

LISTING Specifications

Step 1 - Fill in Booking Form

Contact LetsGoKids to obtain a Booking Form:

- email sales@letsgekids.com.au OR
- phone +613 9717 4440

Sign and fax the Booking Form to +613 9717 4441

Select preferred Category:


- VISIT** Places of interest around Melbourne that families with children of different ages would find interesting, educational or entertaining.
- SHOP** Stores that appeal to kids of all ages including toys, clothes, artifacts, souvenirs, shopping centres and markets.
- EAT** Family-friendly eateries that welcome children and may have special kid's menus, deals or entertainment.
- VISIT** Indoor or outdoor places to visit where kids can have fun, go on rides, participate in activities, kick the footy, play or simply go for a walk.
- WATCH** A list of sporting events, movies, theatrical and musical performances for the family's viewing pleasure.
- WOT'S ON** List of activities held during the months included in each edition and a reference to our website for further updated information.
- STAY** Accommodation guide for families listing hotels and apartments that provide specific activities and facilities for families.

Select Listing size

Select Business Card Listing OR Half Page OR Full Page

Business Name

Half Page Listing Example



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Suits 2 years old through to adult

\$10-\$20 per person OR \$35 family ticket

9am-10pm Mon-Fri
9am-6pm Sat/Sun

03 9000 0000
1300 000 000 free call

www.website.com.au
info@website.com.au

Level 3
123 Collins St
Melbourne VIC 3000
Take tram 72 from CBD and get off at Tram top 93 - across from Milk bar.

STANDARD ICONS INCLUDE:

Age Group Suitability (up to 2 lines)

Costs (up to 2 lines)

Opening Times (up to 2 lines)

Phone number (up to 2 lines)

Website / Email (up to 2 lines)

Address (Half / Full Page listing may also include how to get there and Melway or Map reference)

Photo &/or Logo

Description

Business Card Listing

Includes:

- Description 18 words max
- Standard Icons

Business Card Listing Example

One sentence describing what you do and who you are - up to only ?? words can fit here ok.

- Suitable Ages
- Prices from \$10 etc
- 10am to 5pm, 7 days a week
- Ph: 03 9000 000
- www.letsgekids.com.au
- PO Box 123
Melbourne Vic 3001

...kids tell your parents where to go!

LISTING Specifications

Step 1 : Select Listing Size continued

Half Page Listing

Includes:

- Standard Listing Icons & Details
- Description 70-80 words max
- Medium Photo

OR

Small Photo & Logo

Half Page Listing with Photo and Logo

This can only fit a certain amount of words so LetsGoKids may have to edit your text to fit in. Wis do ercin et volum ese ming enibh ea aut volut pratuer aesectem autat la commodo oklopn lorperatue dolob or ljh augue tio odion henim quam zziustie magnism odolobortion henim vulla adiamcomny nos adiam dolore molor ipit velent. Modo dolum aliquat lum quat. Urem zzzit ad min eugue. Text intro of listing item to go here in either this shape or see next page for other shape. This size font 10/13pt leading fits around words. Wis do ercin et volum ese

Sale: 2 years old through to adult

\$10-\$20 per person OR \$35 family ticket

9am-10pm Mon-Fri 9am-6pm Sat/Sun

Ph: 03 9000 0000 Fax: 03 9000 0000 or 1300 000 000 (free call)

www.letsGOKids.com.au info@letsGOKids.com.au

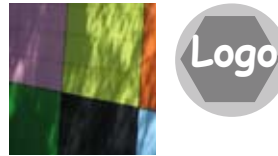
123 Collins St Melbourne VIC 3000 Take tram 72 from CBD and get off at Tram Stop 9.

Medium photo - Portrait or Landscape 88mm x 40mm



OR

Small Photo - 40 x 40mm & Logo - 40 x 40mm



Note: Listing layout will depending on suitability of supplied photos and logos.

