



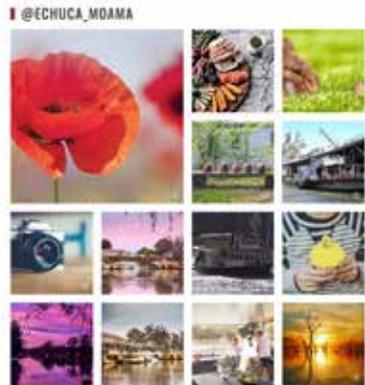
**THE MURRAY**

Experience the Murray region's art and culture through a digital platform that offers a comprehensive guide to the region's art and culture.

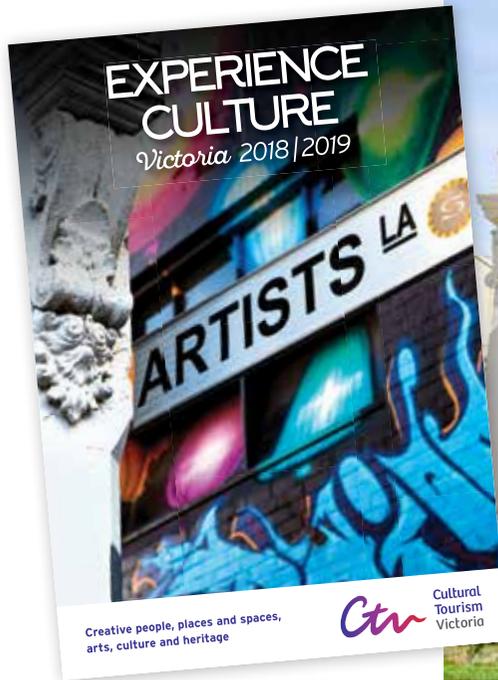


The Murray region is a vibrant and diverse area, offering a unique experience for all who visit. Discover the region's art and culture through a digital platform that offers a comprehensive guide to the region's art and culture.

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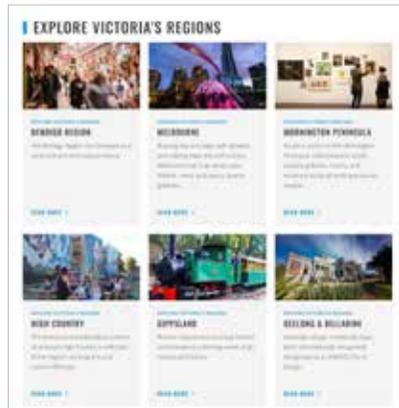
Cultural Tourism Victoria digital platform.



Creative people, places and spaces, arts, culture and heritage



Above: 2018/19 Experience Culture Victoria printed and distributed guide



Don't miss your opportunity to be a part of Victoria's most comprehensive guide and all-new digital platform showcasing creative spaces, places and experiences.



Curated in digital format and in print, **Experience Culture Victoria** connects directly with Victoria's cultural experience seekers.

Don't miss your opportunity to connect with visitors from across the state, Australia and the globe throughout their visitor journey.

Feature in Victoria's most comprehensive and interactive guide to creative spaces, places and experiences.

Exclusive to members of Cultural Tourism Victoria, benefits include:

- Regional highlights, must-see suggestions, travel times and maps.
- Inbound search engine optimisation directly targeting cultural experience seekers when researching and planning their next visit.
- Direct links to your website and social channels generating more online traffic and qualified visitors to your site.
- Statewide distribution in our flagship publication *Experience Culture Victoria*, the leading and most comprehensive high-quality printed guide to cultural experience across Melbourne and Victoria.
- Powered by Roam, [experienceculturevictoria.com.au](http://experienceculturevictoria.com.au) offers a powerful search tool allowing search by region, experience or keywords, and reportable analytics for your region and/or experience.

Distributed throughout Victoria at all visitor gateways, visitor information centres, participating experiences and selected hotels and cafes, *Experience Culture Victoria* is the state's leading and most comprehensive guide to cultural experience across Melbourne and Victoria. Don't miss your opportunity to be featured as a must-visit region and cultural experience.

Print remains a key tool relied upon by visitors when informing their journey. Roy Morgan indicates that quality print readership rose by 6.7% from 65.6% in 2014 to 69.9% in 2018\*.

**Booking deadline for the next edition is Friday 6<sup>th</sup> September.**

**Artwork deadline is Friday 13th September.**

*Payment terms – payment in full no later than Friday 13th September.*

*Government agencies may request payment on invoice subject to the provision of an authorised purchase order.*

\*Roy Morgan Catalogue readership published June 2019.

[experienceculturevictoria.com.au](http://experienceculturevictoria.com.au)

# CHOOSE THE WAY YOU WANT TO PLAY

Shine the spotlight on all that's creative and captivating in your region.

## DISTRIBUTION

*Experience Culture Victoria* continues to grow each year. The clean and contemporary format, eye-catching photography and detailed visitor information has made ECV one of the state's most sought-after publications. Our printed guide is professionally distributed by our distribution partner Brochures Distribution Management (BDM) and includes prestige positioning within the highly competitive A5 brochure display throughout metro and regional Victoria.

