

Boost your business by advertising in Dalby's only lifestyle magazine

@Dalby m a g a z i n e

ABOUT @DALBY

@Dalby Magazine was launched in April 2004 as a joint initiative of the Dalby Chamber of Commerce and Industry and the Dalby Town Council. It is a full colour glossy lifestyle magazine designed as a marketing tool for the Dalby business community. The magazine promotes Dalby in a positive and professional light and 'talks up' the advantages of living, working, shopping and investing in Dalby and our surrounding districts.

- Our goal is to showcase local business and people successes while promoting the underlying theme of 'modern country living @Dalby'.
- @Dalby Magazine stands out due to its up-market look, local appeal, stylish layout, excellent readability and feel-good content.
- @Dalby Magazine is produced quarterly and therefore has a shelf life of at least three months. Past issues continue to be used as marketing tools in Chamber of Commerce packs and other promotional and tourism packages.
- The primary audience is our local market including residents and business owners of Dalby Wambo and surrounding districts. The magazine's secondary audience is current and potential visitors/tourists to Dalby Wambo.

INFORMATION FOR ADVERTISERS

The theme and content of each edition is carefully planned and structured by the Discover Dalby Committee. Our aim is to find positive, unique success stories our business community has to share. So... 'Let's Talk It Up' Dalby!

- Editorial content and photos are prepared by a professional journalist in consultation with advertisers.
- Photography, copywriting, design and layout for advertisements is provided (if required) as part of the advertising package. (However, you are required to supply logos and other artwork for inclusion in a suitable format).
- Each edition has limited space!! Issues are planned three months in advance - so please contact us early if you'd like to participate.
- A discount is offered to Dalby Chamber of Commerce and Industry members.

BOOKING DEADLINES

Booking deadlines are generally two months prior to issue.

Winter 2007 issue

Business Growth @ Dalby

Booking deadline 29 March 2007

Spring 2007 issue

Family Lifestyle @ Dalby

Booking deadline 3 July 2007

Summer 2007 issue

Dalby @ Leisure

Booking deadline 4 October 2007



MAGAZINE CONTENT

Each issue is themed with a cover photo and cover story (found on page 11 in the Living@ Dalby section). The layout is flexible, however each issue generally includes the following sections:

- People@** Feature stories about successful local business people and a profile of Chamber's Exceptional Service Award winner.
- Get It@** Local business feature stories, new businesses, unique products and services
- Do & See@** Feature stories covering the region's attractions, tourist destinations, and a local three-month event calendar.
- Chamber News@** Update on activities of the Chamber of Commerce, introducing new businesses, chamber promotions and events, new members, testimonials and general news.
- Living@** Feature/Cover story highlighting the benefits of living in Dalby (usually tied to the issue's theme). This may include articles on business, property and development, arts and culture, sports and recreation, careers, and commerce and industry.

DISTRIBUTION - Total circulation of 12,000

5,500 home delivered to the Dalby area as inserts in the Northern Downs News.

6,500 distributed to:

Dalby and District newsagencies, Dalby and regional tourist information centres, local business counters - CBD and industrial, local Hotels/Motels, Bunya Mountains (in guest houses/general store), local recruitment companies, local wineries and tourist attractions; plus a selection of regional businesses (by direct mail)

All @Dalby stories and photos are also posted on the Dalby.Info website where they reach an even wider audience.

FOR MORE INFORMATION OR BOOKINGS

**Contact Sally Charlton, Advertising Manager
0427 636 331 sally@dalbychamber.com.au**

Kerri Anderson, Managing Editor 4672 1153
kerri_anderson@dalby.qld.gov.au

Rose Hamilton, Dalby Chamber of Commerce and Industry 4662 4050
dalbychamber@dalby.qld.gov.au

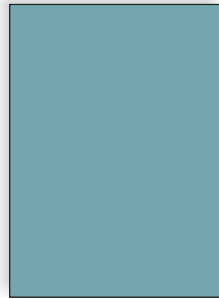
Peter Waters, Discover Dalby Sub-Committee Chair 4662 2224
peter@pjwaters.com.au

View previous editions of @Dalby Magazine at www.dalby.info

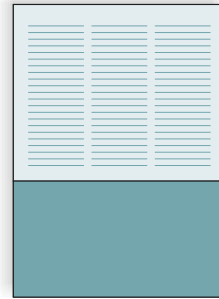
Advertising Rates
(as at Dec 2005 inc. GST)



