

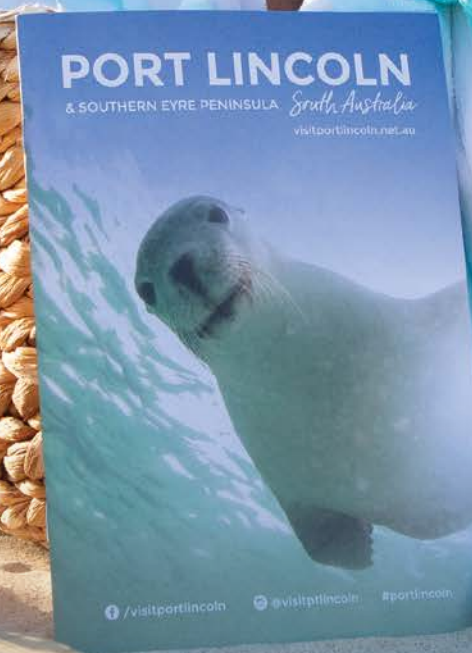
# DON'T MISS OUT

## EARLY BIRD BOOKINGS

5pm WEDNESDAY  
30<sup>TH</sup> SEPTEMBER 2020

## BOOKING DEADLINE

9<sup>TH</sup> OCTOBER 2020



# Port Lincoln VISITOR GUIDE

## 2021 MEDIA KIT

Produced by WOOF Media  
Supported by City of Port Lincoln





# REGIONAL TRAVEL IS ON THE UP!

It's Port Lincoln's time to shine with an **expected influx of intrastate visitors** this summer.

A new Port Lincoln brand and new promotional videos have been launched by the City of Port Lincoln. These are being viewed by thousands of potential visitors in Adelaide and across SA.

The official tourism website ([visitportlincoln.net.au](http://visitportlincoln.net.au)) had an amazing **84% increase in visitors in July and August compared to the same period in 2019**, and the Visitor Information Centre have been kept very busy with high numbers of visitors through their door!

Put your business in this year's guide to receive **targeted exposure to visitors who are in-region** already, or who are planning their trip to the region.

**If you sell to visitors, can you afford not to be in it?**





# NEW THIS YEAR!

- Expanded day trip itineraries to inspire visitors to stay longer and experience Port Lincoln and surrounding towns
- New spreads to highlight more of the experiences suited to intrastate travellers
- Additional QR codes to quickly access feature pages on the Visit Port Lincoln website

## PRINT PUBLICATION

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

## DISTRIBUTION & PROMOTION

- Online flip book features clickable URLs to take readers straight to your website or booking link
- Distributed online via the Visit Port Lincoln website, social media and business websites
- A targeted distribution plan will ensure that the guides are available within SA through the accredited VIC network





**EARLY BIRD  
SAVE 5%**

**BOOK AND PAY BEFORE  
30<sup>TH</sup> SEPTEMBER 2020  
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**



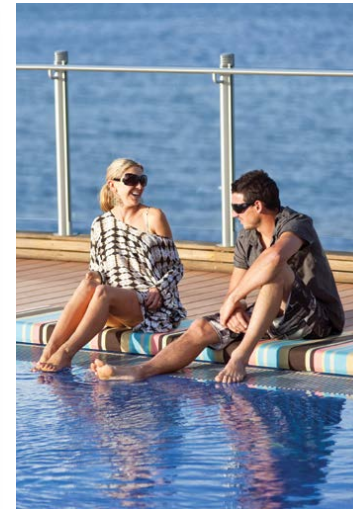
BUSINESS LOGO

## 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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[yourwebaddress.com.au](#)  
 facebook.com/businessname  
 instagram.com/businessname

BUSINESS LOGO



**HALF PAGE**



**1/4 PAGE**

## YOUR BUSINESS NAME

123 SMITH STREET, PORT LINCOLN

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BUSINESS LOGO



## BUSINESS NAME

SMITH STREET, PORT LINCOLN

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 instagram.com/businessname

**1/8 PAGE**



**1/8 PAGE**

## 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:

	No. of Words	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  
9<sup>TH</sup> OCT 2020

ARTWORK DEADLINE  
16<sup>TH</sup> OCT 2020

## BOOKING DETAILS

BUSINESS NAME.....

CONTACT PERSON.....

BUSINESS STREET ADDRESS.....

POSTAL ADDRESS.....

PHONE .....

EMAIL .....

