

Official
Experience Somerset
Visitor Guide

ADVERTISING PROSPECTUS
2024 - 2025



[EXPERIENCESOMERSET.COM.AU](https://www.experiencesomerset.com.au)

Somerset's Official Visitor Guide

The Experience Somerset 2024-2025 Visitor Guide produced by Somerset Regional Council is the official tourism publication for the Somerset region and is set to launch in Autumn of 2024.

This visitor guide offers a unique opportunity to align your business with the experiences and services that Somerset as a destination has to offer. The Experience Somerset Visitor Guide offers a chance to connect with a diverse audience, from those already in the region to potential visitors eagerly planning their journey. The A4 Visitor Guide will incorporate inspiring editorial and imagery with categorised advertising to maximise impact and ensure ease of use for visitors.

By carefully balancing insightful features with a clean contemporary design and rich photography, readers are sure to be inspired to Experience Somerset, using the guide as a primary reference to seek activities and experiences.

Advertising in this guide is exclusive to tourism operators in Somerset and Council invites you to take advantage of this fantastic advertising opportunity to promote your tourism business directly to your target audience.

If you have any questions or require assistance, please contact the friendly tourism team.

Each print ad includes

-  A complimentary listing on the Experience Somerset website, providing additional exposure for your business.
-  An inclusion in Somerset itineraries both in the printed guide and website.
-  Opportunity to participate in destination advertising campaigns.
-  Featured promotion via the Experience Somerset social media channels.

Distribution







45,000+ printed copies

Experience Somerset Visitor Guides will be distributed to the following:

-  Visitor Information Centres nationally and Somerset Visitor Information Centres (Kilcoy, Fernvale, Esk and Toogoolawah)
-  Brisbane domestic and international airports
-  Somerset accommodation and tourism operators
-  Tourism industry trade shows across Australia
-  Industry and media familiarisation tours
-  Events

Online

-  Since the launch of the Experience Somerset website in March 2022 we have had more than 100,000 visits to date
-  43,000 Unique website views in 2022
57,000 Unique website views in 2023
-  3,800 Email subscribers
-  30% Average email open rate



FULL PAGE PACKAGE

Includes:

Full Page ad (270mmH X 190mmW)

Placement early in publication, choose your category

Included Quarter Page Directory ad

Ad design options

- Provide my own professional artwork
- Design my ad

HALF PAGE PACKAGE

Includes:

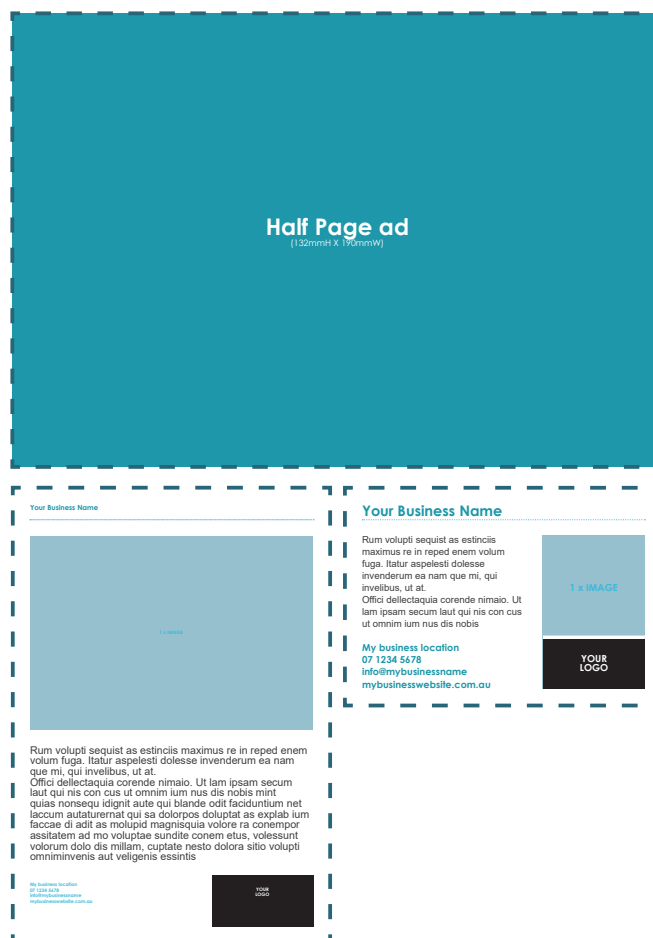
Half Page ad (132mmH X 190mmW)

Placement early in publication, choose your category

Included Eighth Page Directory ad

Ad design options

- Provide my own professional artwork
- Design my ad



QUARTER PAGE DIRECTORY AD

Includes:

Quarter Page Directory ad (132mmH X 92mmW)

Placement in directory, choose your category

Included artwork, directory style only (85 words + 1 image + logo)

