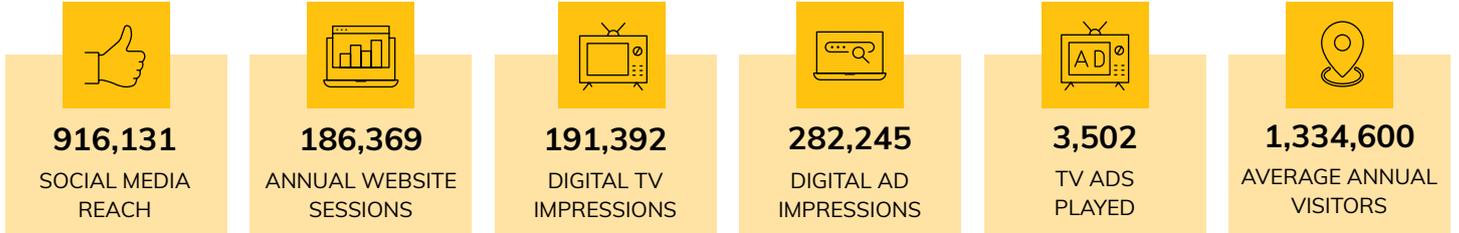


THE DUBBO REGION

DESTINATION PARTNERSHIP PROGRAM

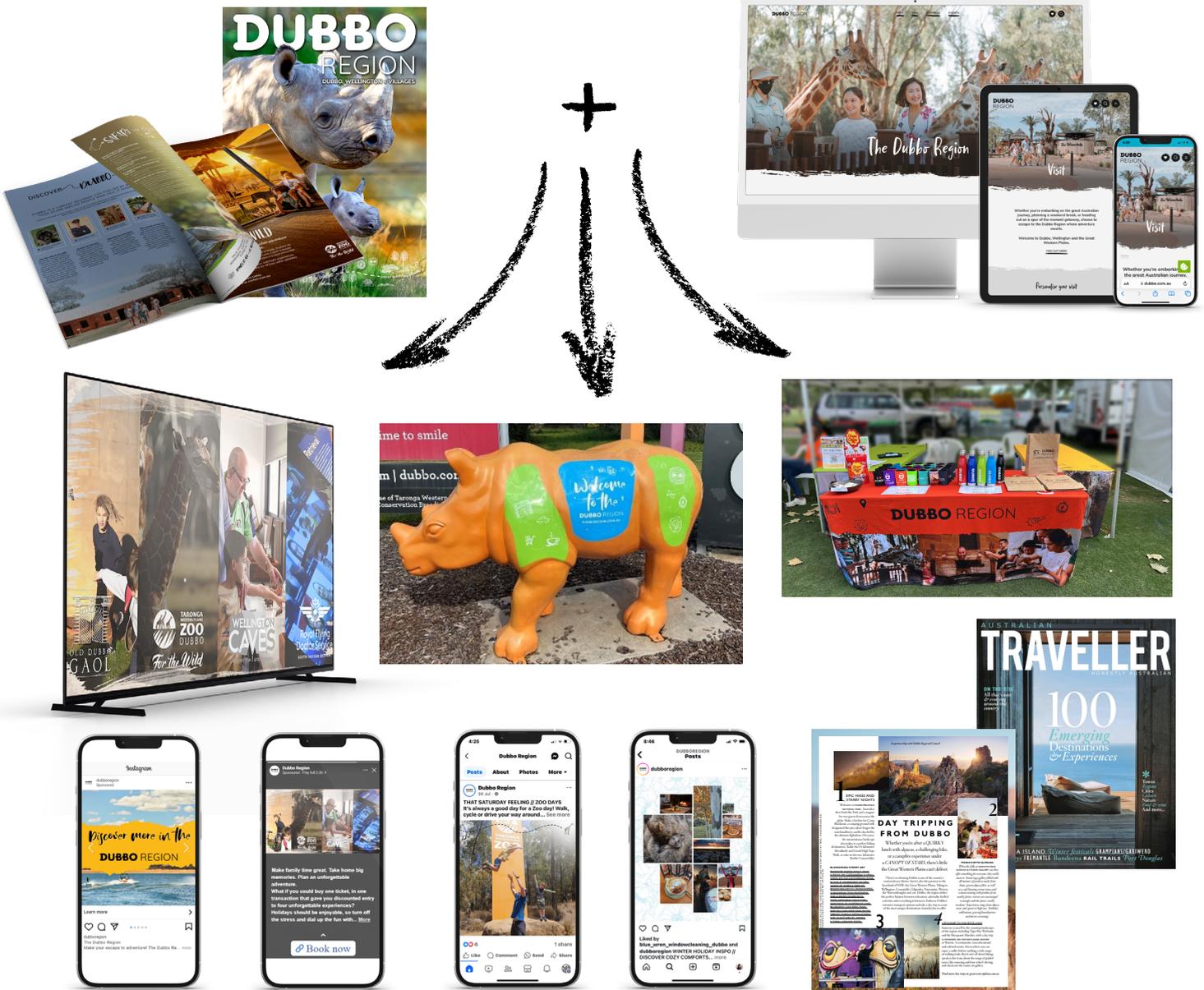
2025-2026

YOUR BUSINESS COULD TAP INTO OVER 4.4 MILLION MARKETING IMPACTS, INCLUDING



*Estimated campaign statistics refer to 2023-2024 Destination Partnership Program

