

CAMP CREATIVE 2020

BUSINESS ADVERTISING GUIDE

Camp Creative is a five-day creative arts school held annually in January. For our 2020 Camp we are printing our Camper's Guides in full colour for the first time and opening up a limited selection of advertising spots for local businesses and organisations.

Our Audience

Over 1,000 Campers stay in Bellingen over six days, seeking local accommodation, dining and shopping opportunities. The majority of Campers will live outside the Coffs Coast region, with 70% having travelled over 100 kilometres to attend the Camp.

Camper's Guide Advertising

OPEN NOW

The Camper's Guide is distributed to the 1,000+ Campers when they register at the Camp on Sunday 12 January. It is their information source for all things relating to the Camp and Bellingen over the five days.

Inside it they find town and site maps, logistics info and Camp event guides.

Over the years our Camper's Guide has become a treasured souvenir that showcases the many wonderful experiences that the Camp offers each year. This is a perfect way to advertise your business or organisation to a committed and passionate audience.

In 2020 the Guide will include:

- Bellingen eating and drinking guide
- Bellingen shopping guide
- A feature on Bellingen Shire events

Advertising opportunities include:

- Placements throughout the Guide
- Listing in eating & drinking directory
- Listing in shopping directory

Full page placements are available for \$300 + \$30 GST

Key Dates

Bookings & payment for Camper's Guide advertising close 14 October 2019.

All artwork provided & payment by 25 October 2019.



13 - 17 JANUARY 2020

EMAIL US NOW TO DISCUSS THIS OPPORTUNITY! INFO@CAMPCREATIVE.COM

1/2 PAGE

\$175 + \$17.50 GST

1/4 PAGE

**\$100 + \$10
GST**

BUSINESS LISTINGS



YOUR BUSINESS NAME

Information about your business

SINGLE STRIP

\$80 + \$8 GST

Each strip to include:

- business info
- location
- hours
- website
- phone number
- email
- photo

Camper's Guide Advertising

Camp Creative | 13 – 17 January 2020



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Inside it they find town and site maps, logistics info and Camp event guides. In 2020, it will also feature an eating and drinking guide, a Bellinghen shopping guide and info on the many events run in the Bellinghen Shire over the year.

Over the years our Camper's Guide has become a treasured souvenir that showcases the many wonderful experiences that the Camp offers each year. This is a perfect way to advertise your business or organisation to a committed and passionate audience.

The Guide will be provided as an A5 print brochure. It will also be available for download from the Camp Creative website.

Advertising Options

Advertisers can choose to either book an ad, or have a business listing. See our layout guide for more info.

ADVERTISING RATES		
	Advertising Rate	Size (W x H)
<i>Full Page</i>	\$300 + \$30 GST	120 x 181 mm
<i>Half Page</i>	\$175.00 + \$17.50 GST	120 x 85 mm
<i>1/4 Quarter Page</i>	\$100.00 + \$10.00 GST	57.5 x 85 mm
<i>Local Shopping Listing</i>	\$80.00 + \$8.00 GST	9 line business info & photo
<i>Local Food Listing</i>	\$80.00 + \$8.00 GST	9 line business info & photo

Deadlines for advertising

- All advertising must be booked for by 14 October 2019.
- A booking form must be completed and forwarded to ensure your booking is secured.
- The closing date for all advertisement artwork is 25 October 2019.
- You will be sent an invoice on receipt of artwork, if approved. Payment in full is required for ad to be included for publication.

ARTWORK WILL NOT BE ACCEPTED AFTER THIS DATE.

Camp Creative Inc | www.campcreative.com.au

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Email info@campcreative.com.au

Advertising Artwork

- Advertisements/artwork should be supplied as print ready files in one of the following formats - JPEG, TIFF, EPS or PDF.
- Artwork MUST be high resolution (at least 300dpi) in CMYK colour format.
- Cover advertising must be provided with 3mm bleed.

We do not design artwork for ads – all ads must be provided in a print-ready format.

If you don't have artwork in this format, please get in touch.

Business Listing Artwork

We'll send you a form to provide your business info.

You will need to provide a photo that can be cropped to a 16:9 size. All photos must be of a print resolution – above 1MB in file size. If you're not sure what this means, get in touch and we can help you out.