

## **gundaroo.org Fee Schedule 31.7.20**

| <b>Type</b>                  | <b>Features offered</b>   | <b>Eligibility</b>  | <b>Fee</b>  |
|------------------------------|---|---|---|
| <i>Directory listing</i>     | <ul style="list-style-type: none"> <li>• Name/ short description/ broad location. eg <i>Bushfield Farm/ Wedding venue/ just out of village.</i> or <i>Gundaroo Film Society/ Monthly screenings/ Gundaroo Hall</i></li> <li>• Hyperlink to website or to your Featured Page (or email/phone details if no website)</li> <li>• Updates done <b>quarterly</b></li> <li>• The Community Directory and the Business Directory are separate listings.</li> </ul> | <ul style="list-style-type: none"> <li>• Approved businesses – <i>See Definitions below.</i></li> <li>• Any approved community group ie Non-profit local group - <i>See Definitions below.</i></li> </ul> | <p>\$50 pa.<br/>(Cost is included in your Featured Page fee)</p> <p><b>No charge</b> for Community Groups</p> |
| <i>Featured Page</i>         | <ul style="list-style-type: none"> <li>• A landing page with a picture, a <u>100-word important notice field</u>, 200-word description and hyperlinks to your other pages and contact methods (Facebook, Twitter etc)</li> <li>• Updates done <b>monthly</b></li> <li>• Optional for community groups as an upgrade.</li> </ul>   | <ul style="list-style-type: none"> <li>• Approved businesses</li> <li>• Any approved community group</li> </ul>   | <p>\$100 pa.</p> <p><b>No charge</b> for Community Groups</p>   |
| <i>Special Featured Page</i> | <ul style="list-style-type: none"> <li>• Adds Rich Media options (images/videos) to the basic Featured Page.</li> <li>• Updates done <b>weekly</b></li> </ul> <p>Optional for community groups as a <b>paid</b> upgrade</p>   | <ul style="list-style-type: none"> <li>• Approved businesses</li> <li>• Any approved community group</li> </ul>   | <p>\$250 pa.</p> <p>\$100 pa. for Community Groups</p>  |
| <i>Business of the Month</i> | <p>Entry on the Home page that hyperlinks to the business's Featured Page. Highlighted on the Featured Business pages. Monthly schedule negotiated with CWSC at the start of each annual period.</p>  | <ul style="list-style-type: none"> <li>• Any approved business.</li> <li>• Each business entitled to one placement annually.</li> </ul>   | <p>\$200 per insert</p>   |

|                                     |   |   |                                       |
|-------------------------------------|---|---|---------------------------------------|
| <i>Community Group of the Month</i> | Entry on the Home page that hyperlinks to the group's Featured Page. Highlighted on the Featured Community pages. Monthly schedule negotiated with CWSC at the start of each annual period. | <ul style="list-style-type: none"> <li>• Any approved Community Group.</li> <li>• Each group entitled to one placement annually.</li> </ul> | <b>No charge</b> for Community Groups |
|-------------------------------------|---|---|---------------------------------------|

## Definitions:

**CWSC:** GCA Community Website Sub-committee

**Approved business:** Approved businesses are those that have a clear connection to the village and surrounding areas either because of location or regular services provided in/to the village or to people from the community. Final decision on approval will be made by the Community Website Sub-committee (CWSC). Notional location is within a 15-kilometre radius of Gundaroo. ABN required.

**Approved Community Groups:** Non-profit organisation based in Gundaroo. Final decision on approval will be made by the Community Website Sub-committee (CWSC).

**Directory listing:** Name, short description, broad location, hyperlink to website (or email/phone details if no website). Changes can be made **quarterly** or more often at the discretion of CWSC.

**Featured Page:** A landing page with a picture, a 100-word important notice field, 200-word description and hyperlinks to the entity's other pages and contact methods. Changes can be made **monthly** to the landing page.

**Special Featured Page:** A landing page that includes **weekly** edits and Rich Media options (images/videos) added to what is offered with the basic Featured Page. This can suit a highly active business for broadcasting key messages to the community in addition to their own website, but also for a community group that may not have a website eg. Special events, menus, forward advertising, operational changes, contact updates.

**Business of the Month:** There are only 12 of these offered each year and a formal application is required. If there are more applications than spaces available or for a particular month the final approval will be made by the CWSC. GCA may call for fresh applications each year.

**Community Group of the Month:** As for businesses above.

**Rich Media:** Allows images/video and/or an attachment – may be limited by GCA on size and quantity – ie to a max of 3 media files and under 50Mb in total.

**Important notice field:** An extra 100-word information area on landing pages for Stop press or key announcements such as changes in operation (eg COVID) either temporary or permanent.

**Updates to listings:** Listings are updated at quarterly, monthly or weekly intervals depending on the type of listing. Exceptions to the timing and number of updates are at

the discretion of the CWSC (e.g. during COVID). All changes are vetted and performed by Throttle Media with support from CWSC admin. A regular time will be set for any changes to be sent to Throttle Media. “Normal” changes are paid for by annual fees collected. Major changes to material on the pages may attract extra charges.

**Regular Maintenance:** It’s expected that monthly maintenance will occur to coincide with Gundaroo Gazette updates.