## 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

\$105  
(EX. GST)

**BOOK AND PAY BEFORE 30TH SEPTEMBER FOR 5% DISCOUNT**  
**All payments strictly due on or before October 16th 2020**

### 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. (Please note: Advert placement is not guaranteed, pending final layout of the guide.)

ACCOMMODATION  
CARAVAN/CAMPING

ARTS

EVENTS

FOOD & BEVERAGES

GENERAL

REGIONAL  
Coffin Bay / Cummins  
Tumby Bay / other

FISHING TOURS

ACTIVITIES / TOURS /  
THINGS TO DO & SEE

## AUTHORISATION AND PAYMENT

### PAYMENT METHOD

CREDIT CARD VIA PHONE  
(WOOF Media to call)

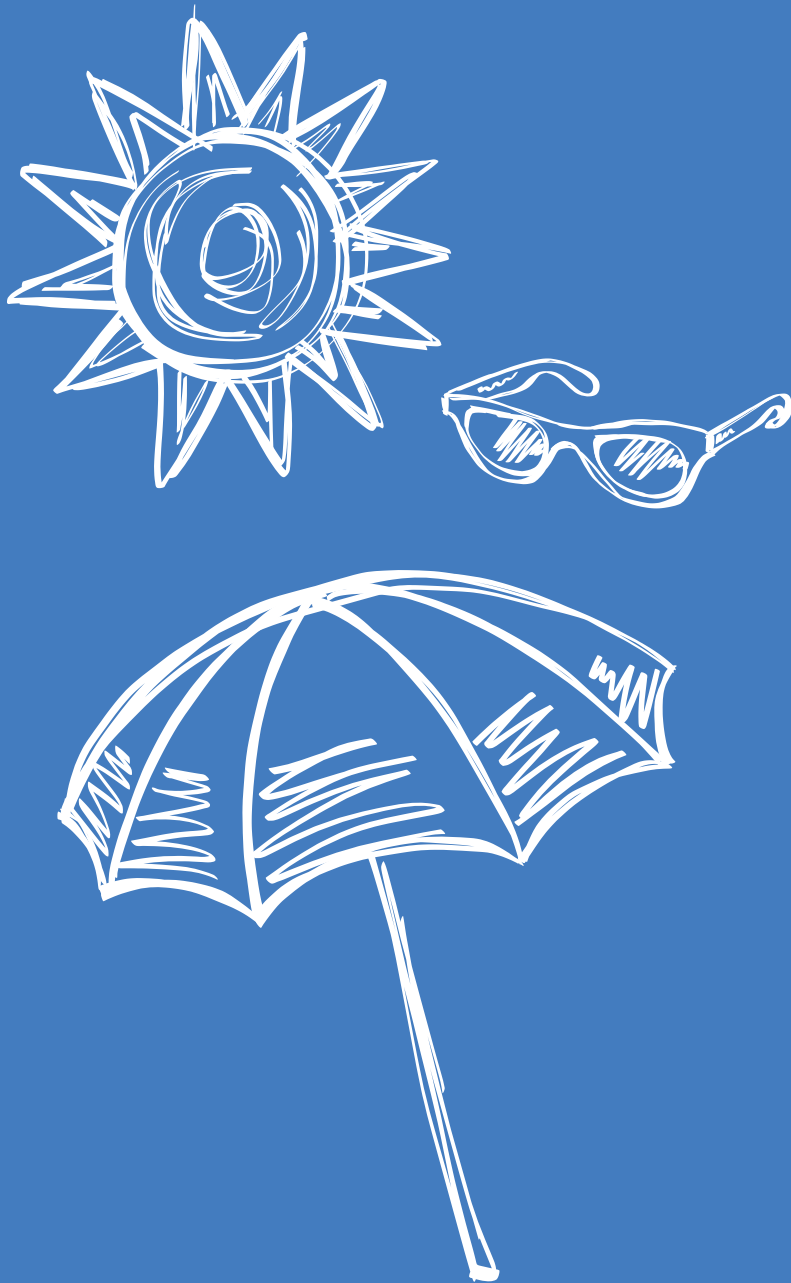
SEND INVOICE FOR  
ONLINE/EFT PAYMENT

AUTHORISED BY.....

(SIGNATURE)

(FULL NAME OF FINANCIAL AUTHORITY)

PURCHASE ORDER (if required) ..... DATE ..... /..... /.....  
(DD/MM/YYYY)



## TO BOOK

Complete and send the booking form with your material to:

Chelsea Meaney or Alex Hey

E: sales@woofmedia.com.au

P: 1300 006 993

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 **9th October 2020** 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 16th October 2020, 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.