EIGHTH PAGE DIRECTORY AD

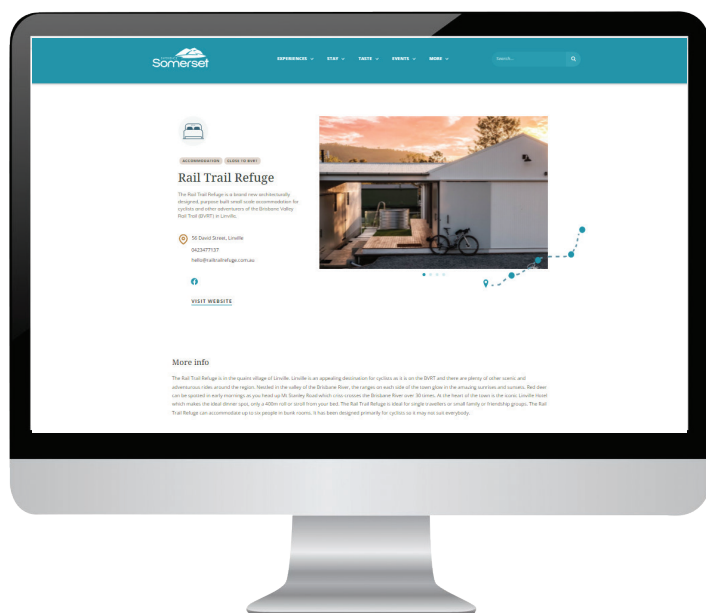
Includes:

Eighth Page Directory ad (63mmH X 92mmW)

Placement in directory, choose your category

Included artwork, directory style only (40 words + 1 image + logo)

Website Only Package



TWO YEAR WEBSITE LISTING experiencesomerset.com.au

Includes:

An array of images and content in a set format

Material Specifications

All directory advertisement packages will be formatted in a standardised directory format by Somerset Regional Council. Rates for directory advertisement packages include the cost of design and production and two rounds of proofs provided by Somerset Regional Council. All images and content are to be provided by you, the advertiser.

- Full colour images to be provided in hi res .jpg format at 300dpi
- Body text to be provided in a word document and amount will vary depending on listing space booked*

* Dependent on new guide publication date.

* Please see booking form for more details

Terms and Conditions

The following terms and conditions govern the acceptance of advertisements in the Experience Somerset 2024-2025 Official Visitor Guide.

All payments are due within 14 days of receipt of invoice following submission of advertisement booking form. Payments are processed and receipts are issued by Somerset Regional Council. Full payment must be received by the due date. Should full payment not be received by the due date, the advertisement will be cancelled.

While all care will be taken to ensure the insertion of an advertisement in accordance with instructions and requests, no liability will be accepted for any loss occasioned by omission, iteration or misplacement.

Somerset Regional Council, as publisher, reserves the right to refuse advertisements that it considers to be inappropriate to content, artwork or purpose of the publication.

Somerset Regional Council reserves the right to edit and reposition formatted advertising as required to achieve fit and to complement page artwork. Mutual approval for any such changes will be sought prior to publication.

Acceptance of advertising orders does not guarantee specific page placement in the publication, nor does it guarantee editorial support.

Somerset Regional Council will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for an advertisement.

All advertisers must accept full responsibility for the information supplied and must verify any claims of accreditation or membership.

The advertiser and/or agent upon and by lodging material with Somerset Regional Council for publication and in authorising or approving the same for publication:

Warrants that the material contains no defamatory matter or slander of title; does not infringe any trademark; does not constitute an invasion of privacy, breach of copyright, unfair competition or a breach of any law in Australia. Warrants that its publication will not give rise to any rights against, or liabilities in Somerset Regional Council, their servants or agents, and that Somerset Regional Council may rely on the above warranty that the material has been duly examined. Warrants that the business complies with all relevant federal, state and local government regulations, fire, health and safety codes, has appropriate business registration where applicable and has adequate public liability Insurance cover. Indemnifies Somerset Regional Council, their employees and agents, against all liability, actions, proceedings, claims, demands whatsoever that may be brought by any person or persons arising directly or indirectly from publication or circulation of the material.

BOOKING FORM



Advertising Rates

	Size	Cost	Ad design
	Full page	\$3,300	I will provide my own professional artwork Please design my ad (additional \$300)
	Half Page	\$1,700	I will provide my own professional artwork Please design my ad (additional \$200)
	Quarter page directory ad	\$880	Standard layout
	Eighth page directory ad	\$550	Standard layout
	Website only	\$450	Standard layout
	Total Cost	\$	

Business details

Business Name	
Contact Person	
Email	
Phone	
Postal Address	
ABN	
Signature	
Total Cost	



Scan me to visit Experience Somerset

Book today!

Booking deadline
Friday, 1 December 2023

Please return to
Somerset Regional Council
PO Box 117, ESK QLD 4312
(07) 5424 4000
tourism@somerset.qld.gov.au



Experience
More

SIGN UP TO ACCESS THE
TOURISM OPERATOR
PORTAL HERE ...



Visitor Information Centres

-  Fernvale Visitor Information Centre
1483 Brisbane Valley Highway (07) 5427 0200
-  Kilcoy Visitor Information Centre
41 Hope Street (07) 5422 0440
-  Esk Visitor Information Centre
82 Ipswich Street (07) 5424 2923
-  The Condensery | Somerset Regional Art Gallery
29 Factory Road, Toogoolawah (07) 5423 1036



For advertising enquiries
(07) 5424 4000
tourism@somerset.qld.gov.au
experiencesomerset.com.au
somerset.qld.gov.au



INITIATIVE PROUDLY PROMOTING TOURISM IN
SOMERSET BY

