

Bibbulmun Track Foundation Bibb News Advertising Prospectus 2021



Feel the spirit of Australia's south west

WHY YOU SHOULD ADVERTISE WITH US

Bibbulmun News magazine is a targeted and cost-effective way to reach Bibbulmun Track users. These range from long-distance hikers to day walkers, volunteers, school and scout groups, bushwalking clubs and event and tour operators.

Over 300,000 user days are spent on the Track each year resulting in over \$13million in direct expenditure annually. Much of this is in the regional towns along the Track as walkers stay a night or two on their journey or base themselves for walks in an area.

The magazine contains a range of interesting articles about the Track including walker stories to inspire people to get back out on the Track again. Each edition profiles a Track Town and the other attractions in an area to encourage people to extend their stay.



Distribution

Bibbulmun News Magazine is distributed to over 2500 members, visitor information centres, Bibbulmun Track campsite and various organisations. Estimated readership is minimum 5000.

Importantly, it is a printed, full-colour publication that receives excellent feedback and is often kept for future reference.

STANDARD INFORMATION ON ADVERTISING WITH THE BIBBUMUN TRACK FOUNDATION

To advertise in Bibb News Magazine, please fill out the following form, ensuring to complete the checklist and follow the steps and guidelines to submit the advert.

Our deadline(s) for Bibb News are in March, July and November. Please get in touch for exact dates.

Need an Advert Created?

*Our preferred designer can create an advert for you and provide you with a copy for your own use. *Fee applies, please see the terms and conditions below.*

ADVERT CREATION REQUIREMENTS

Formatting

If you have selected the option to have us create your advert for you, you will need to provide the following at least **4 days prior** to the appropriate deadline:

- A logo in JPEG or PNG format (high res)
- A picture in JPEG or PNG format (high res)
- A title Website URL
- A small amount of copy (please keep your word limit to a minimum, see example adverts).

ADVERT CONDITIONS

Payment must be made in full prior to advertising and/or advert creation is undertaken.

Bibbulmun Track Foundation is not responsible for adverts received that do not meet the standard sizing guidelines. Advertisements and content must be submitted prior to the relevant deadline, we will be unable to submit any advertisements that are received after the deadline.

*If you have opted for our preferred designer to create an ad for you, you will need to select this option on the form and accept the additional fee of \$100. This fee includes a take home version of the advert for your own use, and one change option. Please contact us at least **4 days prior** to the deadline if you would like to have an advert created for you, and we will get in touch with our designer.

Take advantage of our reduced WFB rates! Get in touch and we can sign you up.

WALKER FRIENDLY BUSINESS PROGRAM & AFFILIATED ORGANISATION

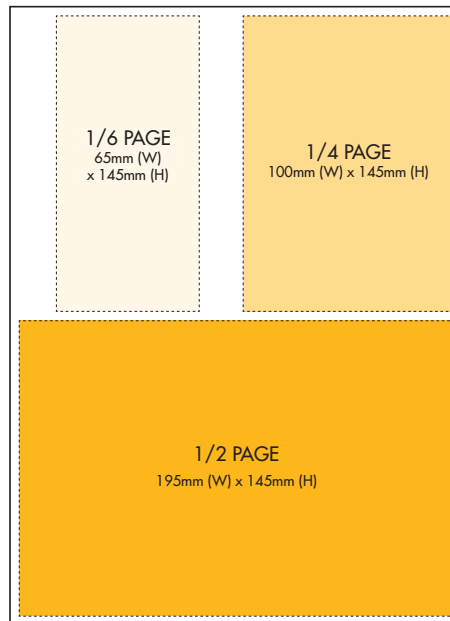
The aim of our Walker Friendly Business Program is to connect walkers with businesses along the Track which provide facilities for walkers to make their stay enjoyable and aid them on their journey.

By becoming a Walker Friendly Business, you agree to offer a range of walker friendly services at your business. In return, your business will be promoted through the Bibbulmun Track Foundation's marketing and promotional initiatives. You are also helping to maintain and protect the Track.

Affiliated members of the Bibbulmun Track Foundation are businesses who don't offer any services but still wish to support the Track as they use it or are associated in some way. AO support is an important part of assisting us to ensure that the Track remains a long distance trail of international significance and quality.



