

marketingprospectus



lismore+nimbin
Tourism



an integrated
approach
to marketing
lismore, nimbin
and the
surrounding
villages

welcome to the first annual advertising prospectus for Lismore & Nimbin Tourism.

With the new financial year approaching, it's a good time for all of us to re-evaluate our marketing and plan for the year ahead...

We are pleased to announce an exciting range of opportunities that will help give your business – and your region – a competitive edge.

for starters, we'll be:

- Providing exciting on-line promotional opportunities on our new website.
- Refreshing our Visitor Guide with a bold new look and a 'dual-cover' layout that has a Lismore cover on one side and a Nimbin cover on the other.
- Renewing popular tools to encourage dispersion of visitors throughout Lismore, Nimbin and Villages with the Arts & Retro Trail and the Dining & Entertainment Guide.
- Increasing the return on our marketing investment by leveraging social media platforms and investing in iphone and android apps.
- Raising our profile in high traffic visitor areas at the Byron Visitor Centre, the Lismore Regional Airport, Southern Cross University and the Lismore Shopping Square with themed displays featuring our Visitor Guide, Dining & Entertainment Guide and Arts & Retro Trail.



and, of course, we'll maintain all of our FREE tourism operator support services & promotional activities, including:

- Referrals through the Visitor Information Centres in Lismore and Nimbin.
- Update product on the State Tourism Data Warehouse at www.visitnsw.com.
- Provide high quality images for our tourism operators to use.
- Provide networking, training and support opportunities for our industry.
- Produce and distribute high quality information about our destination.
- Represent the region at national and regional trade shows including; Brisbane Caravan & Camping Show, Lismore Caravan & Camping Show and the North Coast National.

to help you to identify the opportunities that suit you best and to plan a full year of effective, targeted marketing, we've developed an advertising prospectus that outlines our key marketing activities and opportunities.

These initiatives offer cost effective promotion through wide distribution networks, with something to suit all businesses and budgets.

Read on to find out more.

If you have any questions, please don't hesitate to call Mitch Lowe, Tourism Co-ordinator on 6626 0105.

opportunities

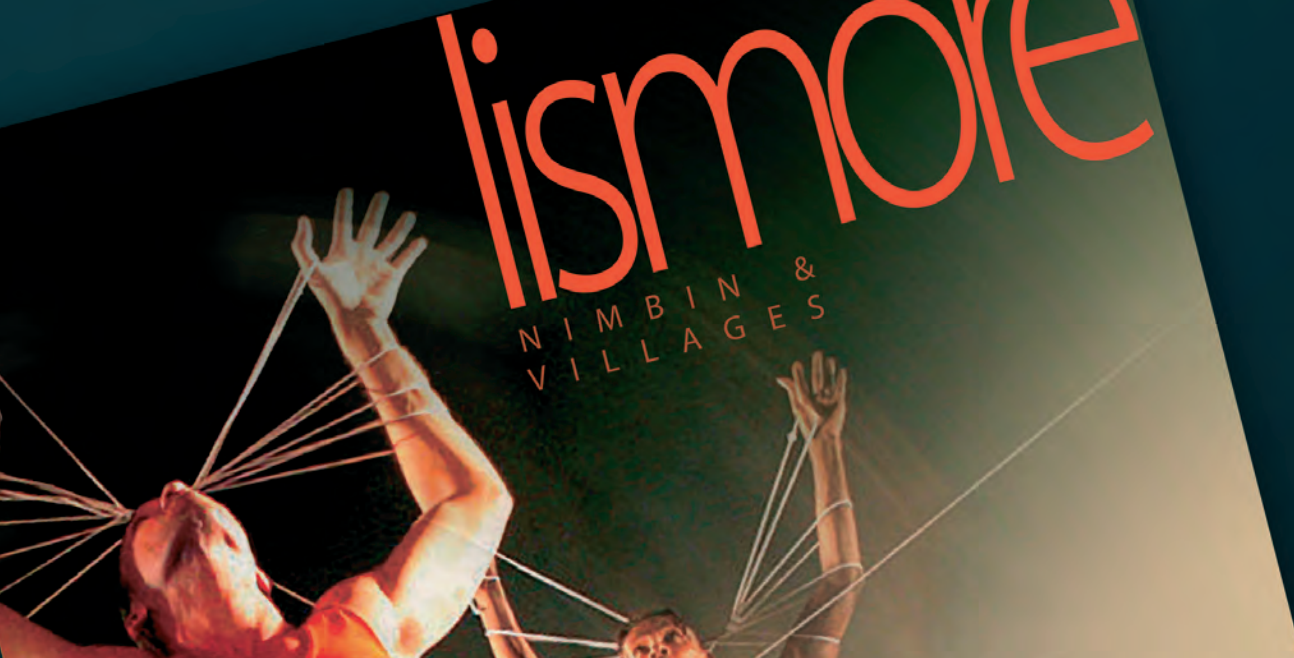
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print