JOIN US IN WORKING TOGETHER TO PROMOTE OUR REGION!



18 MONTH PARTNERSHIP BENEFITS 2025-2026

			SIGN UP ONLY AVAILABLE DURING VISITOR GUIDE SALES PERIOD						
WHERE	WHAT YOU GET	ESTIMATED REACH	PREMIER PARTNER \$7,245 incl GST	LEVEL 1 \$3,900 incl GST	LEVEL 2 \$1,785 incl GST	LEVEL 3 \$945 incl GST	SOCIAL MEDIA PARTNER \$880 incl GST	DIRECTORY LISTING (Including GWP Listing) \$660 incl GST	DIGITAL PARTNER \$250 incl GST
LIMIT OF PARTNERSHIPS AVAILABLE			Limit per category				Limit of 8 available		
Print	Advertisement in Visitor Guide	100,000 printed copies in market for 18 months	Full page feature ad	Half page ad	Quarter page ad	Eighth page ad			
	Directory listing in Visitor Guide		✓	✓	✓	✓		✓	
Social Media	Inclusion in regular promotion via the Dubbo Region destination social channels	Over 900,000 combined followers	✓	✓	✓	✓	✓	✓	
	Guaranteed feature in 5x social posts during the 18 month cycle						✓		
Digital	Priority listing status on dubboregion.com.au	Over 144,000 annual users and over 199,000 annual website sessions	✓	✓					
	Listing on dubboregion.com.au		✓	✓	✓	✓	✓	✓	✓
	Link to your website included in online Visitor Guide on dubboregion.com.au		✓	✓	✓	✓		✓	
	Listing on visitnsw.com.au updated by the Visitor Information Centre (accommodation and attractions only)			✓	✓	✓	✓	✓	✓
Campaign activity	Inclusion in regular marketing campaign activity targeting visitors outside of the local area		✓	✓	✓	✓			

 Refers to the print opportunity

			SIGN UP ONLY AVAILABLE DURING VISITOR GUIDE SALES PERIOD						
WHERE	WHAT YOU GET	ESTIMATED REACH	PREMIER PARTNER \$7,245 incl GST	LEVEL 1 \$3,900 incl GST	LEVEL 2 \$1,785 incl GST	LEVEL 3 \$945 incl GST	SOCIAL MEDIA PARTNER \$880 incl GST	DIRECTORY LISTING (Including GWP Listing) \$660 incl GST	DIGITAL PARTNER \$250 incl GST
Print Distribution	Visitor Guide distributed and displayed in Arrivals area of the Dubbo Regional Airport	200,000 annual arrivals on average	✓	✓	✓	✓		✓	
	Visitor Guide regularly distributed to businesses in the LGA frequented by visitors during periodic guide drops	210 local businesses	✓	✓	✓	✓		✓	
	Visitor Guide displayed and distributed at major local tourist attractions	2023 annual visitors: 364,293	✓	✓	✓	✓		✓	
	Visitor Guide distributed to Information Centres across NSW, QLD, ACT and VIC	Over 160 Information Centres	✓	✓	✓	✓		✓	
	Mailbox drop leaflet with QR code to view digital Visitor Guide sent to every household across the LGA	18,000+ deliveries	✓	✓	✓	✓		✓	
	Visitor Guides included in packs distributed to competitors and staff at major events		✓	✓	✓	✓		✓	
Visitor Information	Listing in in-house guides at Dubbo and Wellington Visitor Information Centre	Over 70,000 average annual visitors to VICs	✓	✓	✓	✓		✓	
	Priority display of DL brochures in Dubbo Regional Airport	Approx. 200,000 annual airport passenger	✓	✓					
	Display of DL brochures at Dubbo and Wellington Visitor Information Centre		✓	✓	✓	✓		✓	
Public Relations	Opportunity to be included in PR activity promoting the Dubbo Region as opportunities arise in print, broadcast tv, radio, etc		✓	✓	✓	✓			

