



# Hello Manly Advertising Guidelines

Manly Map 2024-25



[hellomanly.com.au](http://hellomanly.com.au)  
[northernbeaches.nsw.gov.au](http://northernbeaches.nsw.gov.au)

# Overview

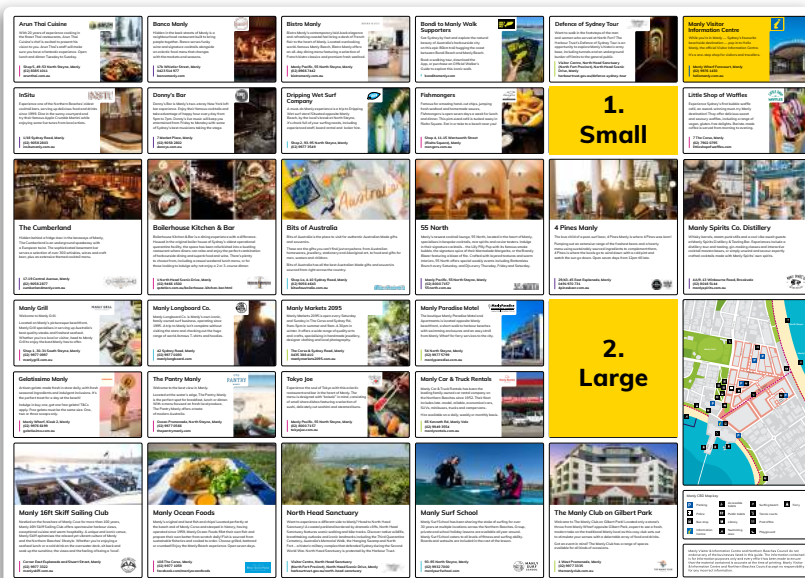
The Manly Map is a much sought after resource for both domestic and international visitors planning their day trips and holidays in Manly.

Primarily distributed at the Manly Visitor Information Centre located at the Manly Wharf, the DL-sized (envelope) fold-out map is updated annually with 100,000 copies printed.

In addition, the Manly Map is distributed to local Manly venues, Sydney hotels and Visitor Centres throughout Greater Sydney and Regional NSW.

The map will be in circulation for a minimum of 12 months starting October 2024.

Please see below advertising opportunities for the 2024-2025 Manly Map for your consideration.





## Option 1: Small

Positioning: Inside the map

### Ad size

94mm (w) x 48.5mm (h)  
(91.5mm wide if first or last column)

### Image file dimensions

Approx. 25mm x 34mm (portrait size preferred but landscape accepted as well) size varies depending on image/amount of text.

### Image file size and type

JPEG or TIFF 300dpi (min. 500KB)

### Description

Approx. 40 words of text in the third person

### Number of placements


Approx. 28

### The Pantry Manly

Welcome to the best view in Manly.

Located at the water's edge, The Pantry Manly is the perfect spot for breakfast, lunch or dinner. With a menu focused on fresh local produce, The Pantry Manly offers a taste of modern Australia.

**Ocean Promenade,  
North Steyne, Manly  
(02) 9977 0566  
thepantrymanly.com**

## Option 2: Large

Positioning: Inside the map

### Ad size

94mm (w) x 99.5mm (h)  
(91.5mm wide if first or last column)

### Image file dimensions

Approx. 85mm (w) x 40mm (h) - landscape format (height varies depending on image/amount of text)

### Image file size and type


JPEG or TIFF 300dpi (min. 1MB)

### Description

50-75 words of text in the third person  
(depending on size of image)

### Number of placements

Approx. 10




### Garfish

Garfish Manly is the perfect location to sample the best seafood and steaks Australia has to offer.

Try the famous snapper pie, fish and chips or wood roasted crustaceans, including live lobsters.

Views of the harbour and spectacular sunsets can be enjoyed from the Sugarfish deck with an emphasis on high quality cocktails, wine and share plates.

**1/39 East Esplanade, Manly  
(02) 9977 0707  
garfish.com.au**



### Option 3: Prime

Positioning: On map outside

**Ad size**

94mm (w) x 99.5mm (h)

**Image file dimensions**

Approx. 85mm (w) x 40mm (h) -  
landscape format (height varies  
depending on image/amount of text)

**Image file size and type**

JPEG or TIFF 300dpi (min. 1MB)

**Description**

50-75 words of text in the third person  
(depending on size of image)

**Number of placements**

Limited to 4 only



#### Q Station

Located in Sydney Harbour National Park, Q Station is surrounded by Australian bushland and features panoramic views of Sydney Harbour and Manly Cove. Q offers 105 accommodation rooms, 11 meeting spaces, stunning wedding venues, a world-class restaurant, a secluded beach and a wharf with a café. Plus, there are many activities to enjoy across the property including history tours, kayaking, cocktail masterclasses and more. Relax, unwind and rejuvenate.

