



ACN: 669 677 365

2026 INFORMATION & PRICE LIST

Put your business in the right hands...

Buckley's Guides Australia Pty. Ltd.

What is it?

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 • wineries • breweries • specialised shops • services • activities.

Where does it go?

Buckley's Guide is delivered to all participating accommodation venues within the Alpine and Indigo shires. It is the region's number 1 publication to promote local businesses direct to the visitors in the comfort of their accommodation while here on holidays. 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 tens of thousands of visitors to the region), your ad will be displayed on our website and given rotation on our socials. **Starting at as low as \$405* - this is surely bang for your buck!**

Background

Buckley's Guide has been successfully covering the Alpine Shire for over 20 years and Indigo Shire for the last 6 years. 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 venues can be found on the Buckley's Guide website.

Online

Buckley's Guide can be viewed on either a computer, tablet or phone as a flipbook, or can be downloaded in full from the website www.buckleysguide.com.au. One click on the Index and the selected business is shown on the screen. Each business will have a QR code that links to their website. All our social media advertiser postings contain links to the advertisers social media.

Prices (incl. GST)

| | | | |
|-------------|---------|--------------------|---------|
| Half Page | \$450* | Inside Front Cover | \$990* |
| Full Page | \$750* | Inside Back Cover | \$990* |
| Double Page | \$1400* | Back Cover | \$1200* |

***10% discount** if payment is made within 30 days of receipt of invoice.

Deadline

Friday 24th October 2025 - Artwork required.

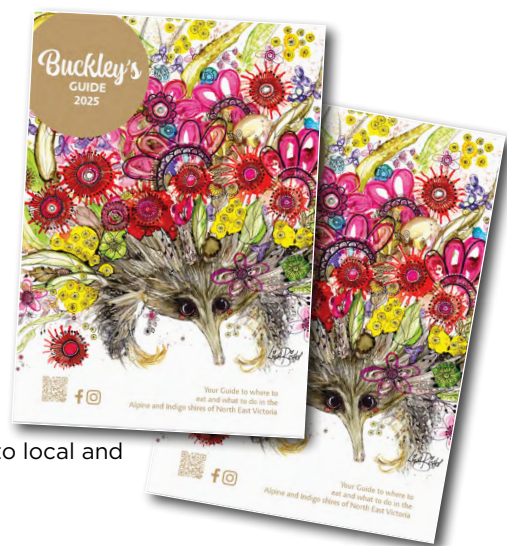
Friday 31st October 2025 - Print ready files supplied.

Special Note: Payment details

Buckley's Guides Australia Pty. Ltd.

Direct Debit BSB 083-004 Account 89-096-9541

Reference: Use 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.buckleysguide.com.au

Follow us on Instagram @buckleysguide or Facebook #buckleysguide

2/2025



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ARTWORK SPECIFICATIONS

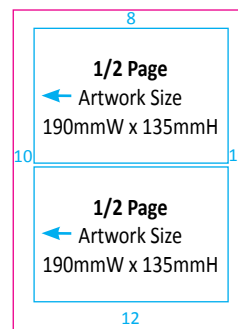
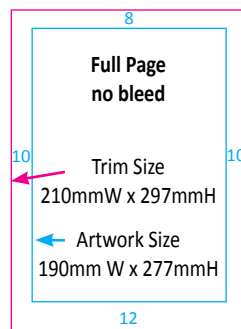
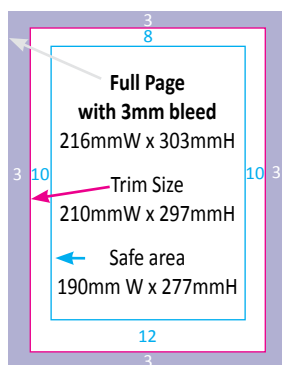
Supplying your own artwork

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** incl. 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.

No ad will be printed if not signed and approved.

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

ninap.buckleysguide@gmail.com

Deadline

Friday 24th October 2025 if artwork is required

Friday 31st October 2025 for print ready files supplied.

NOTE: Artwork will not be accepted after these dates.

Payment Options

(See over for special rates)

Direct Debit, Cash or Cheque.

Buckley's Guides Australia Pty. Ltd.

Direct Debit: BSB 083-004

Account 89-096-9541

Reference: Use invoice no. & your company name.

For any cancellation of bookings no refunds given.



2026 SALES AGREEMENT

ACN: 669 677 365

Business Name:

ABN 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 incl. 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 24th October 2025 if artwork is required. Friday 31st October 2025 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 Guides Australia Pty. Ltd. - P.O Box 8000, Wodonga, Vic. 3689 Email: mickm.buckleysguide@gmail.com

Buckley's Online

What you get now.

Currently on the Buckley's Guides Australia website, all advertisers feature in a Flip Book, appear in a downloadable pdf and have a QR code link direct to their website. They also appear on rotation throughout the year on our Socials - Instagram and Facebook.

This is already good value - we have over 1500 followers on Instagram.

Here at Buckley's Guides Australia we want to give you more and make it easy for visitors to choose our region to enjoy their next holiday or weekend away.

Our vision.

We are currently planning to expand Buckley's Guides Australia's online presence and online activity to a much broader audience and entice viewers to engage and interact with advertisers through a revamped portal.

We have plans to have Buckley's Guides Australia website be a one stop online portal to discover the north east region of Victoria which features the Alpine and Indigo shires. Even before holiday makers arrive, when planning a trip they will be able to discover, what's on and when, where to stay, where to eat and what to do.

They will be able to plan their trip, book accommodation, book activities, book a restaurant or somewhere more casual to eat or even shop, all in the one location - by being a "Buckley's" subscriber.

We have plans of running features on upcoming events, put the spotlight on our advertisers with feature stories, give a profile to the people behind the businesses, review accommodation, restaurants, places to dine out, little hidden gems, fantastic adventure activities and places to chill and relax.

To do this we need your help.

The only way this will happen and grow, is for the subscribers to have a very good reason to be part of it. This is where the advertisers come in. We want every advertiser to have a special offer or discount or add on purely for Buckley's subscribers.

Special deals on Accommodation, Eating Out, Activities, Events, Shopping, etc. We will highlight and feature offers and special deals to entice them to holiday in our beautiful region all year round.

How it works...

by being a "Buckley's" subscriber.

When planning a holiday or while they are here in our region, holidaymakers can go online, they can link through to your booking page, make their booking for where to stay, where to eat, when and what to do and where to shop. When they do they will be able to redeem the discounts.

This could be a big saving for families and everyone that uses it while enjoying everything the region has to offer and spend locally while here.

It's a win for everyone.



Flip Book

Downloadable PDF

Don't forget to like and share on Socials

Socials



Some advertisers are already doing it.

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**