Wodonga Council offers the following initiatives to assist you with marketing your event:

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wodonga Council Facebook post*</td>
<td>✔</td>
</tr>
<tr>
<td>Wodonga Council Twitter post*</td>
<td>✔</td>
</tr>
<tr>
<td>Wodonga Council Website</td>
<td>✔</td>
</tr>
<tr>
<td>WotsOn Wodonga app</td>
<td>✔</td>
</tr>
<tr>
<td>Wodonga Council community facilities – poster or flyer</td>
<td>✔</td>
</tr>
<tr>
<td>CityLife e-newsletter inclusion</td>
<td>✔</td>
</tr>
<tr>
<td>Wodonga Council online news centre</td>
<td>✔</td>
</tr>
<tr>
<td>ActiveNews e-newsletter inclusion (sporting events if relevant)</td>
<td>✔</td>
</tr>
<tr>
<td>Media release advice and assistance</td>
<td>✔</td>
</tr>
<tr>
<td>Media announcements (where relevant)</td>
<td>✔</td>
</tr>
<tr>
<td>The Cube Wodonga website, Facebook and e-newsletter (where relevant)</td>
<td>✔</td>
</tr>
<tr>
<td>Arts Space Wodonga website, Facebook and e-newsletter (where relevant)</td>
<td>✔</td>
</tr>
<tr>
<td>Bonegilla Migrant Experience website and e-newsletter (where relevant)</td>
<td>✔</td>
</tr>
<tr>
<td>Wodonga Library website and e-newsletter (where relevant)</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Social media** - Wodonga Council is an active user of social media tools.

The council can promote your event via its Twitter (twitter.com/wodongacouncil) and Facebook (facebook.com/wodongacouncil) accounts for free. The council will add your event to the what’s on listing on Wodonga Council’s website - wodonga.vic.gov.au. The event listing will also feature on the WotsOn app.

* Please note: The council’s communications team will schedule content as appropriate (based on content suitability and timing) and subject to availability (based on other scheduled content).

If the event is going to be held at The Cube Wodonga, the following can be offered:
- A what’s on listing on The Cube Wodonga’s website - thecubewodonga.com.au;
- Posts on The Cube Wodonga Facebook page; and,
- Editorial in The Cube Wodonga’s e-newsletter which is distributed to a subscription audience of more than 1900 people.
Visitor information centres - regional
If you have a poster or flyer for your event, regional Visitor information centres may display these in their centres. You will need to contact the relevant visitor centres to enquire.
- Albury Visitor Information Centre – 1300 252 879
- Yackandandah Visitor Information Centre – (02) 6027 1988
- Beechworth Visitor Information Centre – 1300 366 321
- Rutherglen Visitor Information Centre – 1800 622 871
- Chiltern Visitor Information Centre – (03) 5726 1611
- Corryong Visitor Information Centre – (02) 6076 2277
- Bright Visitor Information Centre – 1300 551 117
- Wangaratta Visitor Information Centre – 1800 801 065
- Corowa Visitor Information Centre – (02) 6033 3221
- Holbrook Visitor Information Centre – (02) 6036 2422

WotsOn Wodonga app - Event organisers are invited to load their events to the WotsOn Wodonga app.
All submissions are reviewed and approved by council staff in as timely a manner as possible. To load your event, please see the instruction sheet at https://wod.city/WotsOnApp-AddEvents

Wodonga Council community facilities - if you have a poster or flyer for your event, Wodonga Council can display these at community facilities such as community centres, preschools and the library. Please deliver/send via post 20 posters and/or 200 flyers to your council events co-ordinator at least one month prior to your event.

CityLife editorial or what’s on calendar listing. CityLife is available as an e-newsletter distributed fortnightly to a subscription audience of more than 1100 people. There is editorial and what’s on calendar listing content featured in the newsletter.
Please send all images and editorial content to your council events co-ordinator. You should also speak to them to confirm content deadlines. Please note that it is not guaranteed that your event will be featured.

