

## MANDURAH & THE PEEL REGION 2024/25 VISITOR GUIDE ADVERTISING PROSPECTUS



### WHY YOU SHOULD ADVERTISE

Don't miss out on the opportunity to broaden exposure for your business by featuring in the 2024/25 Visitor Guide.



#### VISIT MANDURAH'S NUMBER ONE TOOL

The Visitor Guide is considered the primary tool to promote Mandurah and surrounds. It's the only fully comprehensive resource that educates readers about the destination and inspires them to experience more. The Guide is used in marketing campaigns, domestic and international consumer and trade events, hosted media and trade famils, regional conferences and events and meetings with tourism stakeholders.



#### EXTENSIVE WA DISTRIBUTION

Visitor centres right across Western Australia display this guide, along with car rental businesses, accommodation providers, tourist attractions, shopping centres, council/shire offices. They are also distributed at regional events, conferences and can be found in airport terminals for maximum visibility.



#### AT LEAST 18 MONTHS OF EXPOSURE

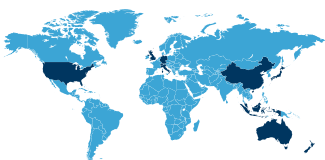
The publication is in circulation for 1.5 years so your business continues to be viewed by readers, and when the guide is used by the media, travel trade and key tourism industry stakeholders. It is also available for download via [visitmandurah.com](http://visitmandurah.com)



#### YOUR BUSINESS IS TOP-OF-MIND

With thousands of people entering the doors of the Mandurah visitor centre each year, you can be sure your business is put to consideration each time the Visitor Guide is collected, and you know you are part of an inspiring collection of experiences.

#### DOMESTIC AND INTERNATIONAL DISTRIBUTION



The Visitor Guide reaches potential visitors from across the globe, namely China, Singapore, Malaysia, Indonesia, UK, Germany, USA and New Zealand in both digital and hard copy form.

#### CONTACTS

**ENQUIRIES & BOOKING:** Visit Mandurah  
T: (08) 9534 7515 E: [advertising@visitmandurah.com](mailto:advertising@visitmandurah.com)

**ADVERT ARTWORK:** Matrix Graphic Design  
T: (08) 9381 8857 E: [visitmandurah@matrixgraphicdesign.com.au](mailto:visitmandurah@matrixgraphicdesign.com.au)

# ADVERTISING RATES AND SPECIFICATIONS

Type	Size (width x height)	Design	Rate (incl GST)*
1/2 unit	47mm x 42mm	Fixed layout	\$220
1 unit	47mm x 86mm	Fixed layout	\$435
2 unit	96mm x 86mm	Fixed layout	\$850
1/3 page	194mm x 86mm	Artwork supplied	\$1,300
2/3 page	194mm x 176mm	Artwork supplied	\$2,500
Full Page	210mm x 297mm plus <b>3mm bleed</b> and ensure all text is within <b>10mm</b> of page size	Artwork supplied	\$3,100

All prices are inclusive of GST.

## SPECIAL OFFER

A 10% discount is applied to all Mandurah Visitor Centre member bookings, plus any bookings made prior to 3rd May 2024. All rates are inclusive of GST. Refer to the booking form for the full rate schedule.

<b>1/2 UNIT</b> 47x42mm SET TEMPLATE	<b>1 UNIT</b> 47x86mm SET TEMPLATE	<b>2 UNIT</b> 96x86mm SET TEMPLATE
<b>1/3 PAGE (4 UNIT)</b> 194x86mm COMPLETED ARTWORK TO BE SUPPLIED		
<b>2/3 PAGE (8 UNIT)</b> 194x176mm COMPLETED ARTWORK TO BE SUPPLIED		

FULL PAGE 210x297mm PLUS 3mm bleed (Mandatory type safe area of 190x277mm)

## ARTWORK DESIGN

### FIXED LAYOUT

1 and 2 unit size advertisement are a fixed layout and will be created by our graphic designer (advertisement creation and one round of corrections are included in the advertising rate).

**Supply of advertisement content** – complete the Advertisement Details Form attached and email with any additional material to visitmandurah@matrixgraphicdesign.com.au

#### 1/2 Unit Ad Layout

#### 1 Unit Ad Layout



#### 2 Unit Ad Layout



### COMPANY NAME

#### Unique selling point or tag line here

It am facidelliant dolore, nus minum rem restrumque volescipsum facia conse sam quo tenia de exceperum nihillu ptestia adi quis doluptatur repre secture rfere, oditati omnis volo idunto ditibustiur? Xim re vellenecte rernati onest, que rerum eum dolor molorestibus quat. Poribustiae eatur, ipsusapieni nonsequ atature.

Address  
Tel: +61 8 9000 0000  
www.companyname.com.au

### COMPANY NAME

#### Unique selling point or tag line here

It am facidelliant dolore, nus minum rem restrumque volescipsum facia conse sam quo tenia de exceperum nihillu ptestia adi quis doluptatur repre secture rfere, oditati omnis volo idunto ditibustiur? Xim re vellenecte rernati onest, que rerum eum dolor molorestibus quat. Poribustiae eatur, ipsusapieni nonsequ atature.

