



DON'T
MISS OUT

BOOKINGS
EXTENDED
29 SEPT 2017

The Official
RIVERLAND VISITOR GUIDE

DOWNLOAD THE 2018 MEDIA KIT

The Official Riverland Visitor Guide
Produced by **Destination Riverland**





PRINT + DIGITAL VISITOR GUIDE

Combined with Destination Riverland's refreshed website and social media platforms, the Riverland Visitor Guide provides strong and effective print and digital marketing exposure to businesses that want to promote their brand and increase market share.

PRINT PUBLICATION

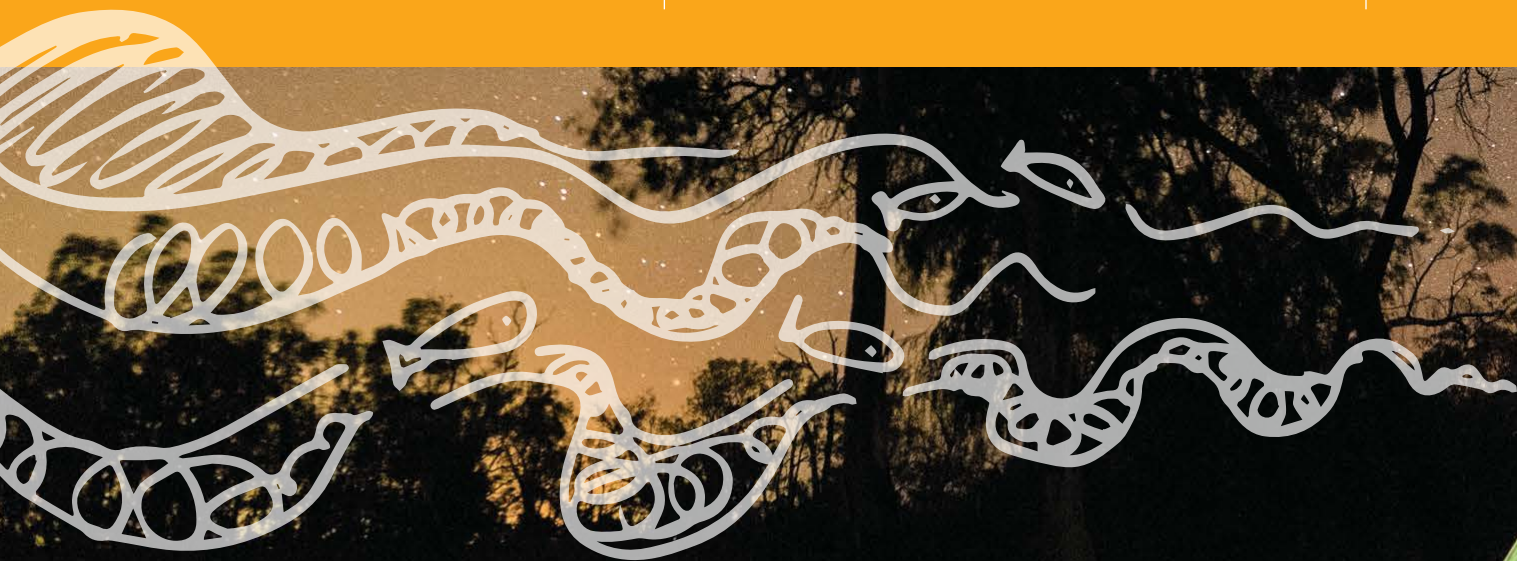
- Exciting new format and look
- Regional map
- Promoted and distributed by Destination Riverland
- 50,000 copies

DIGITAL INCLUSIONS

- Urls throughout the online flipbook, hyperlinked to take readers straight to your website and email address.
- Available online
- Viewable on desktop, tablet and mobile phone

DISTRIBUTION AND PROMOTION

- Distributed online via Destination Riverland's website and individual operators sites
- A targeted distribution plan will ensure that the guides are distributed within SA through the accredited VIC network and also at alternative locations in Adelaide such as selected CBD cafes, restaurants and accommodation providers.





ADVERT FORMATS

- All adverts are templated and styled to appear as editorial in the guide

ADVERTISING RATES

5% discount for Destination Riverland Industry Partners.