the visitor guide

now in its third edition, the Lismore, Nimbin & Villages Visitor Guide has proved to be a huge success with over **100,000 copies** distributed to visitors from all over the world in the last 24 months.

The Visitor Guide provides potential visitors to the region **detailed information** to assist with planning their trip and, importantly, with extending their **length of stay**.

While in the region, the Visitor Guide serves visitors as a comprehensive and useful **reference** on the many things to see and do.

Themed sections include editorial coverage and images of **attractions, arts and culture, dining, accommodation, family** activities, **touring** routes, **events, parks** and reserves, **markets, heritage** and history, **shopping, entertainment** and **nightlife, villages**, regional experiences and **much more**.

The 2013 guide will feature a new, 'dual-cover' format. The front cover will represent Lismore and villages... flip the guide over and you will have a Nimbin cover and expanded Nimbin content.

The guide will also contain **maps**, key information and useful phone numbers.

Advertising **space is limited**, so those wishing to participate are urged to **act quickly** to secure their space.

why advertise in the Visitor Guide?

The Visitor Guide acts as the official tourism information source for the Lismore and Nimbin region. It is the key **call to action** for Tourism's marketing campaigns and is supported by an extensive marketing program with a **wide market reach**.

extensive distribution: The Guide will be distributed nationally and internationally to key target markets.

value for money marketing: The Visitor Guide represents a value for money option for advertisers based on distribution and marketing to thousands of potential customers.



high quality and quantity: The Visitor Guide will be a high quality, full colour A4 document with a print run of at least 60,000 copies.

shelf life: The Guide has a shelf life of at least 12 months – your message will be working for you 365 days of the year!

free to visitors: The Visitor Guide is distributed free to both potential visitors and clients whilst in the Lismore and Nimbin region.

professional design: Free ad design by Dogwhistle Creative

increase sales: Lismore, Nimbin & Villages Visitor Guide is designed to increase sales of local businesses.

maximum exposure: 35% of visitors use a visitor information centre to obtain information to assist them with planning their holiday.

what does it cost?

directory listings **\$220**

(includes name, address, contact phone number and website if applicable).

