

DRIVE QUEENSLAND

— Drive Guide —

RATE CARD

MAPS • EVENTS • TRAVEL TIPS • DESTINATIONS



DRIVE
QUEENSLAND



Why Drive Queensland

Drive Queensland is proudly partnered with Queensland Regional Tourism Organisations, Local Tourism Organisations, Government Associations, Caravanning Queensland and many local tourism businesses in Queensland. Together, we aim to keep the drive scene thriving, all while making sure that Queensland stays on top as the ultimate hotspot for road-trippers!

After years of conducting research, it has become clear to us that the most frequently sought-after tool for travellers embarking on road trips are MAPS! Our A4 publication is jam packed full of maps to lead visitors to your destination.

There is also informative details of highlighted events, must see destinations, drive itineraries including lots of fun things to do and see along the way. Plus, great travel tips to make the road-trippers journey just that little bit more epic!

Our Drive Queensland Drive Guide is printed bi-annually in April and October, ensuring you always have the most up-to-date information.

Fully committed to:

- Quality A4, full colour publication
- 50,000 copies
- Tons of detailed MAPS
- Events Calendar
- Drive Routes
- Travel Tips and More!

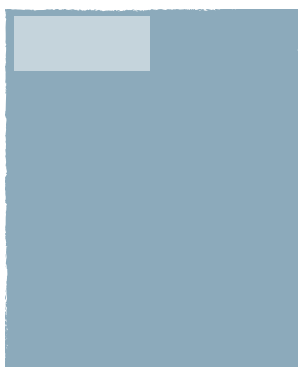
Distribution

You will find us at Caravan & Camping Supershows, National 4X4 Outdoors shows, Regional Expo's and Visitor Information Centres across Australia!

Online

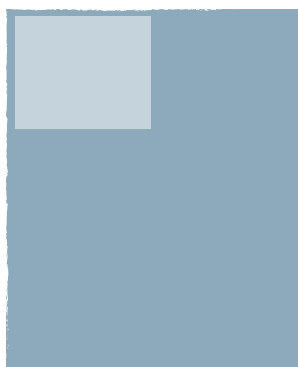
Drive Queensland will be available to view and download via our website and social pages www.drivequeensland.com

Advertising Sizes / Rates



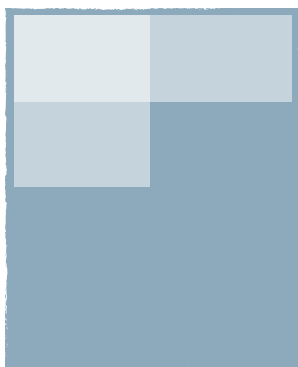
1/12 PAGE

Type size: 90mm (w) x 42.5mm (h)



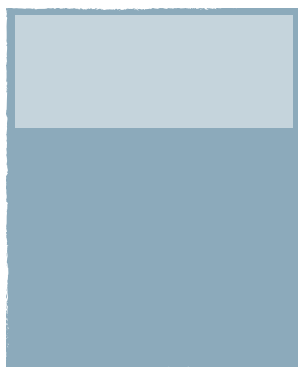
1/6 PAGE

Type size: 90mm (w) x 88mm (h)



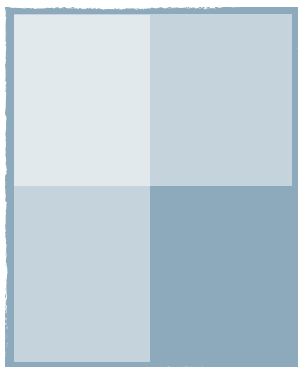
1/4 PAGE

Type size: 90mm (w) x 133.5mm (h)
or 183mm (w) x 66.75mm (h)



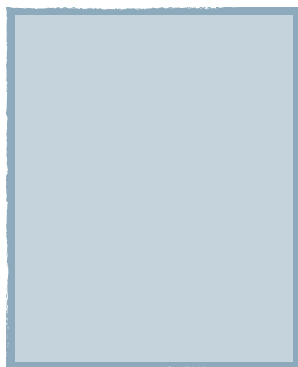
1/3 PAGE

Type size: 183mm (w) x 88mm (h)



HALF PAGE

Type size: 183mm (w) x 133.5mm (h)
or 90mm (w) x 267mm (h)



FULL PAGE/COVER

Type size: 190mm (w) x 277mm (h)
Trim size: 210mm (w) x 297mm (h)
Bleed size: 220mm (w) x 307mm (h)

Please Note

- Bronze partnership is included for all new clients
- Price include both print and online editions
- All rates exclude GST
- Formatted ad prices include artwork & one set of author's corrections
- Formatted ads are required to adhere to a set format
- All display adverts to be supplied as finished art
- 50% deposit required on booking. 50% final payment on printing
- Payment will be required within 7 days of invoice

Ad Size	Rate
1/12 PAGE <i>Formatted</i>	\$750
1/6 PAGE <i>Formatted</i>	\$950
Please supply fomatted ad contents as listed on the Ad Samples / Requirements page	
1/4 PAGE <i>Display</i>	\$1,950
1/3 PAGE <i>Display</i>	\$2,450
HALF PAGE <i>Display</i>	\$3,600
FULL PAGE <i>Display</i>	\$5,800
BACK COVER <i>Display</i>	\$8,500
INSIDE FRONT COVER <i>Display</i>	\$6,500
INSIDE BACK COVER <i>Display</i>	\$6,000

Please supply display ad files in print ready
300dpi CMYK PDF format

Ad Samples / Requirements

FORMATTED 1/6 PAGE AD SAMPLE

- 90mm (w) x 88mm (h)
- No more than 80 words, maximum 2 Images plus logo & contact details



CAPE YORK CAMPING PUNSAND BAY

Punsand Bay is the ultimate base for any Cape York adventure. Our address is right on the beach, just 5kms south-west of Australia's most northern point, The Tip "Pajinka". Our view takes in the beautiful blues of the Arafura Sea which wraps around the tropical archipelago of the Torres Strait Islands.