Our all-new digital platform benefits from a dedicated digital and always-on campaign strategy targeting a state-wide audience in excess of 3 million viewers monthly through social media channels.

### Advertising booking and material deadlines:

Booking deadline - **5pm Friday 6<sup>th</sup> Sept, 2019**

Artwork submission - **5pm Friday 13<sup>th</sup> Sept, 2019**

Proofs supplied back to advertisers for sign off **16<sup>th</sup> – 26<sup>th</sup> September, 2019**

Final sign off - **Wednesday 2<sup>nd</sup> October, 2019**

Launch and distribution - **Mid-October, 2019**

Online content uploaded



Full page feature recognition (artwork to be supplied) within your nominated region in the ECV Guide and dedicated page listing on our new digital platform.

*Includes* • enhanced search function • full page feature in our flagship publication ECV • annual online listing • extended experience description • live instagram feeds from your designated instagram for business account • map and up to five images online

*Enjoy the added benefit of being able to supply quarterly page updates to promote upcoming events or seasonal programs.*

Annual Investment: \$1750 (\$1925 inc gst)



Half page recognition within your nominated region within the ECV Guide and dedicated page listing on our new digital platform.

*Includes* • search function • half page in our flagship publication ECV • annual online listing • extended experience description • live instagram feeds from your designated instagram for business account • map and up to three images online.

Annual Investment: \$1150 (\$1265 inc GST)



Quarter page recognition within your nominated region in the ECV Guide and dedicated page listing on our new digital platform.

*Includes* • search function • quarter page in our flagship publication ECV • annual online listing • experience description • live instagram feeds from your designated instagram for business account • map and single image.

Annual Investment \$650 (\$715 inc GST)



Online only.

*Includes* • search function • quarter page in our flagship publication ECV • annual online listing • experience description • live instagram feeds from your designated instagram for business account • map and single image.

Annual Investment \$150 (\$165 inc GST)

**#EXPERIENCECULTUREVIC**

# ADVERTISING SPECIFICATIONS

Advertisement Size	Word count	Dimensions (W) mm x (H) mm
1/4 Page	50 words	60 x 92
1/2 Page	100 words	126 x 92
Full Page		148 x 210
Double Page Spread		296 x 210
Back Page (and inside cover pages)		148 x 210

## Sample Quarter Page Ad



### Opera Australia

No matter what you're in the mood for, there's always an opera to fit the bill. In 2019, *Rigoletto* (11-29 May) and *Turandot* (19 November-6 December) light up Arts Centre Melbourne.

**To book:** Phone 03 9685 3700, visit [opera.org.au](http://opera.org.au) or at the Arts Centre Melbourne box office.

**A:** 100 St Kilda Rd, Melbourne, Vic 3004  
**T:** 03 9685 3700  
**W:** [opera.org.au](http://opera.org.au)



## say hello to sam.

The Shepparton Art Museum, affectionately known as SAM, has developed a reputation as one of regional Australia's leading cultural institutions.

SAM prides itself on its unique collection, exhibition and public program curated for all ages, interests and skill levels.

For a complete list of what you can see and do during your visit, see SAM's website!

FREE ENTRY!

## sam.

Shepparton Art Museum  
 70 Welford Street Shepparton, Vic  
 e [art.museum@shepparton.vic.gov.au](mailto:art.museum@shepparton.vic.gov.au)  
 w [sheppartonartmuseum.com.au](http://sheppartonartmuseum.com.au)  
 p 03 5332 1261  
 ©SAM, Shepparton

SAM is open 7 days, 10am to 4pm, public holidays 1pm to 4pm. Closed New Year's Day, Good Friday and Christmas Day.

GREATER SHEPPARTON CREATIVE VICTORIA

#### Kalela Arts Shepparton

Aboriginal Art Centre and retail gallery, representing local Aboriginal artists - Connecting & Inspiring Aboriginal stories through art.

**OPEN:** Rain - Sun Tuesday - Friday and by appointment

**A:** 137 139 High Street, Shepparton  
**T:** 03 5421 9842  
**W:** [kalelaart.org.au](http://kalelaart.org.au)

f t i

#### Mooving Art

Mooving Art is a unique, ever changing public art exhibition featuring over 90 life sized 2D cover full of colour, spark and personality, scattered throughout Greater Shepparton's public places.

**T:** 800 808 839  
**W:** [www.moovingart.com.au](http://www.moovingart.com.au)

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#### Dana Djirringana Dungaludja Yenbenah Aboriginal Street Art

'Dana Djirringana Dungaludja Yenbenah' means 'Proud, Strong, Aboriginal People in Yorta Yorta language'. Murals in Shepparton's CBD celebrate and recognise local Aboriginal history and culture. Well-known artist Matt Adaska's works depict the late William Cooper and the late Pastor Sir Douglas Nicholls KCVO OBE, MBE, with a second mural featuring Aunty Margaret Tasser AMBE and Honey Nora Charles, Cam Scates' mural recognises all local Aboriginal people who supported Australia in war, and features Private Daniel Cooper, a Yorta Yorta man who was killed in action during World War I. Further murals to come in the near future.