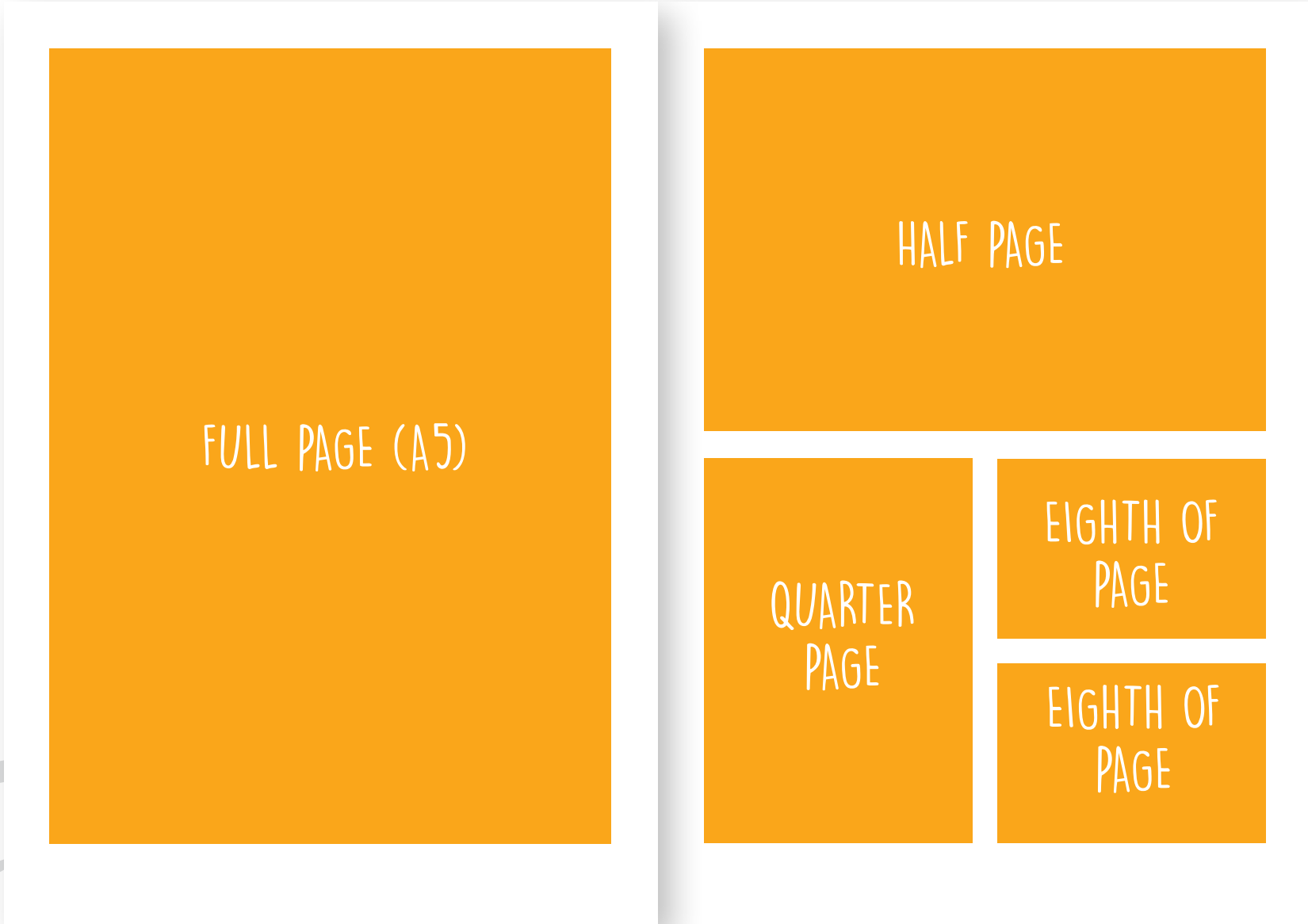
	Partner inc. gst	Non partner inc. gst
Full page	\$2,750	\$2,887.50
Half page	\$1,375	\$1,443.75
Quarter page	\$690	\$724.50
Eighth of page	\$450	\$472.50
Vouchers	\$230	\$241.50

MATERIAL SUPPLY

- Digital images must be supplied at min 300 dpi, in CMYK colour mode saved as TIF, EPS, PSD or JPEG. Make sure JPEGS are set to high colour compression.
- Text to be supplied as a digital file, in Microsoft Word or via email.
- One proof provided for advert artwork, additional proofs will be charged at a minimum of \$40 plus gst each proof.
- Professional copywriting service for your advert is available. From \$50 plus gst.

ADVERT FORMATS

Updated new format, clean design with emphasis on hero images and calls to action.