Wodonga Council's News Centre 'Platform 3690'
Submit your media release to citylife@wodonga.vic.gov.au for inclusion* in Wodonga Council's online news centre. Please ensure you include all the relevant event information in the media release and attach high resolution images.
* At the editor’s discretion.

Active News editorial - for sporting events. Active News is a monthly e-newsletter produced by Wodonga Council with information and issues relating to sport, recreation and physical activity in Wodonga and is distributed to sport and recreational groups in the city. Please send all images and editorial to your council events co-ordinator.

Media releases – Wodonga Council's Communications and Marketing team can offer advice on producing and distributing a media release about your event. Please phone your council events co-ordinator for more information.

Media announcements - Wodonga Council's Communications and Marketing team may arrange media announcements for your event. This is dependent on the funding agreement, nature and size of your event. Please phone your council events co-ordinator for more information.

Venue website, Facebook and e-newsletters
If the festival or event is hosted at a council venue and is open to the public to attend, it may be relevant to share information on the specific venue's website (if applicable), Facebook page or e-newsletter.
Below is a list of local marketing activities which you may engage for your event:

**ADVERTISING**

**PRINT AND ONLINE**
- **The Border Mail**
  bordermail.com.au
  Phone: (02) 6024 0555
  Part of Fairfax Media. Published Monday to Saturday.
  Online and print advertising available.
  Newspaper: 150km radius of Albury-Wodonga circulation coverage.
  Weekday average readership 51,000.
  Saturday readership 60,000.

**PRINT**
- **Out and About** (published by The Border Mail)
  Phone: Debbie Mosbey on (02) 6024 0507 or debbie.mosbey@bordermail.com.au
  Seasonal full colour publication. 16,000 copies are inserted into The Border Mail.
  11,500 copies distributed to visitor information centres, motels, hotels, clubs restaurants,
  tourist parks, shopping centres and other business.
- **North East Tourist News** (published by North East Newspapers Pty Ltd)
  Phone: Leah Scott on (03) 5733 1102 or lscott@nemedia.com.au
  Seasonal full colour magazine
  Readership of around 50,000
  18,000 copies are distributed through 43 regional tourist information centres across Victoria
  (including Federation Square) as well as visitor information centres in all capital cities,
  Melbourne and Albury airport, and 250 outlets across north east Victoria.

**RADIO**
- **Hit FM The Border 104.9**
  Phone: (02) 6022 4600
  Targets under 40s and strongly delivers a female audience 18 to 39 years. Two distinct segments: Young and Free (16 to 24-year-old) and Style Seekers (25 to 34-year-old).
  Each week 50,400 people tune into Star FM. 23,600 (47 per cent) of the Star FM audience are aged between 18 and 39 years. Of the 18 to 39 audience, 57 per cent are female, 43 per cent male. Strong reach in breakfast, afternoon and drive time slots.
- **Triple M The Border 105.7**
  Phone: (02) 6022 4600
  Each week 53,500 people tune into TripleM The Border 33,700 (63 per cent) of TripleM audience are aged between 25 to 54 years.
- **1494 2AY**
  Phone: (02) 6023 4111
  30,688 people aged over 10 listen to 2AY each week
  Monday to Sunday, station most listened to by over 40s
  Audience potential, approximately 150,000
  2AY specifically target over 40s
- **Edge FM 102.1/1566 3NE**
  Phone: Guy Haydon (02) 6056 5248 or mob 0410 589 591
  Station reach is (North/South) Culcairn to Seymour, and (East/West) Shepparton to Dinner Plain
  Potential listening audience of 270,000
  Edge FM demo is 25 to 50, 3NE is 50+
TELEVISION

- PRIME7 Albury (7, 7mate, 7TWO, 7flix)
  Phone: (02) 6025 1444

- WIN Network (10, One, 11)
  Phone (02) 6058 2699

- Southern Cross Nine (9, GEM, Go!, Life)
  Phone: (02) 6022 4600
  Albury-Wodonga potential audience 187,000

MEDIA

Below is an email list of media newsroom contacts.