1 North Head Scenic Drive, Manly  
(02) 9466 1500  
[qstation.com.au](http://qstation.com.au)

Q STATION

## Option 4: Feature page

Positioning: On back page of the map outside

### Ad Size

99mm (w) x 210mm (h) (include 3mm bleed)

### Image file dimensions

Approx. 85mm (w) x 80mm (h)  
landscape format (height varies  
depending on image/amount of text)

### Image file size and type

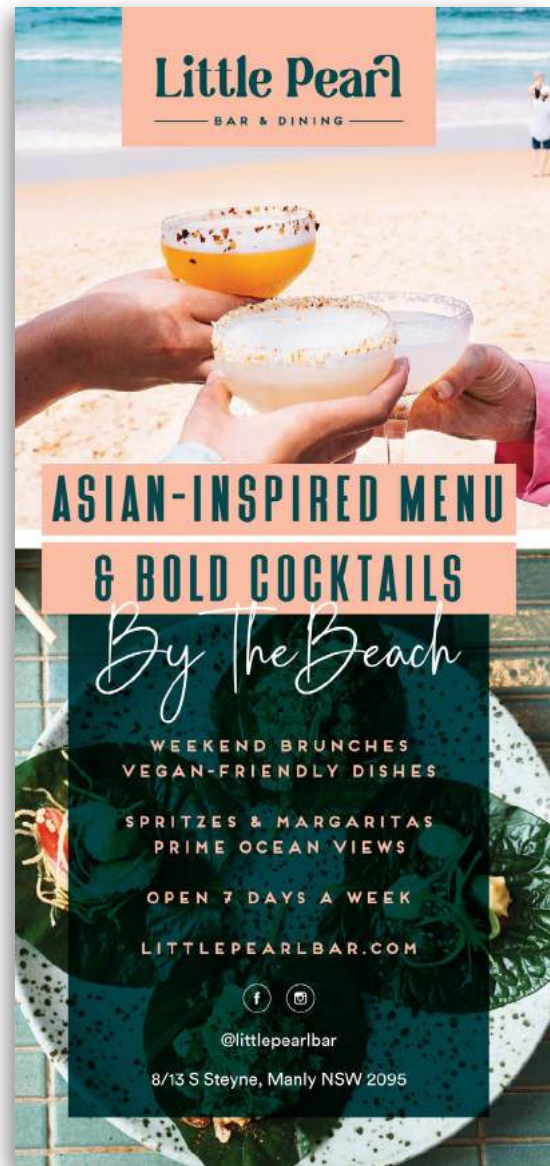
JPEG or TIFF 300dpi (min. 1MB)

### Description

50-75 words of text in the third person  
(depending on size of image)

### Number of placements

Limited to 1 only



## Fees and charges

### Fees and Charges

Options	Advert size	Cost (GST included)	Number of placements available
Option 1: Small	94mm (w) x 48.5mm (h) (91.5mm wide if first or last column)	\$875	28
Option 2: Large	94mm (w) x 99.5mm (h) (91.5mm wide if first or last column)	\$1,700	10
Option 3: Prime	Approx. 85mm (w) x 40mm (h)	\$2,250	4
Option 4: Feature	99mm (w) x 210mm (h) (include 3mm bleed)	\$3,800	1

## Conditions of advertisement

- Only businesses located on Sydney's Northern Beaches will be eligible to advertise.
- As limited space is available for advertisers, requests for advertising space will be dealt in a 'first come first serve basis'.
- The placement of adverts will be organised by the Manly Visitor Information Centre. Businesses will not be able to choose the exact location of the layout.
- Payment is due within 30 days of issued invoice.
- The accompanying photo must not be stylised and the business must have full rights to the photo.

### **The Manly Visitor Information Centre will not allow advertising arrangements in the following circumstances:**

- Where the advertiser is engaged in current/ pending legal procedures with Council.
- Where the activity would contravene any part of the Local Government Act.
- Where the advertiser's functions or activities are ethically questionable.
- Where no space is available for the proposed advert.

## How to apply

Please apply to the team at the Visitor Information Centre by 5pm Friday 28 June 2024 with:

- Your advertising space size: Small/ Large /Prime/Feature Page
- Exact business name
- Address
- Phone
- Website
- Your description (in 3rd person)
- Your business logo
- Image of business

### Contact Details

For further enquiries please contact:

Tash Kukulka  
Senior Visitor Services Officer,  
Northern Beaches Council

**t:** 02 8495 6294

**m:** 0435 612 026

**e:** [tash.kukulka@northernbeaches.nsw.gov.au](mailto:tash.kukulka@northernbeaches.nsw.gov.au)