ADVERT FORMATS – DESIGN TEMPLATE EXAMPLES



BUSINESS LOGO HERE

HEADING TITLE HERE

DETAILS OF ADDRESS HERE, REGION

gnisciet lam, sequodi tibus, sollo testioreic tem quia consent iumquae. Aute ommolup taquae ilitium intivolores simaximus. Il magnatia aliamentis velignis as vidus mi, simendam ea natus quae. Nam dem dolessimil molenis dio bero bla vid et ut am il ipiendel ipsam, ulliquae pe con comihilit officii od minvell oruptasintem volorpo restatio. Vid quam alis aut a simpore hendam vel ma quam eatium fugias dolore num, suntur rem eos sendent destin consecia es dolorerum exernaturem voluptaque ra con culla nimagna turecullo officipsam et, occae consecia dem fuga. Et ea nim fugitati untorem eum conet arcillant. Temodi aut qui officiam cuptaquunt, utetusam, to omnihil luptatibus rest oditiunt.ebitectae. Poreprovid exerum harum facest

+ 61 7 5456 5443 | enquiries@hello.com.au

[websiteaddress.com.au](#)

[facebook.com/companyname](#)

[instagram.com/companyname](#)



BUSINESS NAME

DETAILS OF ADDRESS HERE, REGION

gnisciet lam, sequodi tibus, sollo testioreic tem quia consent iumquae. Aute ommolup taquae ilitium intivolores simaximus. Il magnatia aliamentis velignis as vidus mi, simendam ea natus quae. Nam dem dolessimil molenis dio bero bla vid et ut am il ipiendel ipsam, ulliquae pe con comihilit officii od minvell oruptasintem volorpo restatio. Vid quam alis aut a simpore hendam vel ma quam eatium fugias dolore num, suntur rem eos sendent destin consecia es dolorerum exernaturem voluptaque ra con culla nimagna turecullo officipsam et, occae consecia dem fuga. Et ea nim fugitati untorem eum conet arcillant. Temodi aut qui officiam cuptaquunt, utetusam, to omnihil luptatibus rest oditiunt.ebitectae. Poreprovid exerum harum facest

+ 61 7 5456 5443 | enquiries@hello.com.au

[websiteaddress.com.au](#)

[facebook.com/companyname](#)

[instagram.com/companyname](#)



BUSINESS NAME

DETAILS OF ADDRESS HERE, REGION

gnisciet lam, sequodi tibus, sollo testioreic tem quia consent iumquae. Aute ommolup taquae ilitium intivolores simaximus. Il magnatia aliamentis velignis as vidus mi, simendam ea natus quae. Nam dem dolessimil molenis dio bero bla vid et ut am il ipiendel ipsam, ulliquae pe con comihilit officii od minvell oruptasintem volorpo restatio. Vid quam alis aut a simpore hendfugias.

+ 61 7 5456 5443 | enquiries@hello.com.au

[websiteaddress.com.au](#)

[facebook.com/companyname](#)

[instagram.com/companyname](#)



BUSINESS NAME

DETAILS OF ADDRESS HERE, REGION

gnisciet lam, sequodi tibus, sollo testioreic tem quia consent iumquae. Aute ommolup taquae ilitium intivolores simaximus. Il magnatia aliamentis velignis as.

+ 61 7 5456 5443 |

[enquiries@hello.com.au](#)

[websiteaddress.com.au](#)

[facebook.com/companyname](#)

[instagram.com/companyname](#)



BUSINESS NAME

DETAILS OF ADDRESS HERE, REGION

gnisciet lam, sequodi tibus, sollo testioreic tem quia consent iumquae. Aute ommolup taquae ilitium intivolores simaximus. Il magnatia aliamentis velignis as.

+ 61 7 5456 5443 |

[enquiries@hello.com.au](#)














[websiteaddress.com.au](#)

[facebook.com/companyname](#)

[instagram.com/companyname](#)

VOUCHERS/COUPONS Shows front and back of coupons

The new guide will feature a perforated voucher section that is designed to encourage regional dispersal and promote attractions and services throughout the region. Offers need to represent value to the consumer, eg 2 for one coffee, etc. Offers will be redeemable on presentation of the voucher, and may include conditions.

