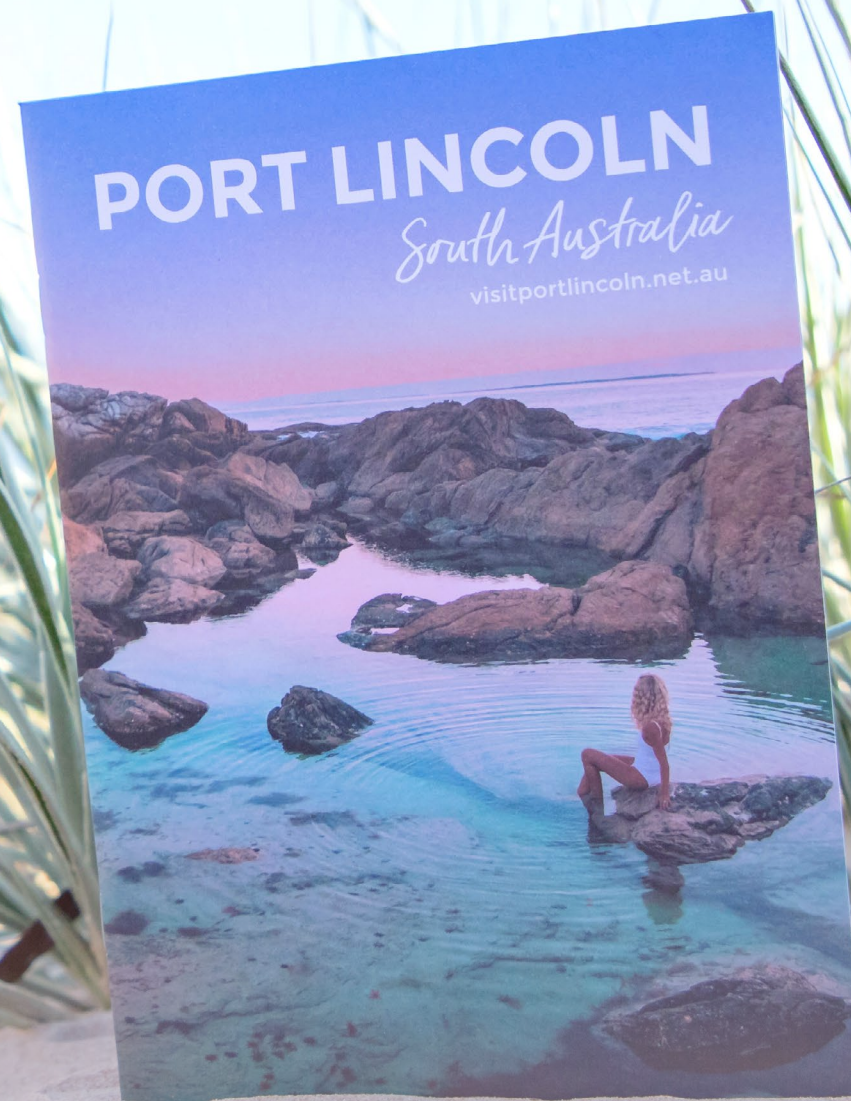


**DON'T
MISS OUT**

EARLY BIRD BOOKINGS
31ST JULY 2019

BOOKING DEADLINE
16TH AUG 2019

Port Lincoln **VISITOR GUIDE**



2020 MEDIA KIT

Produced by **WOOF Media**
Supported by **City of Port Lincoln**





CAN YOU AFFORD NOT TO BE IN IT?

Advertising in the official Port Lincoln Visitor Guide is an essential investment for any Southern Eyre Peninsula business who benefits from the visitor economy. With distribution in print and online, your advert will receive targeted exposure to visitors who are in-region already, or who are planning their trip to the region.

PRINT PUBLICATION

- Compact and practical A5 size
- Regional map
- Distributed at Visitor Information Centres and gateway towns to Port Lincoln
- 20,000 copies

DIGITAL ACCESS GLOBALLY

- Online flip book features clickable URLs to take readers straight to your website or booking link
- Viewable on desktop, tablet and mobile phone

DISTRIBUTION AND PROMOTION

- Distributed online via the Visit Port Lincoln website and individual operators sites
- A targeted distribution plan will ensure that the guides are distributed within SA through the accredited VIC network

“Love the size! So easy to hold onto, can put into the door slot of the car, glovebox etc. The bigger ones get chucked into the boot and forgotten about. We travel to all parts of Australia every year and Northern Territory are all A5 guides too - so much better to use and hold onto than A4.”

Feedback about the new A5 Port Lincoln Visitor Guide,
passed on by a visitor to a local business owner





**EARLY BIRD
SAVE 5%**

**BOOK AND PAY BEFORE
31ST JULY 2019
TO GET 5% OFF**

ADVERT FORMATS

- All adverts are templated and styled to appear as editorial in the guide
- Free business listing with any paid advert

ADVERTISING RATES

5% discount for Early Bird bookings.

