

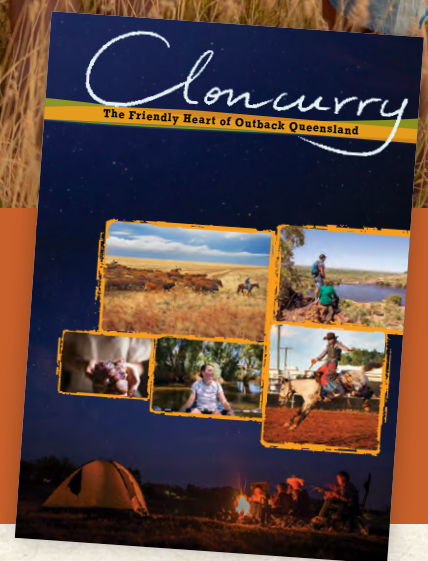
CLONCURRY

VISITOR GUIDE



ADVERTISING PROSPECTUS

20,000 copies + eMag version



PREVIOUS EDITION

Cloncurry
Shire Council

ADVERTISING AND BOOKING ENQUIRIES

Email: cloncurry@dtb.com.au

THE FRIENDLY OF THE OUTBACK

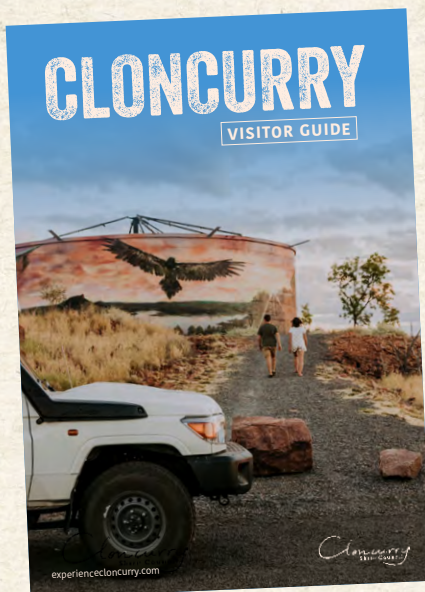


CLONCURRY RACES

Our little piece of Queensland paradise has something for everyone. We want to attract a diverse range of visitors to experience camping under the stars, visit our historic sites, attend one of our major events, or fish and float in the water.

Cloncurry with a history as rich as the minerals and memories it creates, look forward to welcoming visitors to experience our country charm, vast vistas, and unending experiences for young families, couples, empty nesters and the drive market.

We want all businesses to be part of our guide to welcome year-round visitation.



EXAMPLE COVER ONLY

FEATURING:

- 36-page A4 magazine
- 20,000 copies printed
- Drive maps and town centre map
- Itineraries and walks
- Local insights and knowledge
- Where to stay
- Where to play
- Events and things to do
- Business / Service Directory
- Visitor Information Centre

12-MONTHS
IN MARKET



Cloncurry Shire Council's Official Visitor Guide will be the key regional publication delivered to targeted and accredited Visitor Information Centres across Queensland.

20,000 copies of the publication will be printed and distributed through various tourism distribution networks to best reach Cloncurry's targeted markets.

Available in **print, online and downloadable e-magazine** formats, the guide will be the optimal tool for promotion of our region to the growing drive market. Families, couples, and holidaying groups alike will have easy access to the guide, regardless of their location or available resources.

Featured in the online guide will be **a link to your website, Facebook page or Experience Cloncurry website** driving targeted audiences straight to your online presence.

Take advantage of our great business listing rate to access an engaged audience.

TARGET MARKET

- Families with no kids that are out for short itineraries or long stays
- Families with children looking for unique experiences to share
- Empty Nesters
- Grey Nomads
- Campers
- RV and Caravanners
- Domestic Travellers
- International Visitors

BROCHURE DISTRIBUTION

- 20,000 printed copies
- Visitor Information Centres
- Caravan and Camping shows
- Available in print, online or downloadable as electronic magazine
- Available in businesses across the region
- Social Media support
- Electronic magazine promoted through affiliate websites
- Website support via business listing display



To secure your place in the Cloncurry Shire Council Official Visitor Guide please complete the details below and email cloncurry@dtb.com.au

LIMITED SPACES

Size	Content required	Price	Select
Full page display ad: 210mm (h) x 297mm (w)	Supplied artwork Add 5mm bleed to all edges. Crop marks offset 5mm.	\$1,200 + gst	
Half page display ad: 136mm (h) x 196mm (w)	Supplied artwork No bleed or crop marks.	\$600 + gst	
Third page display ad: 89mm (h) x 196mm (w)	Supplied artwork No bleed or crop marks.	\$400 + gst	
Sixth of a page Formatted business listing	Templated space allocated for: One image Business Name Business Address 40 words Telephone Email Website or Facebook	\$200 + gst	



Business listing images must be supplied high resolution at 300dpi. JPG, TIF or EPS formats accepted. Landscape orientation preferred.
dtb! Advertising can design display ads at a reduced rate if required.

Business Name: _____ ABN: _____
 Business Address: _____
 Contact Name: _____
 Phone Number: _____ Email Address: _____
 Website: _____ or Facebook: _____

Submitting this booking form is deemed as your acceptance of the Terms and Conditions.