



JOHN, RED DOOR BOOKS LANCEFIELD

Our customers were impressed with the look of the guide and some were surprised that it was free! We had quite a few customers mention that they'd come to our shop because they'd seen our advertisement.



BOOK TODAY

Over 700 businesses are already listed on vividguide.com.au. Join the other switched on businesses today.

Creating Big Business for Local People

vivid GUIDE

Your Local Business Directory for The Macedon Ranges

Call:

03 5428 8433

or book online:

vividguide.com.au/advertise

Vivid Guide is a carbon neutral publication.

FURTHER INFORMATION

Cassy King

Vivid Guide Sales Manager

M: 0427 317 388

E: info@vividguide.com.au

TERMS AND CONDITIONS

Please refer to the Booking Form for full terms and conditions.

* Price per week is based on the Economy package for 12 months.

A PUBLICATION BY BLUE SQUARE DESIGN



RAY, ROMSEY LANDROVER:

We've picked up 50 new clients in our first year of advertising.



vividguide.com.au

SPONSORED BY:



Connecting Local People with Local Business

MACEDON RANGES SHIRE COUNCIL

HURRY!

**BOOKINGS CLOSE
17TH AUGUST 2009**

Promote your business from just **\$7.60** per week!*

“ JODIE, ALCHEMY BEAUTY THERAPY GISBORNE:

I have received many email enquires through vividguide.com.au, simply by placing a quarter page ad. The Guide also proved to be popular with our clients. It's well constructed and simple to use.



Vivid features

- ✓ Vivid Guide is the only Macedon Ranges Business Directory that has its own dedicated website with an easy to use keyword search tool so you can be found quickly.
- ✓ 25,000+ copies are distributed to businesses and households within the Shire along with the local Visitor Information Centres and Federation Square
- ✓ A range of packages to suit your budget
- ✓ Select multiple business categories so you can be found more often
- ✓ Accurately measure the success of your promotion online for free with our Advertising Performance Reports
- ✓ Vivid Guide is a carbon neutral publication
- ✓ Vivid Guide is locally owned and operated
- ✓ Vivid Guide is proudly sponsored by *The 9*. *The 9* represents the major towns and acknowledges the supporting villages in the Macedon Ranges. It aims to communicate the shared objectives in business - to encourage residents to "buy local" and to retain as much of the discretionary dollar within the Shire as possible.



“ DAVE, CAPONE'S PIZZERIA KYNETON:

With most marketing it is very hard to measure results. Using a coupon in the Vivid Guide has worked extremely well for us. We have been getting coupon redemption almost daily, for months. We'll definitely advertise again, without hesitation.

What do I get?

Refer to our chart below to find the package that best suits you.

	ONLINE LISTING	ECONOMY	STANDARD	PREMIUM
ONLINE & PRINT INCLUSIONS	FREE	\$395	\$695	\$1,245
Business Details Choose from: Address, phone, mobile, email, website and trading hours.	✓	✓	✓	✓
Business Description	✗	✓	✓	✓
ONLINE INCLUSIONS				
FREE Online Performance Reporting Register to receive monthly email reports to track your return on investment.	✗	✓	✓	✓
Google Maps With built in Location Marker and Directions.	✗	✓	✓	✓
Image Slideshow	✗	✓	✓	✓
Number of Images	✗	3	5	10
Highlighted Search Result Featuring your business name in highlighted bar.	✗	✗	✓	✓
Search Result Feature Ensure your ad's prominence with your name and logo.	✗	✗	✗	✓
Products/Services List Number of keywords that describe your products and services, making it easier for people to find you.	✗	20	40	60
PRINT INCLUSIONS				
Ad Size	✗	1/4 Page	1/2 Page	Full Page
Index Categories Choose up to three category types to index your business.	✗	✓	✓	✓
Custom Design	✗	Optional	Optional	✓
Number of Images Including optional business logo.	✗	1 Image	2 Images	Unlimited

✓ = Included ✗ = Not included