 Refers to the print opportunity

FULL PAGE

HALF PAGE

1/8 PAGE

QUARTER PAGE

1/8 PAGE

210mm(w)x297mm(h) 3mm bleed

THE DUBBO REGION DESTINATION PARTNERSHIP PROGRAM 2025-2026 GUIDELINES, TERMS & CONDITIONS

THE FOLLOWING GUIDELINES AND TERMS AND CONDITIONS APPLY TO THE DUBBO REGION VISITOR GUIDE ("GUIDE")

TERMS AND CONDITIONS

All businesses in the Dubbo Regional Local Government Area (LGA) are eligible to participate in the Destination Partnership Program ("Program"). Dubbo Regional Council ("DRC") may also, at its discretion, accept advertising from other LGA's. Please note accommodation operators, including Air B&Bs or similar must have the appropriate DAs in place and Council approval to operate before they can be accepted as advertisers in the Program.

ADVERTISING STYLE AND LAYOUT

- Each advertisement will be created individually using a template design.
- No pre-prepared artwork (except Premier Partner ads) or page position requests will be accepted.
- All reasonable attempts will be made to accommodate all advertising bookings. However, if advertising exceeds space available in the publication, advertising space will be allocated to customers based on order of booking (as determined by date and time of paid bookings, with preference given to businesses in the Dubbo Regional LGA).
- DRC reserves the right to refuse advertising and determine placement of advertising based on the design requirements of the publication.

ADVERTISEMENT COPY

- It is the advertiser's responsibility to provide accurate copy, this includes all grammar, spelling and contact details.
- One revision will be accepted. Further revisions may be considered at the discretion of DRC and will incur an additional fee of \$88 (inc. GST) per instance.
- Truth in advertising principal will apply to all businesses participating in the Program.
- Copy in each advertisement will be reviewed. Copy may be tailored to tighten the message to the target market, for grammar or sentence structure, or to adhere with the publication's style guide. E.g.: all plurals of streets is lower case.

IMAGE AND LOGOS

- The number of images (including business logos) used in a customer's advertisement will depend on size of advertisement booked (as listed on the Prospectus). Business logos are not to be used in place of images. Limit of one logo per advertisement. Images containing logos or text (or have been super-imposed) will not be accepted under any circumstances.
- If advertisers wish to submit existing photography, it must be high resolution JPG's 300 dpi, at actual size. Logos are to be supplied as EPS or PDF format. GIF / PNG files for photography and/ or logos will not be accepted. For assistance with sizing requirements, contact 6801 4000.
- DRC may, at its discretion, provide images or artworks for inclusion in a customer's advertisement. Advertiser will have an opportunity to review / approve the placement of any photographic images or artwork provided by Council before publication.
- Copyright and intellectual property rights for any images or artwork provided by DRC for advertorial, advertising or general use in the Program means that they cannot be reproduced without permission from DRC.

BOOKINGS

- Advertisers will need to sign off on a final copy of their advertisement prior to the ad approval deadline.
 - All material must be received by the deadline. DRC may exercise the right to cancel a customer's booking if the customer does not supply material by the due date or if payment has not been received. Deadlines are imperative to ensure that the Guide is delivered in market in **March/April 2025**.
 - Advertising orders cancelled after acceptance deadlines may be subject to a cancellation fee of 100%. Any cancellations must be provided in writing.
 - Placement options are provided as a guide only and may be subject to change and advertising placement subject to availability of space.
- Note: Not-for-profit organisations or registered charities that charge an entry fee and/or employ paid staff are not considered a charity for the purposes of the Destination Partnership Program 2025-2026.

DEADLINES

- Advertisers must adhere to the following deadlines, failure to do so may risk removal of your advertisement from the publication.
- **Bookings close: Friday, 15 November 2024**
- **Material deadline: Friday, 6 December 2024**
- **Ad approval: Friday, 17 January 2025.** Is the final date for sign-off on all advertisements, if not approved prior to this date. No changes will be made after this date.
- **Payment deadline: Friday, 17 January 2025.** If full payment has not been received DRC reserves its right to remove advertising and partnership benefits.

APPROVAL

- It is the responsibility of the advertiser to respond and approve all ad proofs within five days of receipt.
- All rates include artwork and one revision. A fee of \$88 (inc. GST) will be charged per additional revision.
- DRC will not take any responsibility for errors of information once the advertisement has been approved.

VISITOR CENTRE PARTNERS

- Is a partnership option that covers an 18 month period.
- Is available for sign up at any time.
- Visitor Centre Partners will be invoiced pro-rata only for the remaining period of the 18 months from the date of sign up.
- For more information please reach out to the DRC marketing team.

DRC reserves the right to decline ad bookings if there are outstanding and overdue debts due to Dubbo Regional Council.

FOR MORE INFORMATION

Contact the DRC marketing team on:
P. (02) 6801 4000
E. marketing@dubbo.nsw.gov.au