Address  
Tel: +61 8 9000 0000  
www.companyname.com.au

LOGO

### COMPANY NAME HERE

#### Unique selling point or company tag line here as subheading

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Address  
Tel: +61 8 9000 0000 • www.companyname.com.au

LOGO

## ARTWORK SUPPLIED

4 unit (1/3 page), 8 unit (2/3 page) and full-page size ads are to be provided as final artwork. Finished artwork must be supplied as a Press Optimised PDF, High Resolution jpg or as an Adobe InDesign file (with links & fonts supplied).

Supply print ready artwork to visitmandurah@matrixgraphicdesign.com.au

\*Advertiser's can request the visitor guide's graphic designer to design these size ads, at their additional cost.

## BOOKING & ARTWORK DEADLINES

All advertising bookings **Friday 17th May 2024**

Final advert artwork or content **Friday 24th May 2024**

# MANDURAH & THE PEEL REGION 2024/25 VISITOR GUIDE

## ADVERTISING BOOKING FORM

This form is an editable pdf that can be saved, completed and emailed to [advertising@visitmandurah.com](mailto:advertising@visitmandurah.com)

Advertiser (Business Name)

Contact Name

Position

Postal Address

City/Town

Postcode

Telephone

Email

### SIZE AND RATE TICK ONE ONLY All prices are inclusive of GST

- 1/2 unit (\$220)       2 unit (\$850)       2/3 page (\$2,500)  
 1 unit (\$435)       1/3 page (\$1,300)       Full page (\$3,100)

Please tick if 10% discount for early bird booking or Mandurah Visitor Centre member applies.

### ARTWORK REQUIREMENTS TICK ONE ONLY

- Repeat my previous 2023 advertisement in the new standard ad layout with **no changes** to the image and copy.
- Repeat my previous 2023 advertisement in the new standard ad layout with **minor changes**.  
Advertiser to provide artwork content details in the Advertisement Details Form attached.
- New artwork** required in fixed layout. Advertiser to provide artwork content details in the Advertisement Details Form attached.
- New artwork** required at my **additional design cost** of \$180/hour +GST. Advertiser to provide artwork content details in the Advertisement Details Form attached (*applies to 4 unit (1/3 page), 8 unit (2/3 page) and full page ads only*).
- I will supply my own artwork by no later than Monday 15 November 2021 (*applies to 4 unit (1/3 page), 8 unit (2/3 page) and full page ads only*).

## TERMS AND CONDITIONS

By signing the advertising contract, I agree to pay in full for this advertising booking upon receipt of an invoice from Visit Mandurah.

The publishers reserve the right to refuse or withdraw advertisements. Advertisements accepted for publication cannot be cancelled without the publisher's express consent. Although every care is taken, the publishers shall not be liable for clerical or printer's errors or their consequences, however caused. No responsibility will be accepted where publication is delayed or prevented by factors beyond the control of the publishers.

Artwork Approval: All advertisers will be required to proof read their advertisement and provide final approval for use of artwork. Advertisers will be supplied one advertisement draft to check all copy, contact details and use of images and logos, of which one round of author's corrections will be inclusive of the advertising rate. Subsequent alterations will incur a fee of \$180/hour +GST.

I agree to the advertising terms and conditions

Name

Position

Date

Signature

or Type full name

MANDURAH TOURISM INC T/A VISIT MANDURAH  
75 MANDURAH TCE (PO BOX 1217) MANDURAH 6210  
+61 (8) 9534 7515

INFO@VISITMANDURAH.COM  
WWW.VISITMANDURAH.COM

**VISIT**  
**MANDURAH**

# MANDURAH & PEEL REGION 2024/25 VISITOR GUIDE

## ADVERTISEMENT DETAILS FORM

For advertisements to be designed by the guide's graphic designer, please complete the fields below or provide copy in a Word document or email and send to [visitmandurah@matrixgraphicdesign.com.au](mailto:visitmandurah@matrixgraphicdesign.com.au)

### ADVERTISEMENT SIZE TICK ONE ONLY

1/2 unit     1 unit     2 unit     1/3 page     2/3 page     Full Page

### ADVERTISEMENT DETAILS *(If you have requested minor changes to your 2021 Advertisement, only complete the sections you want changed)*

Town Name & Local Government Area

Advertisement Heading (Business Name)

Unique Selling Point or Business Tagline

### Category TICK ONE ONLY

Accommodation     Food     Shopping     Services

### Copy *(Provide a description of your product/business, adhering to the advert word limit detailed below)*

1/2 unit	35 words
1 unit	50 words
2 unit	80 words
3 unit	90 words
1/3 page	100 words
2/3 page	free format
Full page	free format

### Contact Details *(To go on advertisement)*

Address

Telephone

Email

Website

### Logo

- Quality Tourism Accredited Business (does not need to be provided by advertiser)
- Business logo

### Attached in email\*

- One photo image representing your business - high resolution (minimum 300 dpi) jpg or png file (only)
- One logo - eps or ai file preferred or high resolution jpg, png

*\*Please note: the 1/2 unit size does not include an image or logo*

**Artwork Approval:** All advertisers will be required to proof read their advertisement and provide final approval for use of artwork. Advertisers will be supplied one advertisement draft to check all copy, contact details and use of images and logos, of which one round of author's corrections will be inclusive of the advertising rate. Subsequent alterations will incur a fee of \$180/hour +GST.

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**VISIT**  
**MANDURAH**