 <p>COUPONS HOT DEALS AND SPECIAL OFFERS gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	 <p>COUPONS HOT DEALS AND OFFERS All coupons correct at time of printing. All offers listed are provided by each individual business.</p>
 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>
 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>
 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	 <p>BUSINESS NAME OFFER HERE gnisciet lam, sequodi tibus, sollo testioreic tem quia consent vidus</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>	<p>BUSINESS LOGO HERE</p> <p>ADDRESS LINE 1 HERE ADDRESS LINE 2 HERE</p> <p>Terms and conditions 1. Valid for direct bookings only 2. Not to be used in conjunction with any other offer 3. One coupon per transaction 4. Valid from 00 Month to 00 Month 2018</p>

MATERIAL SUPPLY — WORD COUNTS

PLEASE PROVIDE:

Full, half, quarter and eighth:

- Image/s
- Business name
- Address
- + Body text (see below)
- Phone number
- Email
- Website
- Facebook Url
- Instagram Url

Vouchers/Coupons:

- FRONT:
- Image
 - Business Name
 - Offer: 6 words approx.
 - + Body text
- BACK:
- Address
 - Validity
 - Logo

BODY TEXT, IMAGES, LOGO:

	Body Text	No. of images	Logo
Full page	109	4-5	✓
Half page	109	3-4	✗
Quarter page	58	1	✗
Eighth of page	21	1	✗
Voucher	10	1	✓



BUSINESS NAME

DETAILS OF ADDRESS HERE, REGION

gnisciet lam, sequodi tibus, sollo testioreic tem quia consent iumquae. Aute ommolup taquae ilitium intivolores simaximus. Il magnatia aliamentis velignis as vidus mi, simendam ea natus quae. Nam dem dolessimil molenis dio bero bla vid et ut am il ipiendel ipsam, ulliquae pe con comnihilit officii od minvell oruptasintem volorpo restiatio. Vid quam alis aut a simpore hendfugas.

+ 61 7 5456 5443 | enquiries@hello.com.au

websiteaddress.com.au

facebook.com/companyname

instagram.com/companyname

QUARTER PAGE EXAMPLE

BOOKING DETAILS

CONTACT PERSON

BUSINESS NAME

POSTAL ADDRESS

BUSINESS ADDRESS

PHONE

EMAIL

SIGNATURE

AUTHORISED BY (FULL NAME OF OWNER/PARTNER/DIRECTOR)

POSITION (OWNER/PARTNER/DIRECTOR)

ADVERT DETAILS

ADVERT SIZE FULL PAGE \$2,887.50 HALF PAGE \$1,443.75 QUARTER PAGE \$724.50 EIGHTH PAGE \$472.50 VOUCHER \$241.50

I AM A CURRENT DESTINATION RIVERLAND MEMBER membership will be confirmed upon booking

PAYMENT DETAILS

PAY BY CREDIT CARD MASTERCARD VISA PLEASE ISSUE INVOICE

NAME ON CARD

SIGNATURE

CARD NUMBER

EXPIRY DATE / CVC

DON'T
MISS OUT

BOOKINGS EXTENDED
29 SEPT 2017

ARTWORK DEADLINE
13 OCT 2017





TO BOOK

Complete and send this form with your material to:

Chelsea Meaney

E: riverland@yourvisitorguide.com.au

P: 08 8682 6093

Upon receipt of this booking form you will be issued with an invoice for payment from Woof Media. Payment will be required on approval of advert proof. Please refer to the below terms and conditions for further advertiser details.

TERMS AND CONDITIONS

Artwork and copy for all adverts will be in the prescribed template format.

It is the responsibility of the advertiser to ensure correct and complete information is submitted to Woof Media, including phone, fax, mobile, email and web addresses.

We do not encourage prices to be highlighted in advertisements. If you do include prices, they must be inclusive of GST and include validity dates.

Advertising space on the front cover is not available for purchase.

Prime positioning advertising will only be offered to tourism-specific businesses. Woof Media cannot guarantee placement if requested.

Woof Media and Destination Riverland reserve the right to refuse unsuitable advertisements.

Proofs that have not been signed and returned by the due date will be omitted from the guide.

Only current Destination Riverland Industry Partners can purchase at the discounted rate at the time of booking.

Cancellation policy: All bookings cancelled before the booking deadline of 29th September 2017 will be charged at 50%. Cancellations made after this date will be charged the full rate.

If full payment is not received on receipt of invoice, your advertisement will be removed from the guide before printing and the advertiser will be liable for full payment of the advertising space booked.

Design templates shown in this prospectus are for mock-up / insitu purposes and may vary slightly at the time of advertisement proofing.