



ACN: 669 677 365

2027 INFORMATION & PRICE LIST

NORTH EAST VICTORIA

Put your business in the right hands with Buckley's Guides Australia Pty. Ltd.

What is it?

The Buckley's Guide is a free advertorial, coffee table style annual publication containing where to go, where to eat, what to do and much more. It is your guide to local and regional eateries • specialised shops • services • activities • clubs • wineries • breweries • distilleries • attractions.

Where does it go?

The Buckley's Guide is delivered to all participating accommodation venues within North East Victoria. It is the region's number 1 publication to promote local businesses direct to the visitors in the comfort of their accommodation while here. The books remain in the rooms for one year and are delivered in December just in time for Christmas holidays and the start of the New Year.

Why advertise in the Buckley's Guide?

When you advertise in the Buckley's Guide, not only are you promoting your business for 1 full year in a quality full colour publication (putting your business in front of hundreds of thousands of visitors to the region), your ad will be displayed on our website giving visitors direct access to your booking site and the ad is given rotation on our socials.

Background

Buckley's Guides have been successfully covering the Alpine and Indigo regions for over 20 years and now we are here in Albury Wodonga. Local accommodation owners hold the publication in high regard as it provides an added service to guests and a quality book to display in their rooms. It eliminates the need to collect, display, monitor and distribute numerous tourist brochures.

Accommodation

No accommodation advertising is allowed in this Guide to avoid conflict of interest. However, participating accommodation partners can be found on the Buckley's Guide website.

Online

The Buckley's Guide can be viewed on either a computer, tablet or phone as a flipbook, or can be downloaded in full from our fresh and easy to navigate website www.buckleysguidesaustralia.com.au. One click on the image of the ad and it links directly to the selected business' website or socials. Each business has a QR code in the book redirecting the viewer to their website. All our social media advertiser postings contain links to the advertisers social media.

Prices (incl. GST)

Half Page	\$490*	Inside Front Cover	\$1090
Full Page	\$790*	Inside Back Cover	\$1090
Double Page	\$1490*	Back Cover	\$1290

EARLY BIRD
SPECIAL

*10% discount if you sign up before 1st September and payment is made within 30 days of receipt of invoice.

Deadline Friday 23rd October 2026 - Artwork required.
Friday 30th October 2026 - Print ready files supplied.

NEW Payment details:

Buckley's Guides Australia Pty. Ltd.

Direct Debit BSB 083-004 Account 79-333-7091

Reference: Invoice number and your company name.



For more information contact the Buckley's Guide Team

Mick 0409 472 638 or Nina 0421 882 514

P.O Box 8000, Wodonga, Vic. 3689

Email: mickm.buckleysguide@gmail.com or ninap.buckleysguide@gmail.com

www.buckleysguidesaustralia.com.au

Follow us on Instagram @buckleysguide or Facebook #buckleysguide

6/2026



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ARTWORK SPECIFICATIONS

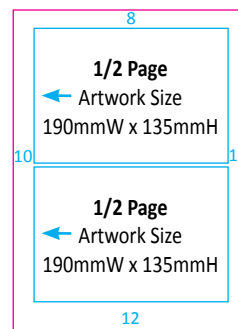
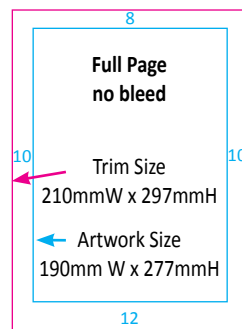
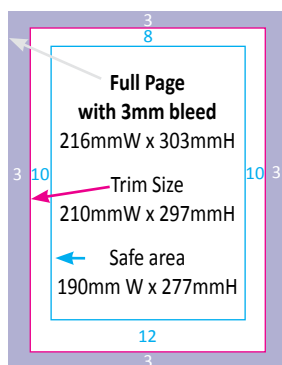
Supplying your own artwork

Printer Specifications:

File supplied **MUST** be CMYK colour mode, 300 dpi resolution artwork with 3mm bleed and trims offset by 3mm, fonts outlined and images CMYK 300dpi at 100% supplied as a print ready pdf. No other file type will be accepted.*

What is Bleed? Bleed refers to ink coverage that extends past the edge of the trim size. This is needed to allow for any slight variation in trimming of the book. It is very important that artwork is supplied to the correct specifications to avoid any unexpected variance.

What is Safe Area? Text cannot exceed this area due to binding limitations to allow for spine and trimming.



Artwork Sizes:

Full Page with Bleed

210mm x 297mm with 3mm bleed
(Type must be inside safe area)

Full Page with no bleed

190mm x 277mm

1/2 Page* *all 1/2 page ads have no bleed
190mm x 135mm

*Any file submitted outside the specifications above will incur extra cost to make file print ready.

Forward final artwork pdf to: ninap.buckleysguide@gmail.com

Artwork required

Artwork not your thing? We can create an ad for you.

- **\$250** plus GST for artwork regardless of size.
- Small changes will be provided free of charge.

A digital proof will be sent prior to printing for you to approve.

Your ad will be printed only when signed and approved.

Please supply: logos (in vector format), images (must be good quality) and text to:

ninap.buckleysguide@gmail.com

Deadline

Friday 23rd October 2026 if artwork is required
Friday 30th October 2026 for print ready files supplied.