Full Page Listing

Includes:

- Standard Listing Icons & Details
- Description 120-150 words max
- ExLarge Photo

OR

Large Photo & Small Photo & Logo

Full Page Listing with 2 Photos and Logo

This can only fit a certain amount of words so LetsGoKids may have to edit your text to fit in. Wis do ercin et volum ese ming enibh ea aut volut pratuer aesectem autat la commodo oklopn lorperatue dolob or ljh augue tio odion henim quam zziustie magnism odolobortion henim vulla adiamcomny nos adiam dolore molor ipit velent. Modo dolum aliquat lum quat. Urem zzzit ad min eugue. Text intro of listing item to go here in either this shape or see next page for other shape. This size font 10/13pt leading fits around words. Wis do ercin et volum ese. This can only fit a certain amount of words so LetsGoKids may have to edit your text to fit in. Wis do ercin et volum ese ming enibh ea aut volut pratuer aesectem autat la commodo oklopn lorperatue dolob or ljh augue tio odion henim quam zziustie magnism odolobortion henim vulla adiamcomny nos adiam dolore molor ipit velent. Modo dolum aliquat lum quat. Urem zzzit ad min eugue. Tercin et volum ese.

Sale: 2 years old through to adult

\$10-\$20 per person OR \$35 family ticket

9am-10pm Mon-Fri 9am-6pm Sat/Sun

Ph: 03 9000 0000 Fax: 03 9000 0000 or 1300 000 000 (free call)

www.letsGOKids.com.au info@letsGOKids.com.au

123 Collins St Melbourne VIC 3000 Take tram 72 from CBD and get off at Tram Stop 9.

Ex Large Photo - 135mmW x 90mmH



OR

Large Photo (90 x 90mm) & Small Photo (40 x 40mm) & Logo (40 x 40mm)



Note: Listing layout will depending on suitability of supplied photos and logos.

Step 2 - Receive Booking Number

When LetsGoKids have received your completed Booking Form, you will be sent a Booking Number, which should be used in all correspondence. DO NOT SEND FILES UNTIL YOU HAVE RECEIVED YOUR BOOKING NUMBER.

...kids tell your parents where to go!

LISTING Specifications

Step 3 - Send Listing Text

Send by Fax

Fill in the form below and fax to +613 9717 4441

OR

Send via Website

Fill in our Online Form at www.letsgekids.com.au

Business Name

Description:

Half Page Listing: 70 -80 words maximum

Full Page Listing: 120 -150 words maximum

Business Card Listing: 1 sentence - 18 words maximum



Suitable age



Costs



Open times



Phone and fax

Ph:

Fax:



Website and email

Website

Email:



Address

By signing this form, I approve LetsGoKids copyright permission to use this text for my listing in the LetsGoKids publications or website. **Note: LetsGoKids may need to edit your text to fit in allocated space on the page.**

Signature

Date

If you need more space please send another page quoting your Booking Number.

LISTING Specifications

Step 4 - Send Listing Photo

Send via either by Email or in the Post depending on your file size.

LetsGoKids only accept electronic files. We do not accept photographs, bromides or film, etc.

Files smaller than 3 Mb

Send via email to
graphics@letsgekids.com.au

Files larger than 3 Mb

Send in the Post on only CD or DVD
(other media formats not accepted).

Att: Olga
LetsGoKids Graphics
2 Wingrove St
Alphington VIC 3078

***IMPORTANT:** You MUST quote your Booking Number when sending images/photos/logos.

PHOTO Format

For best quality photos and images should be:

- 300 dpi
- tif or jpg (with minimal compression)
- at (or larger than) the final size
- CMYK (not RGB) format

TIPS & HINTS:

If you are taking photos with your digital camera, save the image at the highest setting.

LOGO Format

Acceptable logo formats:

- tif, jpg (with minimal compression), Photoshop PSD
- Illustrator CS (with all fonts outlined)
- Illustrator, Freehand etc, eps files*
- in 300 dpi and CMYK

NOT Acceptable logo formats:

- Microsoft Word
- Corel Draw
- Publisher

How to name your files

Please name files as:

"businessnameTYPE_bookingNumber.extension"

(Note: MUST use up to 3 character extension)

Examples:

popypizzaLOGO_MW7PP1.ai
popypizzaLOGO_MW7PP1.eps
popypizzaLOGO_MW7PP1.jpg
gobsmagicPHOTO_MW7GM2.jpg
gobsmagicPHOTO_MW7GM2.tif

Queries

Should you have any queries regarding photo or logo files, please email: graphics@letsgekids.com.au or see website.

Disclaimer: Final results may not match your original logo or photo if files supplied do not comply with the above formats. Files may be altered to become "print ready" and this may include converting from RGB to CMYK or increasing resolution, etc.

*Eps files that are not in correct format will be rasterised in Photoshop to convert to correct format. LetsGoKids will not be held responsible for colour discrepancies.