



Bibbulmun Track Foundation Bibb News Magazine Advertising Prospectus



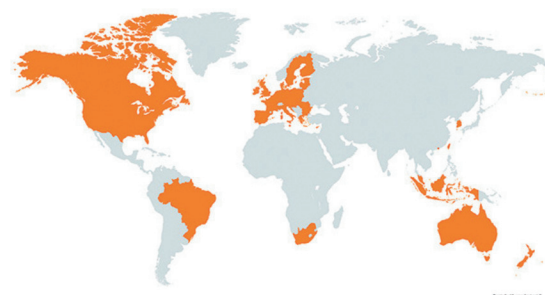
Feel the spirit of Australia's south west

WHY ADVERTISE WITH US

Bibbulmun News is a targeted and cost-effective way to reach people who actively use and care for the Bibbulmun Track. Our readers include long-distance hikers, day walkers, volunteers, school and Scout groups, bushwalking clubs, and event and tour operators.

Each year, more than **300,000 user days** are spent on the Track, generating over **\$13 million in direct expenditure**, much of it in regional towns along the Track where walkers stay overnight or base themselves locally.

The magazine features engaging stories from the Track, along with Track Town notices and local attractions, encouraging walkers to return and extend their stay in the region.



DISTRIBUTION

Bibbulmun News is distributed to over **2,700 members**, Visitor Information Centres, Bibbulmun Track campsites, and partner organisations, with an estimated minimum readership of **5,000**.

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

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 deadlines for Bibb News are 15th February, 15th June and 15th October.

Need an Advert Created?

Our 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:

- A logo in JPEG or EPS 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

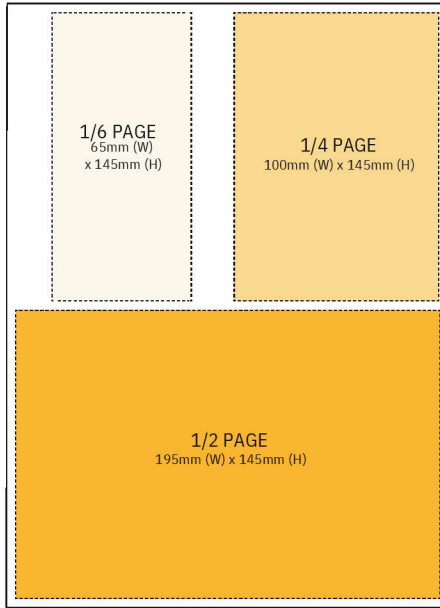
The aim of our Walker Friendly Business Program is to connect walkers with businesses along the Track which provide facilities for walkers to make their stay enjoyable and aid them on their journey.

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.

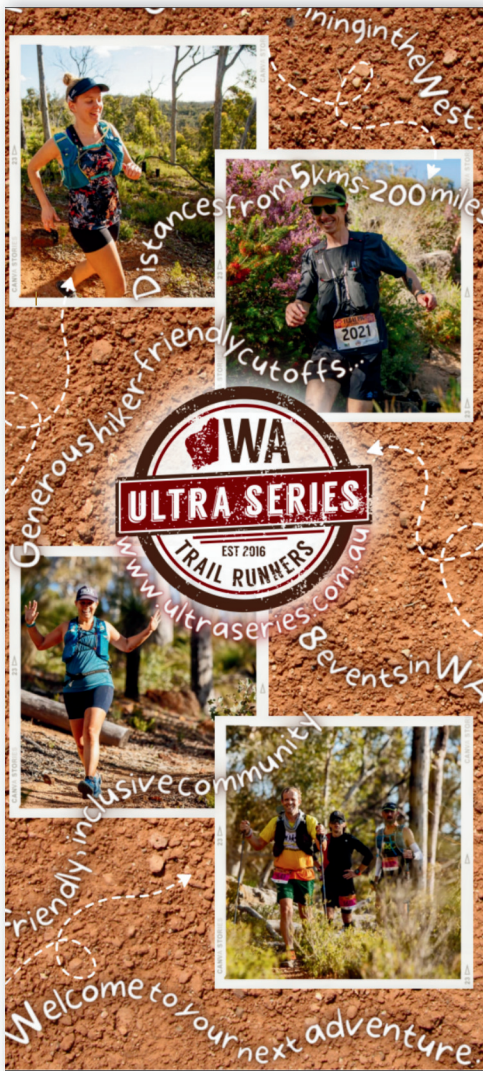


ADVERTISEMENT SIZES AVAILABLE



SAMPLE ADS (shown as actual size)

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



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

JETBOIL

**Dream Big.
Pack Small.**

ALL-NEW

STASH™

**Meet the lightest
and most compact
Jetboil ever.**

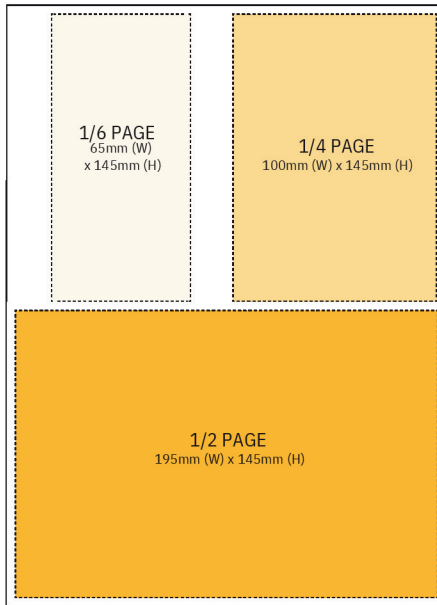
We know your dreams are big and ambitious. Which is why we designed the all-new Stash™ to be efficient and compact, maximizing your pack space without sacrificing that iconic Jetboil performance. At 200g, the 0.8L Stash is 40% lighter than the 0.8L Zip.

Time to dream big, and pack small.

Available for purchase at seatosummitdistribution.com.au

SEATO@SUMMIT
and Distributed Brands

ADVERTISEMENT SIZES AVAILABLE



SAMPLE ADS (shown as actual size)

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

OUTWARD BOUND
Programs

FIND YOUR ADVENTURE
Visit: outwardbound.org.au

GUTSY GIRLS
10 Days (women & girls 15+)
January each year

OUTWARD BOUND EXPEDITION (WA)
10 Days (15-24 years)
Spring holidays each year

SCHOOL EXPEDITIONS
Student cohorts (contact us)

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 creat i o n ** | Non-member | Member* | Incl. artwork creat i o n ** |
| 1/2 back page colour 195mm (w) x 145mm (h) | \$1,900 | \$490 | \$595 | \$4,560 | \$1,173 | \$1,273 |
| 1/2 page colour 195mm (w) x 145mm (h) | \$1,700 | \$320 | \$490 | \$4,080 | \$759 | \$859 |
| 1/4 page colour 100mm (w) x 145mm (h) | \$1,000 | \$180 | \$280 | \$2,400 | \$414 | \$514 |
| 1/6 page colour 65mm (w) x 145mm (h) | \$600 | \$125 | \$225 | \$1,440 | \$276 | \$376 |

*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 an advert for you, and provide a copy for your own use in the future.

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

****All prices are ex GST

Please select issue(s) you would like: April - July August - November December - March

File specifications

Please **do not** limit the resolution. 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
- PNG
- PDF

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

- Finished artwork in jpeg, png or pdf format
- 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: 036 046 Acct #: 249180

Credit card Name on card:

Card No.: / / / Exp: /

Signature: _____

Date: _____