NOTE: Artwork will not be accepted after these dates.

Payment Options **NEW DETAILS**

(See over for special rates)

Direct Debit, Cash or Cheque.

Buckley's Guides Australia Pty. Ltd.

Direct Debit: **BSB 083-004**

Account **79-333-7091**

Reference: **Use invoice no. & your company name.**

For any cancellation of bookings no refunds given.



2027 SALES AGREEMENT NE Victoria

ACN: 669 677 365

Business Name:

ABN No./ ACN No.:

Contact Name:

Address:

Email:

Phone | Mobile:

Accounts Payable Name (if different from above):

Accounts Address | Email (if different from above):

PDF/Artwork Supplied

Artwork required?

Use standing artwork from last year

Please indicate where QR code to link to:

website

facebook

instagram

url link.....

Artwork supplied

- All files supplied in CMYK, 300dpi pdf print ready with 3mm bleed (if applicable) and fonts outlined.
- No other file type will be accepted.

For Artwork with Bleed: Ensure all text falls within safe zone. This will ensure your text will not be cut off or hidden.

Artwork required: \$250.00 plus GST

What are you supplying:

Logos

Images

Text

Logos must be in vector format ai, eps, pdf (**important: not jpeg or png**), images must be high resolution and good quality formats jpg, tiff and text supplied in Word or pdf or written in an email.

Proofs will be forwarded for approval. You will be allowed to make minor changes without incurring any extra charge. If excessive changes required after first proof, an additional charge maybe incurred.

Deadline

No artwork will be accepted after these dates

Friday 23rd October 2026 if artwork is required. Friday 30th October 2026 for print ready files supplied.

General Information and Terms

- All artwork files can be sent via email if under 20mb or wetransfer, dropbox if larger. It is your responsibility to ensure the artwork supplied does not breach any copyright laws.
- A colour digital PDF proof will be emailed to you for approval. **No ad will be printed without approval.**
- Colour proofs will be low resolution and colour may vary from final printing depending on your screen calibration.
- Your advertisement remains the property of Buckley's Guides Australia Pty. Ltd. No reproduction or use in any other publication is allowed without permission in writing.
- Your advert may be used for marketing purposes by Buckley's Guides Australia Pty. Ltd. without consent.
- **Late Cancellation:** A \$250 cancellation fee will occur if ad is withdrawn after it has been signed and approved.
- **Late Payment:** Accounts 30 days overdue will incur an **additional 10% administration fee.**
- It is up to the discretion of Buckley's Guides Australia Pty. Ltd. to the placement of your advertisement.

I have read and understood this agreement and agree to these terms.

Signed by client Date.....

Buckley's Online

...What you get.

Advertisers on the Buckley's Guides Australia Pty. Ltd. website enjoy multiple benefits:

- Inclusion in our digital **Flip Book**
- A downloadable **PDF guide**
- A **QR code link** directly to your website
- Year-round rotation on our **Instagram, Facebook** and **TikTok** channels.

Plus: We've recently freshened up our website to better connect you with holidaymakers and make it easier for them to choose **our region** for their next holiday or weekend escape.

The Buckley's Guides website is a one-stop portal for discovering the region - even before visitors arrive. It allows them to:

- Explore and Book **what's on, where to stay, where to eat** and **what to do**
- Hire **equipment** or book a **service**
- **Shop** online - clothes, wines and much more
....all from the comfort of home.

We also feature **upcoming events, spotlight our advertisers**, and publish engaging stories that help visitors connect with the people behind local businesses.

Regular reviews of accommodation, eateries, hidden gems, relaxing spots, and exciting activities.

...Other regions.

The Buckley's Guides is also in Albury Wodonga with their own publication and Explore Region tab on our website. If you would like to extend your advertising reach into that market, talk to our Rep about **special duplication deals**.

The Buckley's Club.

We're also expanding Buckley's Guides online presence to reach a broader audience and encourage deeper engagement with our advertisers.

In 2025, we launched a major promotional campaign to grow our **Buckley's Club membership and encourage visitors to spend**, including a **\$1,000 prize giveaway**. This will be bigger and better for the next edition.

Membership is **free** and gives exclusive access to deals on:

- **Accommodation, Dining, Activities and Events**
- **Shopping and Services**

These offers will be promoted in a **quarterly newsletter**, helping keep our region top of mind all year round.

Advertisers: How you can attract more business.

To keep members engaged, we're offering each advertiser and participating venue the opportunity to direct market to our members a **special, unique deal** - it could be a small discount, a free coffee with a meal, or a simple bonus offer. Talk to our Representative for deals.

How it works for Buckley's Club Members.

When planning a visit - or while they're here - members can:

- Visit our website
- Link directly to your website page
- Make a booking or purchase
- Redeem the offer.

This creates a compelling reason for families and travellers to **choose our region and spend locally**.

It's a win for everyone.



- Book with QR code
- New look Website
- Downloadable PDF
- Flip Book
- Socials...
don't forget to like and share



Some advertisers are already doing it.

**Buckley's
GUIDES**
AUSTRALIA PTY. LTD.

Buckley's Guides Australia Pty. Ltd.
ACN: 669 677 365

To find out more contact

Mick Merrilees
on 0409 472 638

or email
mickm.buckleysguide@gmail.com

Buckley's Country
Stay - Eat - Play