- admin@2rem1073fm.com.au
- albnews@winvic.com.au
- albury.news@prime7.com.au
- alburywodonga.regional@abc.net.au
- media@wodonga.vic.gov.au
- news@edgefm.com.au
- newsroom@bordermail.com.au
- newsroom@localtoday.com.au
- ninenewsalbury@nine.com.au
- oakfm1013@optusnet.com.au
- paulm@team.aceradio.com.au
- southernnews@macsc.com.au

DIRECT MAIL CAMPAIGN

Letterbox drop

If planning a direct mail campaign for your event, for example a letterbox drop to residents, local advertising distributors can be contacted and can provide their coverage and costings. See ‘Advertising distributors’ in the ‘Albury-Wodonga’ Yellow Pages directory or online.

Posters OR flyers

Many local businesses in the central business district allow you to display a poster or flyers to promote your upcoming event.
FREE EVENT LISTING OPTIONS

Below are some suggested free websites to promote your event (subject to website owner approval).

Details you may include are date, time, location, a short blurb about the event, the event website, contact details should the general public wish to email or call someone about the event, as well as a picture or logo in jpg format.

- Albury Wodonga destination website
  visitalburywodonga.com
  To have your event listed here for free, create a listing via atdw-online.com.au
  Once your listing is completed and approved, it will automatically feed through to visitalburywodonga.com

  All event listings created on atdw-online.com.au must meet National ATDW Content Standards. For a guide to listing your event, visit https://wod.city/vAW-guide-to-listings

- 2AY
  2ay.com.au/forms/submit-event/

- Prime7
  prime7.com.au/whatson/submit-event

- Murray River
  murrayriver.com.au/users/sign_in/

ADDITIONAL INFORMATION

Wodonga Council logo

As part of your funding agreement with Wodonga Council you are required to feature Wodonga Council’s logo on any event materials. Please refer to the logo usage guidelines on the following pages.
The City of Wodonga logo consists of two elements: the brand mark and the descriptor.
This is the only acceptable configuration of the Wodonga logo.
The logo must never be re-drawn or modified in any way.
Council's marketing team can provide the logo in various file formats to meet your specific requirements.

Master logo

Logo clear space and minimum size

The minimum clear space around the logo is defined to prevent visual clutter from obstructing it. In order to establish this space, a height ‘x’ has been determined as shown in these diagrams.

To ensure that the reproduction quality and legibility is maintained, no smaller than 5mm is permitted for the height of the logo.
The City of Wodonga logo should only be reproduced in black or white.

Acceptable logo treatment

To ensure optimum clarity of the brand mark, opposite are examples of acceptable treatments.

- Black logo may appear on a white background.
- Black logo may appear over a colour with tonal values below 50%.
- White logo may reverse out of a colour with tonal values above 50%.
- White logo may reverse out of an image with tonal values above 50%.
- Black logo may appear on an image with tonal values below 50%.
Unacceptable logo treatment

To ensure optimum clarity of the brand mark, opposite are examples of unacceptable treatments.

Logo must not be stretched or proportion changed.

White logo must not reverse out of colours with a tonal value lower than 50%.

Black logo must not appear on colours with tonal values above 50%.

Brand mark must not overprint or reverse out of an image which has contrasting tones.

City of Wodonga Vic descriptor must not be removed from the brand mark.

City of Wodonga Vic descriptor must not be replaced with alternate messages.

Brand mark must not appear in colours other than black or white unless the application is only printed one colour and it is not possible to reverse out of that colour.

Disclaimer

While the information contained in this document has been prepared with all due care for the benefit of the user, Wodonga City Council, its officers, employees, agents (“Wodonga Council”) do not warrant or make representation as to its accuracy. The information is made available on the understanding that Wodonga Council shall have no liability for any loss whatsoever that might arise as a result of the use of information by the reader or any third parties who receive the information directly or indirectly. It is the user’s responsibility to make his or her investigations, decisions and enquiries about this information.