1/9 page display ad **\$ 660**

1/9 strip ad accommodation & dining **\$770**

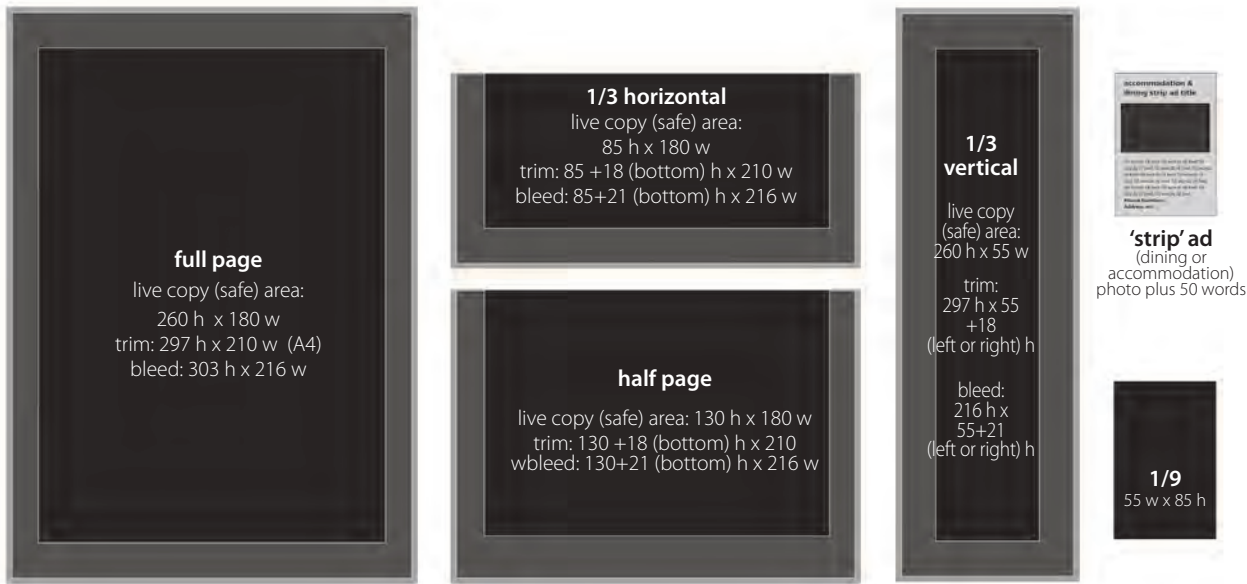
(photo + 50 words editorial)

1/3 page **\$1320**

1/2 page **\$2200**

full page *(within guide)* **\$3000**

All display advertising includes a directory listing. All prices include gst.



(illustrations not actual size, all measurements in mm)

the visitor guide

ad sizes

1/9 display	55mm wide x 85mm deep
1/9 Strip Ad	Accommodation & Dining <i>(Photo + 50 Words Editorial)</i>
1/3 horizontal	
copy area	180mm wide x 85mm deep
bleed (width)	216mm
bleed (depth)	85mm + 18mm bottom only
1/3 vertical	
copy area	55mm wide x 260mm deep
bleed (width)	55 mm + 18mm left and right 18mm to be trimmed from gutter side subject to placement
bleed (depth)	303mm deep
1/2 page	(horizontal only)
copy area	180mm wide x 130mm high
bleed (width)	216mm wide
bleed (depth)	130mm + 18mm bottom only
full page	
copy area	180mm wide x 260mm deep
trim	210mm wide x 297mm deep
bleed	216mm wide x 303mm deep



the dining & entertainment guide

The **lismore, nimbin and villages dining & entertainment guide** helps restaurants, cafes and entertainment venues throughout the region reach locals and visitors alike.

The guide is distributed through visitor information centres, participating local businesses, accommodation and tourism operators.

Updated and published at least three times each year, the guide will also be available online at visitlismore.com.au and visitnimbin.com.au.

It will include a 'mudmap' of the coverage area with the location of participating businesses clearly marked.

what does it cost?

\$220 per business, per year
(prices include GST)

Your listing will include your business name and contact details, opening hours, a quality image and a 20 word overview of your business.

The Visitor Guide, the Dining & Entertainment Guide and the Arts & Retro Trail will be prominently displayed at select locations including the Byron Bay Visitor Centre, Lismore Regional Airport, Southern Cross University and Lismore Shopping Square.



the arts & retro trail

The **lismore, nimbin and villages arts & retro trail** is designed to connect local and visiting arts enthusiasts and curio hunters with artists, galleries, retailers and all that is vibrant, creative and inspiring throughout the region.

The trail is distributed through visitor information centres, accommodation operators, tourism operators and participating local businesses.

Updated and published throughout the year, the trail is also available online at visitlismore.com.au and visitnimbin.com.au.

It includes a 'mudmap' of the coverage area with the location of participating businesses clearly marked.

what does it cost?