	Early Bird ex. gst	Advert Price ex. gst	Production ex. gst
Full page	\$1,995	\$2,100	\$140
Back cover	\$2,185	\$2,300	\$175
Half page	\$1,140	\$1,200	\$100
Quarter page	\$656	\$690	\$70
Eighth of page	\$428	\$450	\$50
Business Listing	-	\$105	-

Alterations to existing adverts will be a minimum charge of \$40 plus gst.
Extensive alterations or more than one proof will be quoted upon sight of material.

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

Clean design with emphasis on hero images and calls to action.



FULL
PAGE



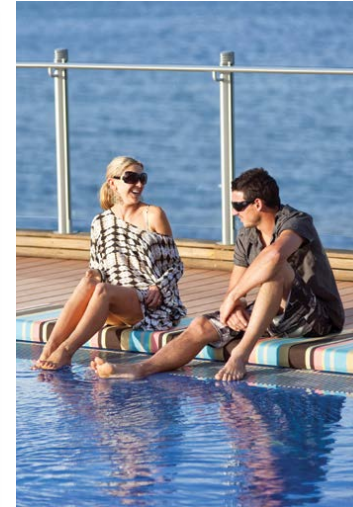
BUSINESS LOGO

YOUR BUSINESS NAME

123 SMITH STREET, PORT LINCOLN

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+ 12 3 4567 8910 | info@youremail.com.au
yourwebaddress.com.au
facebook.com/businessname
instagram.com/businessname



YOUR BUSINESS NAME

123 SMITH STREET, PORT LINCOLN

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facebook.com/businessname
instagram.com/businessname

BUSINESS LOGO



HALF
PAGE



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YOUR BUSINESS NAME

123 SMITH STREET, PORT LINCOLN

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BUSINESS LOGO



BUSINESS NAME

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YOUR BUSINESS NAME

123 SMITH STREET, PORT LINCOLN

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+ 12 3 4567 8910 | info@youremailaddress.com.au
yourwebaddress.com.au

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

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 page	21	1	✗
Business Listing	Business name plus up to three points of contact (Phone / Email / Web)		✗



YOUR BUSINESS NAME

123 SMITH STREET, PORT LINCOLN

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+12 3 4567 8910 | info@youremailaddress.com.au

[yourwebaddress.com.au](#)

[facebook.com/businessname](#)

[instagram.com/businessname](#)

BUSINESS LOGO

QUARTER PAGE EXAMPLE

**DON'T
MISS OUT**

BOOKING DEADLINE
19TH AUG 2019

ARTWORK DEADLINE
30TH AUG 2019

BOOKING DETAILS

BUSINESS NAME

CONTACT PERSON

POSTAL ADDRESS

PHONE

EMAIL

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

PURCHASE ORDER (if required) DATE

ADVERT DETAILS

ADVERT SIZE

☐ FULL PAGE
\$2,100 (EX. GST)

☐ HALF PAGE
\$1,200 (EX. GST)

☐ QUARTER PAGE
\$690 (EX. GST)

☐ EIGHTH PAGE
\$450 (EX. GST)

BUSINESS LISTING

☐ \$100
(EX. GST)

BOOK AND PAY BEFORE 31ST JULY FOR 5% DISCOUNT

MATERIAL INSTRUCTION

☐ NEW ADVERT
+ PRODUCTION

☐ MINOR ALTS
\$40 (EX. GST)

☐ NO ALTS
(NO CHARGE)

ADVERT PLACEMENT

Please select the section of
the Visitor Guide for your
advert placement.

☐ ACCOMMODATION

☐ ARTS

☐ EVENTS

☐ FOOD & BEVERAGES

☐ GENERAL

☐ REGIONAL
Coffin Bay / Cummins
Tumby Bay / other

☐ FISHING TOURS

☐ WATER / LAND BASED
ACTIVITIES (TOURS)

PAYMENT DETAILS

PAY BY CREDIT CARD ☐ MASTERCARD ☐ VISA ☐ PLEASE ISSUE INVOICE ☐

NAME ON CARD

SIGNATURE

CARD NUMBER - - -

EXPIRY DATE / CVC

I hereby authorise WOOF Media to debit
my credit card for the booking amount. ☐



TO BOOK

Complete and send the booking form with your material to:

Alex Hey or Chelsea Meaney

E: sales@woofmedia.com.au

P: 08 8682 6093

Upon receipt of the booking form you will be issued with an invoice for payment from WOOF Media.

Payment will be required on receipt of invoice. 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.

Alterations to adverts will be a minimum charge of \$40 plus GST. Extensive alterations or more than one proof will be quoted upon sight of material.

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.

The front cover is not available for advertising placement or purchase.

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

One (1) business listing is included free of charge with any paid advert.

WOOF Media reserves the right to refuse unsuitable advertisements.

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

Cancellation policy: All bookings cancelled before the booking deadline of **19th August 2019** will be charged at 50%. Cancellations made after this date will be charged the full rate.

If payment is not received in full prior to the artwork deadline of August 30th 2019, 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.

