
(H) Supplied - 57.5mm (H) x 148mm (W) + 3mm bleed.
(V) Supplied - 105mm (H) x 74mm (W) + 3mm bleed.

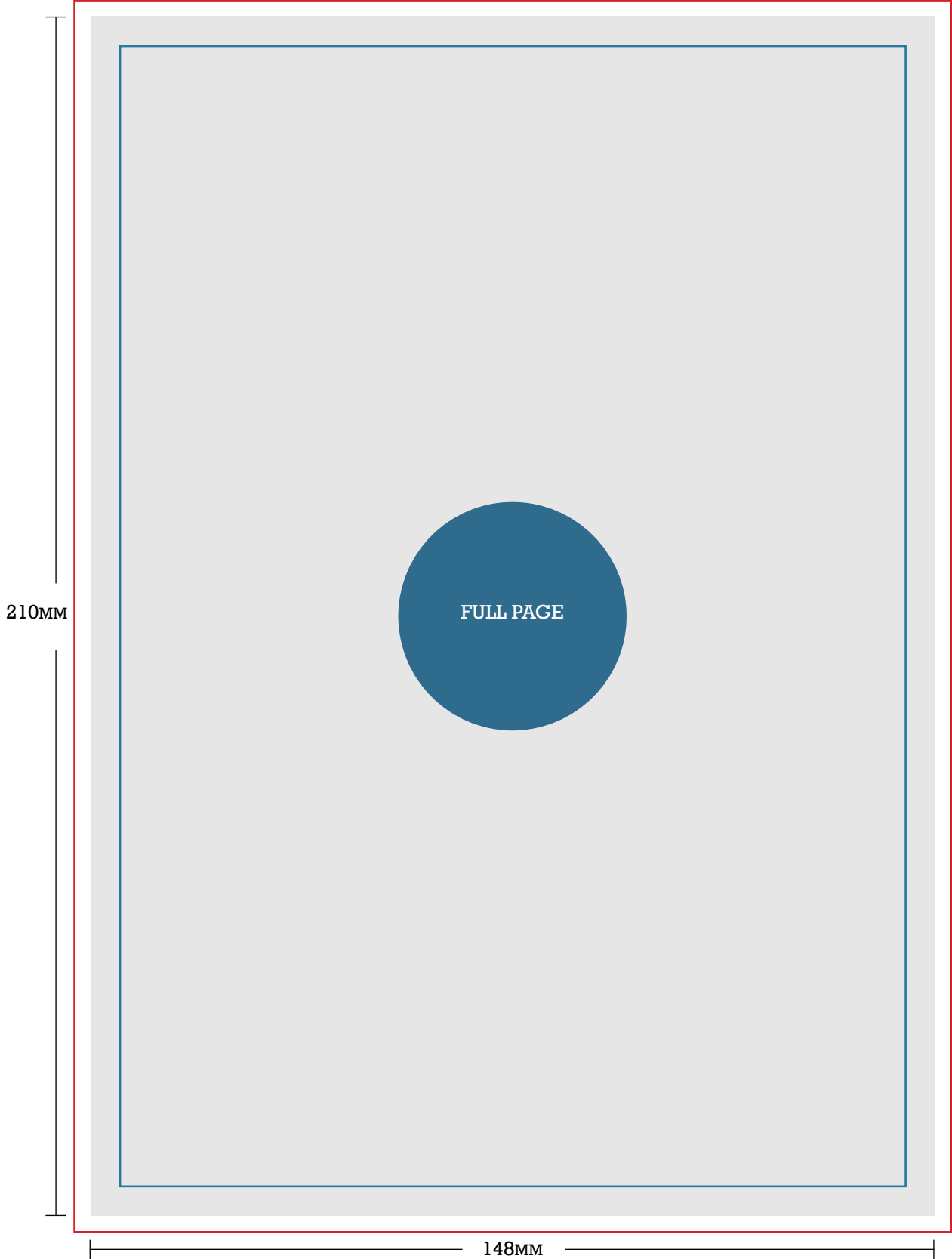
\$440

• 10% discount if taking two or more ads.