**A:** Friers Street (between Maude and Corio Streets) and Welford Street (Riverlark Eastbank), Shepparton, Vic 3630  
**T:** 1800 808 839  
**W:** [greater-shepparton.com.au/council/major-projects/aboriginal-street-art-project](http://greater-shepparton.com.au/council/major-projects/aboriginal-street-art-project)

f t i

..... **Large image for maximum visual impact**

..... **Colour-coded headings to match regional colour palette**

..... **Product description (max 50 words)**  
 - This is YOUR opportunity to showcase your attraction

..... **Contact details in new easy to read layout**

..... **QR code linking to YouTube Virtual Tour:**

..... **Property features as icons**



1. Scan QR code

2. YouTube virtual tour

# FIND OUT MORE...

Contact Executive Officer  
 Carrie Donaldson on  
 P. 0415 581 135

E. [info@culturaltourismvictoria.com.au](mailto:info@culturaltourismvictoria.com.au)



## BOOKING FORM

Please tick ( ✓ )

I am a new advertiser  Existing advertiser

### Advertising details

Organisation name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Mob: \_\_\_\_\_

Email: \_\_\_\_\_

**CLICK HERE TO  
BOOK ONLINE**

*Or print out if required  
and send back using  
details below.*

### Cost

Headliner Partner \$1925 (inc GST)

Lead Role \$1265 (inc GST)

Support Act \$715 (inc GST)

Toe in the Water \$165 (inc GST)

Please check this box if you are interested to learn more about feature placement (inside front, inside back and back cover and featured partner online)

I will supply a video to be linked by QR code  Yes

Package cost \$ \_\_\_\_\_

CTV Membership \$ 110

Total \$ \_\_\_\_\_

*All prices include GST*

### Payment details

Please tick ( ✓ )

**Invoice request\***

*\* Government funded organisations only. Must supply purchase order at time of booking.*

**Direct Deposit**

Account name - Cultural Tourism Victoria

BSB - 633 000

Account Number - 155 307 986

*Include organisation name in booking reference.*

**Credit Card** (+2.5% surcharge)

Visa

Mastercard

Card Number:

Name: \_\_\_\_\_

Card Expiry Date: \_\_\_\_\_

Card holder's signature: \_\_\_\_\_

Date: / / CVC \_\_\_\_\_

**Please note:** *Payment required prior to publication or advertising may be withdrawn from guide.*

**Please return this form by no later than  
Thursday 6th September, 2019 to:**

Cultural Tourism Victoria  
C/O - moomedia Australia  
83A Ryrie Street (Old Telegraph Station),  
Geelong VIC 3220

Email: [chris@moomedia.com.au](mailto:chris@moomedia.com.au) Phone: 5229 8647  
Enquiries: Chris Bryan - [chris@moomedia.com.au](mailto:chris@moomedia.com.au)

**Ctv** Cultural  
Tourism  
Victoria

**moomedia**

## Terms and conditions

### Specifications

We reserve the right to change specifications without notice.

### Group Bookings

Group bookings only accepted with one set of contact details.

### Quality

- Advertisements are generally in an advertorial style and include a colour photograph
- Larger ads must be supplied digitally (some assistance may be given if required)
- CTV has the right to refuse sub-standard or inappropriate images or graphics
- Photographic assistance can be supplied at a cost.

### Accuracy

- All advertisers must accept full responsibility for information supplied and must verify any claims of accreditation, membership or chains.
- Advertisers should take care when supplying changes to an existing ad or supplying material for a new ad, as any corrections requested after issue of the first proof will incur charges.

### Proofs

- Proofs will be provided as an emailed PDF.
- Once you have received your proof, notification of acceptance is required within one working day.

### Website/video links

- Operators must supply their own video to be linked with QR code. CTV has the right to refuse sub-standard or inappropriate videos.

### Images

We reserve the right to use any image supplied to us for reproduction to promote the Cultural Guide, in editorial for the Cultural Guide or on our website, unless notified in writing of copyright restrictions.

### Logos

Only nationally recognised logos will be permitted. Logos may not be submitted in place of photographs. Logos may be used if they are contained within a sign as part of an overview of the property.

### Position of advertisement

Advertisements will be placed in alphabetical order where possible, within regions and themes. Full or double page ads will be placed at designer's discretion regardless of alphabetical order.

### Full Page and Double Page Display Ads

Where advertisers wish to supply artwork this must be received by Friday 13th September, 2019. CTV reserves the right to ensure it conforms to the overall style of the Cultural Guide.

The Cultural Guide designer (moomedia) can create full page or double page ads in compliance with the Cultural Guide style – a quote will be supplied upon request.