Punsand Bay is a family owned and operated off-grid business offering guests a range of air-conditioned rooms, beachfront cabins, powered/unpowered campsites and The Corrugation Bar & Restaurant.

CAPE YORK CAMPING PUNSAND BAY
07 4069 1722 | Lot 11 Punsand Bay Road, Bamaga, QLD, 4876 www.capeyorkcamping.com.au



FORMATTED 1/12 PAGE AD SAMPLE

- 90mm (w) x 42.5mm (h)
- No more than 40 words, 1 Image plus logo & contact details



Julia Creek, located in north-west Outback Queensland, is known as the "Gateway to the Gulf" due to its location on the Overlander's Way. It has transformed from a sheep and cattle grazing town to a destination for sport, culture and relaxation.

JULIA CREEK VISITOR INFORMATION CENTRE "AT THE CREEK"
Phone (07) 4746 7690



FORMATTED AD MATERIAL INSTRUCTIONS

- Text to be supplied by email in Microsoft Word format
- 1/12 page ad - no more than 40 words | 1/6 page ad - no more than 80 words
- Digital images must be 300dpi, in CMYK colour mode saved as TIFF, PSD or JPEG
- 1/12 page ad - 1 image (portrait orientation preferred) plus logo | 1/6 page ad - Maximum 2 images plus logo
- Contact Details - Address, phone, email and website address to be supplied
- Social media links (Facebook, Instagram, etc) may also be included - subject to available space

DISPLAY AD MATERIAL INSTRUCTIONS

- Ad must be supplied as print ready high resolution 300dpi PDF format
- All supplied finished display artwork must be Macintosh compatible and is to be supplied by email
- Text placed outside the type area could appear incorrectly placed and it is recommended all critical content sits within this area

WE DO NOT ACCEPT

- Photos, illustrations and logos as RGB image, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for web
- Software such as Canva, Coral Draw, Publisher, MS Office applications; these files must be converted to PDFs
- Spot colours (all colours to be CMYK). We will not take responsibility for any supplied spot colours appearing different in print

Please note: print colours may vary from how they appear on screen.
We take no responsibility for any colour discrepancy between screen and print outcomes.

Booking Form

Ad Size	Rate *All Rates Ex GST
1/12 PAGE <i>Formatted</i>	\$750
1/6 PAGE <i>Formatted</i>	\$950
1/4 PAGE <i>Display</i>	\$1,950
1/3 PAGE <i>Display</i>	\$2,450
HALF PAGE <i>Display</i>	\$3,600
FULL PAGE <i>Display</i>	\$5,800
BACK COVER <i>Display</i>	\$8,500
INSIDE FRONT COVER <i>Display</i>	\$6,500
INSIDE BACK COVER <i>Display</i>	\$6,000

Are you a Drive Queensland Partner? Please tick your level of partnership for eligible discount

Supporter 5% VIC 10% Event 10% Bronze 15% Silver 20% Gold 25% Amount Due _____

Not a partner? New advertisers will receive Bronze partnership with ad package.

Business Details

Company Name: _____ Trading Name: _____

Address: _____

Phone: _____ Email: _____

Contact Details

Authorised Name: _____ Position: _____

Phone: _____ Email: _____

Accounts Details

Name: _____

Phone: _____ Email: _____

Authorisation

Name: _____ Position: _____

Date: _____ Signature: _____

Terms & Conditions 1. The "Publisher" means Drive Queensland. The "Advertiser" means the Advertiser referred to on this page. The "Publication" means the publication referred to in this document, produced by the Publisher. 2. No order will be accepted and no contract will be entered into for advertising in any publication of the Publisher except on these conditions. 3. The Advertiser warrants that publication will not give rise to any rights against or liabilities in the Publisher, and agrees to indemnify and keep indemnified the Publisher against all liability, claims, proceedings, loss or damages whatsoever arising from the publication of an advertisement on behalf of the Advertiser. 4. The Publisher in its absolute discretion and without notice may withdraw or refuse to publish any advertisement and no liability for claims, damages or compensation whatsoever in respect thereof will be made or held against the Publisher. 5. The Advertiser shall pay the Publisher the price specified in the Schedule of Advertising rates and invoices are to be paid within 7 days. The Advertiser will supply advertising material by the deadline date specified. 6. Any cancellation received after the deadline date will not be accepted and the Advertiser will be liable to pay the full rate applicable for the amount of advertising space booked. 7. The Publisher will not be liable for failing to comply with any telephone or oral instructions which are not confirmed in writing within 72 hours from the date of oral communication. 8. The Publisher may determine the position of any advertising in the publication at its absolute discretion unless an express written agreement to the contrary has been entered into. 9. The Publisher will attempt to publish advertisements as ordered but will not accept liability for misplacement of, error, omission or failure to publish any advertising material, including action or omission by the Publisher. 10. If full payment is not made on supply of proof, the Publisher has the right to withhold the said advertisement from publication and the Advertiser will be liable to pay the full amount for the advertising space booked.



Advertising enquiries, please contact:
Fiona Nicholl | fiona@drivequeensland.com | 0428 122 321



www.drivequeensland.com