EXAMPLE AD SIZES - TO SCALE

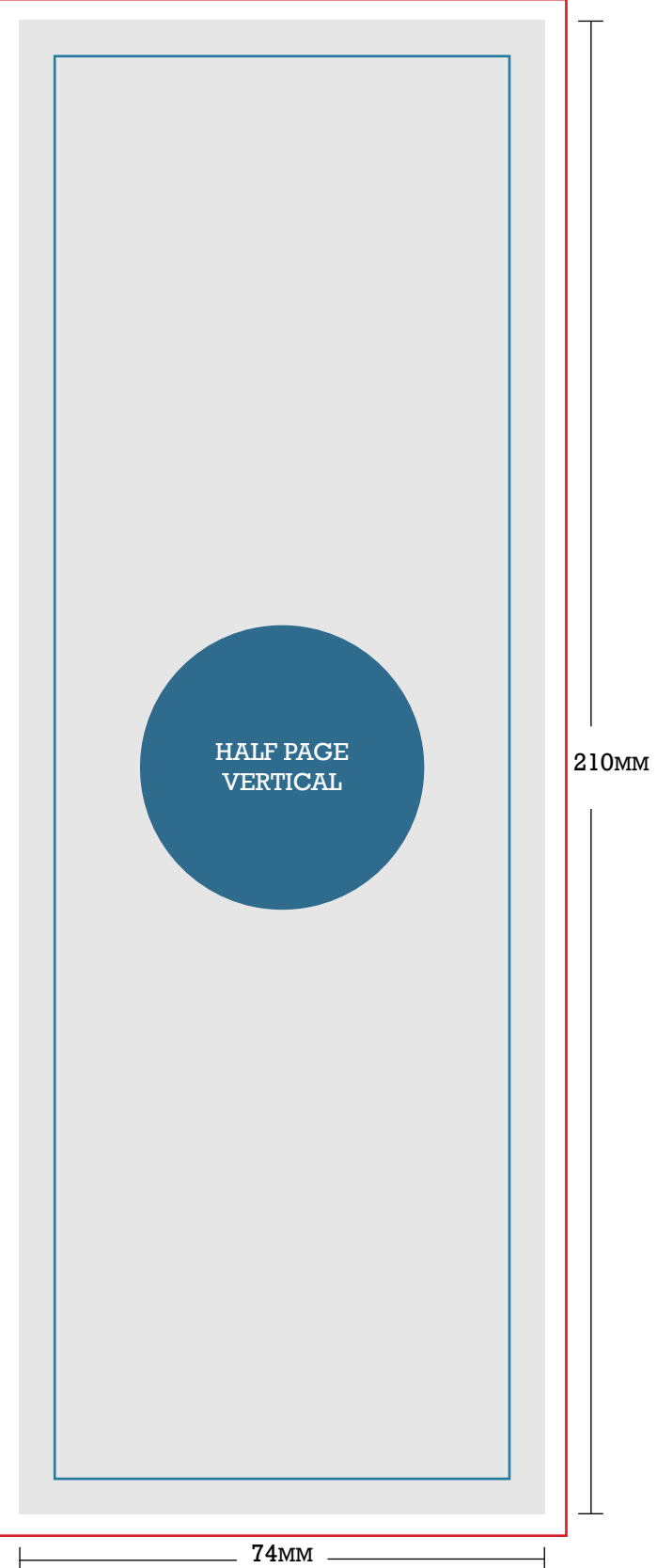
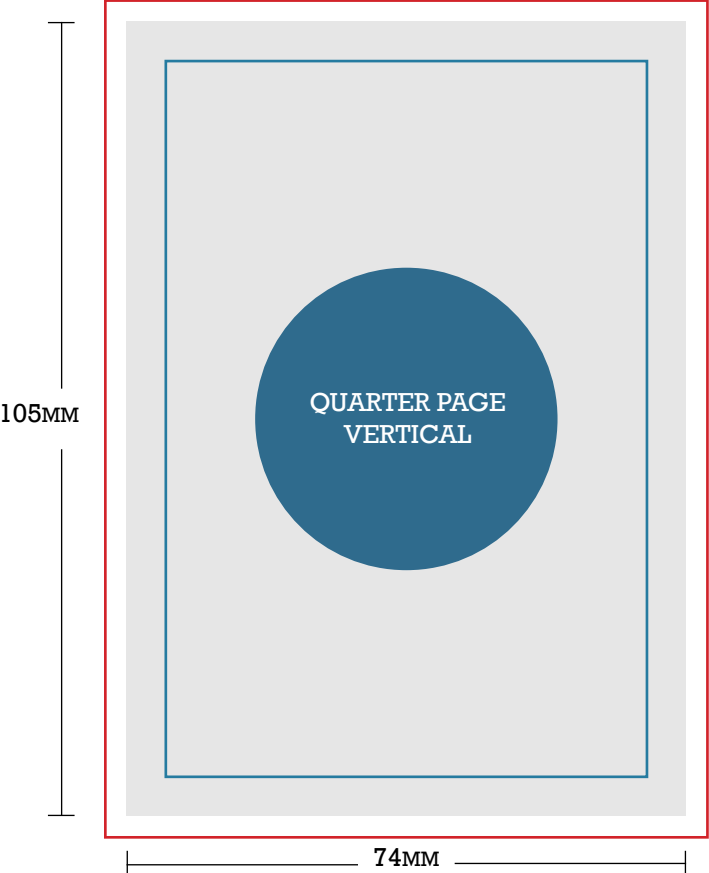