ADVERTISEMENT SIZES AVAILABLE



SAMPLE ADS (shown as actual size)

1/6 page - 65mm (W) x 145mm (H)

Adventurous WOMEN

**WALKING HOLIDAYS
AND MORE
EXCLUSIVELY FOR WOMEN**

Bibbulmun Track Sections WA
Cape to Cape Track WA
Grampians Peaks Trail VIC
Top End Explorer NT
Best of The Kimberley WA
Outback Camel Trek SA
Murray River Walk SA
Kilimanjaro Full Moon Summit
Kokoda Track PNG
**Regular Local Hikes & Events
Across Australia**

Visit www.adventurouswomen.com.au for more information or call us on 1300 388 419

1/4 page - 100mm (W) x 145mm (H)

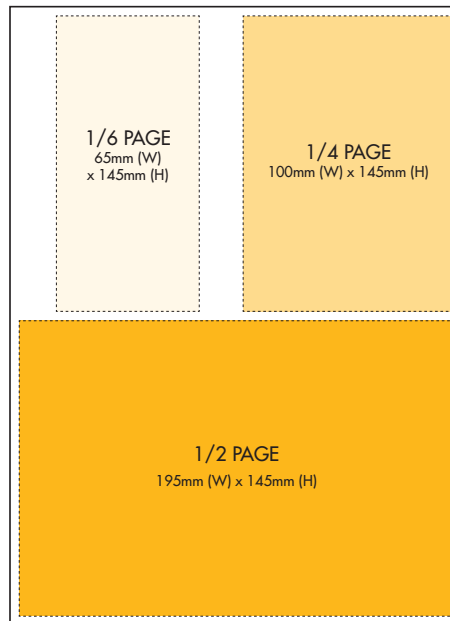
SEAT@SUMMIT

ALPHA SETS™

STRONG, LIGHTWEIGHT, DURABLE
 Bringing performance and style to outdoor cookware, our hard-anodised AlphaPots™ combine with our BPA-free DeltaLight™ dinnerware to form compact nesting camp kitchen sets for solo to group use.

seatosummit.com

ADVERTISEMENT SIZES AVAILABLE



SAMPLE ADS (shown as actual size)

1/2 page - 195mm (W) x 145mm (H)

Walk the best of *Tasmania* in comfort!
10-Day Pack Free, Lodge Accommodated Walking Tour

This tour is jam packed with the best day walks Tasmania has to offer including spectacular hiking on the Overland Track, Maria Island, Three Capes Track, Wineglass Bay and more. Returning to comfortable lodge style accommodation each night, enjoy pack free hiking, knowledgeable guides, healthy and scrumptious meals and a small group of fellow like minded hikers.

Let us take care of everything so you can just walk and relax!

"This trip was a great way to experience the walking highlights of Tassie from West to East. With easier and harder walking options on a number of days, this is manageable walking for most people and I highly recommend it." Trip Advisor, Joanne, 2018

Inspiration
OUTDOORS
Leading adventures for 20 years.



Call us today on 08 6219 5164 for a brochure or check out our website for other guided walking and cycling tours around Australia.

inspirationoutdoors.com.au

walk@inspirationoutdoors.com.au

Bibbulmun NEWS

ADVERTISING CONTRACT AND RATES SHEET

BUSINESS DETAILS

Business Name:

Contact:

Postal Address:

Phone:

Email:

Size & description of advert	Single Issue (Please circle)			Annual package - 3 issues (Please circle)***		
	Non-member	Member*	Incl. artwork creation**	Non-member	Member*	Incl. artwork creation**
1/2 back page colour 195mm (w) x 145mm (h)	\$950	\$425	\$525	\$2,280	\$1,020	\$1,120
1/2 page colour 195mm (w) x 145mm (h)	\$700	\$275	\$375	\$1,680	\$660	\$760
1/4 page colour 100mm (w) x 145mm (h)	\$500	\$150	\$250	\$1,200	\$360	\$460
1/6 page colour 65mm (w) x 145mm (h)	\$300	\$100	\$200	\$720	\$240	\$340

*For valid AO or WFB members only. *Not a member? Contact us to ask how you can sign up!*

**For \$100, our designer can create a banner advert for you, and provide a copy for your own use in the future.

***Additional 20% discount applies for annual package for members.

Please select issue(s) you would like:

☐ April - July

☐ August - November

☐ December - March

File specifications

Please ensure you limit your file size, but **do not** limit the resolution. Please use Dropbox to share files, and email only if you are unable to use Dropbox. Please ensure your finished file is to the **correct dimensions** as outlined in the advert sizes.

We accept the following formats for finished artwork and media:

- JPEG (2MB max file size)
- PNG (2MB max file size)
- PDF (2MB max file size)

☐

ADVERT CHECKLIST (Please tick if you are submitting finished artwork)

- Finished artwork in jpeg, png or pdf format
- File size does not exceed 2MB limit
- Advert is correctly sized according to our advert sizing specifications

- OR -

☐

ADVERT CREATION CHECKLIST (Please tick if you are having an advert created)

If you have selected the option to have us create your advert for you, you will need to provide the following at least **4 days prior** to the appropriate deadline for us to liaise with the designer:

- A logo in JPEG or PNG format (high res)
- A picture in JPEG or PNG format (high res)
- A title Website URL (single URL only to refer to advert)
- A small amount of copy (please keep your word limit minimal, see example adverts).

PAYMENT DETAILS

☐

Direct deposit: payable to Bibbulmun Track Foundation BSB: 306 061 Acct #: 0173124

☐

Credit card Name on card:

Card No.:

/

/

/

Exp:

/

Signature:

Date:

