

Townsville Learning & Recreation Directory 2024-25

The information provided in the Townsville Learning & Recreation Directory is a comprehensive guide to sport and recreation clubs and opportunities, education, training and activities. The directory is a key tool to assist in connecting our community directly with it's people. The directory is available online, but is also distributed as a printed publication to services and individuals who prefer their directory in hard copy.

Advertising Rates (All costs INC GST)

ADVERT TYPE	STANDARD RATE
GOLD STANDARD	
Full Page Colour - inside Back Cover (1 avail.)	\$1,200
1/2 Page Colour - inside Front Cover (1 avail.)	\$700
1/4 Page Colour - inside Front Cover (1 avail.)	\$500
SILVER STANDARD	
Full Page Colour - inside book (6 avail.)	\$950
1/2 Page Colour - inside book (6 avail.)	\$600
1/4 Page Colour - inside book (6 avail.)	\$450
BRONZE STANDARD	
Business Logo - Supporting Sponsor page (10 avail.)	\$200

Benefits of Advertising

- Over 400 copies printed
- Gold & Silver sponsors - logos appear on CIC Directory Website (over 10,000 views per month)
- 2 Year printed advertisement & website logo exposure
- Invitation to Directory Launch
- Social media acknowledgement at time of sponsorship and upon launch

Member Discounts

Community Tier 1 - 5%	Business Start Up - 10%
Community Tier 2 - 10%	Small Business - 10%
Community Tier 3 - 15%	Corporate - 15%

ORDER NOW!



E: cic@townsville.qld.gov.au
Ph: 4727 9730

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GRAPHIC DESIGN

Organisations have the option of supplying their own graphics according to specifications supplied below. Alternatively, graphics can be designed by CIC's graphic designer, with logos/images supplied by organisation (includes 2x revisions).

Size	Cost
A4 Full Page Colour	\$231
Half Page Colour	\$176
Quarter Page Banner Colour	\$132

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GRAPHICS SPECIFICATIONS

Cover

FULL PAGE ADVERT

Size: 297mm H x 210mm W
Live Type Area: 257mm x 170mm

3MM BLEED
SUPPLY AS PRINT READY PDF

Cover

HALF PAGE ADVERT

Size: 148mm H x 210mm W
Live Type Area: 108mm x 170mm

3MM BLEED
SUPPLY AS PRINT READY PDF

Cover

QUARTER PAGE ADVERT

Size: 74mm H x 210mm W
Live Type Area: 54mm x 170mm

3MM BLEED
SUPPLY AS PRINT READY PDF

Internal

FULL PAGE ADVERT

Size: 297mm H x 210mm W

NO BLEED
SUPPLY AS PRINT READY PDF

Internal

HALF PAGE ADVERT

Size: 125mm H x 210mm W

NO BLEED
SUPPLY AS PRINT READY PDF

Internal

QUARTER PAGE ADVERT

Size: 60mm H x 210mm W

NO BLEED
SUPPLY AS PRINT READY PDF