

In person: 104 Hovell St, Wodonga, VIC 3690**Phone:** (02) 6022 9300**Post:** PO Box 923, Wodonga, VIC 3689 **Fax:** (02) 6022 9322 **Email:** info@wodonga.vic.gov.au

Congratulations on hosting your upcoming event in Wodonga.

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 0501 or debbie.mosbey@fairfaxmedia.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: Michael Kidman on (03) 5731 3306 or mob 0409 841 954
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.
- *NECANA* newsletter – Defence Area Newsletter
Phone: Anita George on 0434 710 056 or email necana@aapt.net.au
1000 copies produced each month. Distributed to 400 defence families, defence MESS, community groups, organisations and advertising clients.

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 Triple M The Border 33,700 (63 per cent) of Triple M 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
alburiwodonga.regional@abc.net.au
media@wodonga.vic.gov.au
news@edgefm.com.au
news@radio2ay.com.au
newsroom@bordermail.com.au
newsroom@localtoday.com.au
oakfm1013@optusnet.com.au
paulm@team.aceradio.com.au
play@bordermail.com.au
southernnews@sca.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.

OTHER

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

The Cube Wodonga Courtyard Big Screen – please refer to *The Cube Wodonga Big Screen Content and Usage Guidelines* available online at thecubewodonga.com.au/venue_hire/general/

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.

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.

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.

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.

- The Border Mail bordermail.com.au/community/events
- My Community Connect mycommunityconnect.com.au
- 2AY 2ay.com.au/community/add-event
- Prime7 au.prime7.yahoo.com/v1/lifestyle/infonet/infonet-events
- Murray River murrayriver.com.au/users/sign_in/
- Victorian Government Events Calendar vic.gov.au/calendar.html