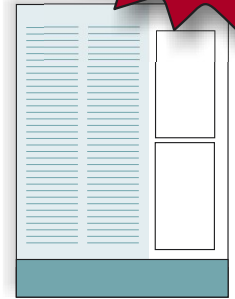
\$110
Front Cover Mention
Small Image & story reference



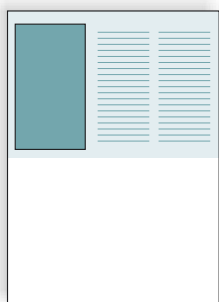
\$1500
Full Back Page
Full bleed display ad
300 high x 217 wide



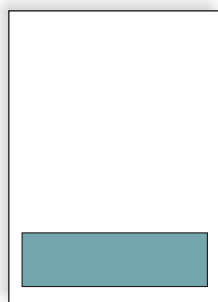
\$1150
Full Page Feature
360 word editorial & pics plus **Display Ad**
Landscape 105 high x 217 wide or Portrait 300 high x 76 wide



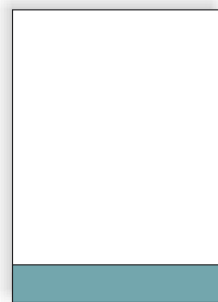
\$850
Premium Banner Page
360 word editorial & pics plus **Banner Ad** 40 high x 217 wide
(A maximum of 2 x 2unit display ads from other advertisers will also appear on your page)



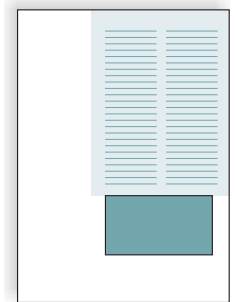
\$690
Half Page Feature
220 word editorial & pics plus **Display Ad** 134 high x 68 wide



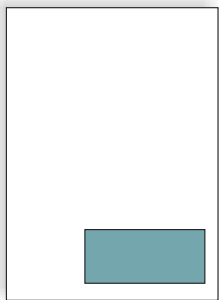
\$480
3 Unit Display Ad
55 high x 190 wide



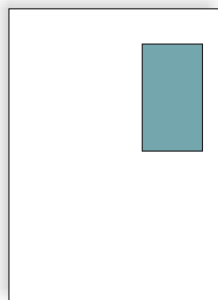
\$450
Banner Ad
40 high x 217 wide



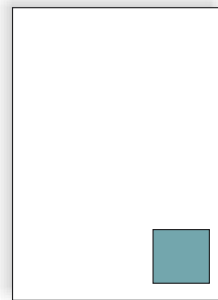
\$325
Do & See@Dalby
280 word editorial & pics, plus **Display Ad** 55 high x 123 wide
(Community events only. No member discount.)



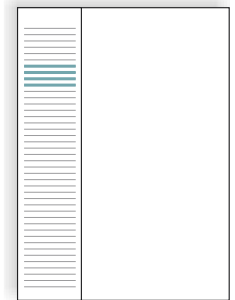
\$330
2 Unit Display Ad
Landscape - 55 high x 123 wide



\$330
2 Unit Display Ad
Portrait - 110 high x 61 wide



\$190
1 Unit Display Ad
55 high x 61 wide



\$60 - Calendar of Events Ad
(includes **bold listing** of event, date, description, location, contact person and phone number)
Standard Calendar Listing - FREE
event, date & location (no description or contact)

Artwork Specifications

Printing Specifications

The magazine is offset printed in process colour on 115gsm gloss art stock, using CTP (computer to plate) with screen resolution 150 lpi.

Advertisement layouts

Preparation of advertisements are included as part of your advertising cost. It is the responsibility of the advertiser to supply the various materials to be used in the advertisement such as logos, photos and associated images.

Logos & Images

Logos photographs and images should be supplied as quality originals (no photocopies please) or in digital format in high resolution (300dpi) JPEG, TIFF or EPS format.

Complete Advertisements

Complete advertisements are accepted. Please supply ads as follows:

- PDF or EPS format
- All colours to be CMYK
- PDF's to be created using "print optimised" settings i.e. images at 300 dpi
- **all fonts to be converted to outlines/curves**

Advertisements Requiring Bleed

Full page features, half page features and back page advertisements all require 3 mm external bleed on all sides. Anything that touches a trim edge must be extended 3 mm past it.

Supplying Complete Artwork

Complete PDF or EPS files up to 5 Mb can be emailed to: greatthouart@gmail.com

Larger files can be saved to CD Rom and posted to:

Great Thou Art Studio
157 Cunningham St
Dalby Qld 4405

Artwork Questions

Contact Phil Murphy
07 4669 8989
Fax 07 4669 8990
greatthouart@gmail.com