\$220 per business, per year
(prices include GST)

Your listing will include your business name and contact details, opening hours, a quality image and a 20 word overview of your business.



digital

the websites

visitlismore.com.au

visitnimbin.com.au

The new Lismore & Nimbin websites have been designed to be appealing, accessible and easy to navigate.

The new website addresses feature on all advertising and promotional material produced by Lismore+Nimbin Tourism and will be the primary 'call-to-action' for all campaigns!

Lismore and Nimbin tourism attractions, restaurants, cafes, accommodation houses and retail outlets receive a free listing on the websites in their appropriate category.

The listing includes the business name and contact details, a brief description (up to 250 words) and an image. For accommodation houses, consumers can also book online.

Lismore and Nimbin businesses can also be included - FREE - in Lismore's new, online business directory.

web page sidebar advertising

The websites also provide opportunities for businesses to really stand out from the crowd through display advertising with "click-throughs" to external business websites.

These individually designed advertisements will appear in rotation with three other advertisers per space and will be featured on key pages.

what does it cost?

Sidebar - \$500 (inc GST)
12 months exposure
in rotation with 3 other
advertisers.

Preferred placement is available by negotiation on a 'first-in-first-served' basis and spaces are strictly limited.

sidebar
advertisement
200px wide X 410px high
\$500*

terms & conditions

Visitor Guide

Prior to placing an advertisement, you must read and agree to the terms and conditions set out below.

These terms and conditions apply to all advertising services provided to any person or business ('Advertiser') by the Publisher, Lismore City Council. These terms apply to each order for advertising placed with Lismore City Council. No person may vary these Terms.

1. All adverts must conform to standard layout. Additional cost may apply to non-standard layout
2. Advertisers must be located within the Lismore City Council Regional Boundary. Other business subject to request.
3. Advertisers must be tourism businesses i.e. accommodation, attraction, transport etc. All other businesses subject to approval
4. All care will be taken but no responsibility will be accepted for any advert material supplied below specifications
5. Advertisements cancelled after the booking deadline will attract a 20% cancellation fee
6. Advertising is strictly subject to availability and is available on a "first in" basis

Arts Trail & Dining Guide

1. Participants must notify the visitor information centre of any changes to operation e.g. opening hours, days, etc
2. Establishments must be open a minimum of 3 days per week
3. Establishments must have council approvals and public liability insurance
4. Arts Trail and Dining Guide will be updated at least every four months, any changes occurred within that period will be completed at next re-print of guide.
5. Arts Trail and Dining Guide will be in a downloadable format (pdf) from visitlismore.com.au and visitnimbin.com.au
6. Arts Trail and Dining Guide distributed to all visitor centres throughout Northern Rivers, accommodation outlets & local tourism operators, and will be prominently displayed at select locations including the Byron Bay Visitor Centre, Lismore Airport, Southern Cross University and Lismore Shopping Square.
Print distribution of Arts Trail and Dining Guide will be approximately 14,000 copies (each) per year
7. Full payment is required on confirmation of space
8. All businesses must provide a hi-resolution image in tif or jpg format.

Website advertising

1. Original artwork will be produced by Dogwhistle Creative and is included in the advertising rate
2. Alternatively artwork can be supplied (at your own cost) in gif or jpg formats - no flash files will be accepted.
3. Please supply the url you wish the advertisement to be linked to from visitlismore.com.au and visitnimbin.com.au
4. Size of the sidebar advertisement is 200 pixels wide x 410 pixels high and the cost is \$500 for twelve months exposure, commencing from the date the website goes live to the site

1. Advertising Publication

- 1.1 Lismore City Council, subject to the outlined terms, will use its reasonable efforts to publish advertising material submitted by the Advertiser in the format submitted and according to the instructions of the Advertiser.
- 1.2 A binding contract will be formed between Lismore City Council and an Advertiser when Lismore City Council accepts a signed booking form from the Advertiser.
- 1.3 The contract supersedes all communications and arrangements either oral or written, between Lismore City Council and the Advertiser in regard to advertising, unless a prior written agreement exists between Lismore City Council and the Advertiser.
- 1.4 The Advertiser acknowledges that Lismore City Council has the right to do any of the following:
 - a) Defer the publication of an advertisement at any time or times;
 - b) Withdraw or cancel any advertisement or advertisements to which the purchase order relates, without providing an explanation or notice to the Advertiser;
 - c) All advertising material given to Lismore City Council remains the responsibility of the Advertiser. On completion of the artwork the material will be returned to the advertiser. Lismore City Council shall not be responsible for loss or damage of material;

2. Right to alter format, placement & design

- 2.1 Lismore City Council reserves the right to alter or cut prints or artwork or other materials supplied by the Advertiser, to conform to mechanical requirements if the advertiser does not supply material to the exact requirements as set out in the 'material specifications'.
- 2.2 Lismore City Council reserves the right to withdraw any advertising that in their opinion does not conform to the stylistic standards of the publication or medium.
 - a) If the Advertiser and Lismore City Council agree to changes in the aforementioned advertising, the final advertising shall be reinserted into the publication.
 - b) If the selected agency is hired by the Advertiser to perform these changes to the advertising, the standard design fees will apply on an hourly rate basis.

terms & conditions

3. Submission of Advertising & Artwork

- 3.1 By submitting advertising, the Advertiser guarantees Lismore City Council that the Advertising does not breach or infringe the Trade Practices Act (1974) or any of its provisions in any form.
- 3.2 Lismore City Council shall not be liable for any loss or damage to any positives, negatives, artworks or other materials, which may be submitted by the Advertiser to the Publisher for the purpose of fulfilling the advertising request. These materials remain the responsibility of the Advertiser.
- 3.3 The Advertiser must ensure that the material supplied to Lismore City Council does not contain any defamatory, slanderous, misleading or deceptive information.

4. Advertising Rates

- 4.1 The rates stated in the schedule (Rate Card) shall apply to all advertisements published pursuant to the advertising request.

5. Payment

- 5.1 Once a booking form has been completed and returned - Lismore and Nimbin Tourism will invoice advertisers for full payment.
 - a) The total amount shown in the schedule for advertising space used, and;
 - b) All Government taxes and/or charges (inc GST).

6. Credit

- 6.1 Credit cannot be granted for advertising requests at this time. Payment is to be made at time of booking.

7. Failure to Pay

- 7.1 The Advertiser agrees to pay Lismore City Council any additional expenses incurred in collecting outstanding debts.
- 7.2 A \$20.00 service fee will be charged to the Advertiser's account every time a cheque is dishonoured.

8. Privacy

- 8.1 Lismore City Council gathers the Advertiser's personal details to provide the advertising service to the Advertiser and for invoicing purposes.
- 8.2 Lismore City Council may disclose this information to a third party such as debt collection agencies to recover owed monies.

9. Liability

- 9.1 Lismore City Council will not be held liable for any failure to publish or delay in advertising caused by any forces outside Lismore City Council's reasonable control. These forces include but are not limited to, industrial dispute, electricity failure, and Act of God, governmental or legal restraint.
- 9.2 Lismore City Council shall not be held liable for any loss or damage to any person or business arising from the failure for whatever reason of any specific advertisement to appear on any specified date or at all.
- 9.3 The Advertiser warrants that any advertising material published by Lismore City Council is in no way an infringement of the copyright or other such acts, is not unlawful, defamatory or libelous or does not infringe the Trade Practices act or other regulations, laws or statutes. Advertisers agree to indemnify Lismore City Council of any claims, damages or costs including legal expenses, penalties or judgments occasioned to the publisher in consequence of any breach of these warranties.

10. General

- 10.1 Any clause of this agreement deemed unenforceable, shall not affect the enforceability of the remaining agreement. The agreement shall then be read as if that clause did not exist and never formed part of this agreement.
- 10.2 Lismore City Council may service and notice or court documents on an Advertiser by sending them by post or facsimile to the last known address of the Advertiser.
- 10.3 The above Terms are governed by the jurisdiction of the courts of New South Wales.