EXAMPLE AD SIZES - TO SCALE (CONT.)



EXAMPLE AD SIZES - TO SCALE (CONT.)

- Final print area
- Safe type area
- Document bleed (+3mm)



Relax and take in the fresh air,
magnificent scenery and friendliness
of the people on your next visit to the
wonderful Richmond Valley.

ARTWORK SPECIFICATIONS

Richmond Valley Visitors Guide only considers artwork to be print-ready if it meets the following requirements, and no further adjustments are required in-house. Please ensure that if you are providing us with print-ready artwork, you have checked through the requirements below and your material is, in fact, ready for print.

If you're unsure about whether or not your artwork is print-ready, or you require a further explanation, please call **6660 0325** to contact us.

Files

We require PDF files created to print ready specifications. Colour images should be down-sampled to 300DPI. The PDF colour space should be four-colour CMYK, process. Bleed and trim marks should be included. Files provided in any other format will not be accepted.

Fonts

Please ensure all fonts are embedded in the PDF document or make sure you convert fonts to outlines to prevent any issues with fonts substituting to default.

Images

If there are any images within in the document, they must be saved as CMYK and no less than 300dpi, preferably in PSD, TIF or EPS to ensure quality.



Colours

Please supply artwork in CMYK full colour process. All spot colours need to be converted to CMYK.

Bleed, Trim Marks & Fold Lines

If your document has colour or images placed off the edge of the page, a 5mm bleed is required. Trim marks (use solid lines) are to be included so the document can be trimmed to the desired size. Trim marks and fold lines are to be set outside the final print area.

Email

Please send finished artwork to tourism@richmondvalley.nsw.gov.au or if you have any questions relating to these specifications please give us a call before sending finished artwork: **6660 0325**

Casino Visitor Information Centre,
84A Centre Street Casino

Ph: 6660 0325 **Mob:** 0408 162 750

tourism@richmondvalley.nsw.gov.au



Richmond
Valley
Council



ADVERTISING BOOKING FORM

TERMS AND CONDITIONS:

Any significant changes to the business in regard to contact details, change of address, hours of trading, pricing or offers during the life cycle of the booklet have to be advised to the RVC Tourism Department immediately so the relevant details are able to be put on the website and other social media sites, and a record will be made for the next print run.

An invoice will be issued on final approval of artwork.

COMPANY NAME		ABN	
CONTACT NAME		POSITION	
ADDRESS			
PHONE		MOBILE	
EMAIL			

AD SIZE	COST & DETAIL (GST Inclusive)	TICK YOUR SELECTION
Full Page (Premium)	\$1375	
Full Page (Standard)	\$1210	
Half Page (Horizontal or Vertical)	\$825	
Quarter Page (Horizontal or Vertical)	\$440	
Discounts		
TOTAL		

SIGNED		DATE	
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Business owner/manager authorised to make the booking.

SIGNED		DATE	
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RVC person authorised to accept the booking.

SUBMIT YOUR BOOKING FORM:

Please complete your booking form and send it to tourism@richmondvalley.nsw.gov.au.