

# WHYALLA

## VISITOR GUIDE

MEDIA KIT 2020/21



**FREE 1/9 ADVERT**

For the first 30 advertisers!\*

**BOOKINGS CLOSE**

11th December 2020

\*see details next page





## REGIONAL TRAVEL IS ON THE UP!

With international travel restrictions, increased visitor numbers to regional and outback SA is set to be the good news story of 2021. Visitor Centres are already reporting significant increases in foot traffic! If you sell to travellers, can you afford not to be in the guide this year?

## CLAIM YOUR FREE 1/9 ADVERT

To support local businesses in this challenging year, Whyalla City Council have generously funded a 1/9 advert for the first 30 bookings. Book a larger advert, you only pay the difference!

## 35,000 IN PRINT + ONLINE EDITION

- Print distribution from February 2021 through the accredited VIC network in South Australia
- Online flip book with clickable URLs to your website or booking page
- Available online from January 2021

## SIZE & PRICE GUIDE

ADVERT SIZE	PRICE [ex GST]	FOR THE FIRST 30 BOOKINGS* [ex GST]	DESIGN [ex GST]
1/9 page	\$390	FREE, or CREDIT towards larger advert	\$90
2/9 page	\$590	\$200*	\$125
1/3 page	\$990	\$600*	\$150
2/3 page	\$1,690	\$1,300*	\$175
Full page	\$2,390	\$2,000*	\$250
Business Listing	\$100		
Editorial Listing	\$150		

\* Offer available to first 30 advertisers only. Value of 1/9 advert credited towards all larger sizes.

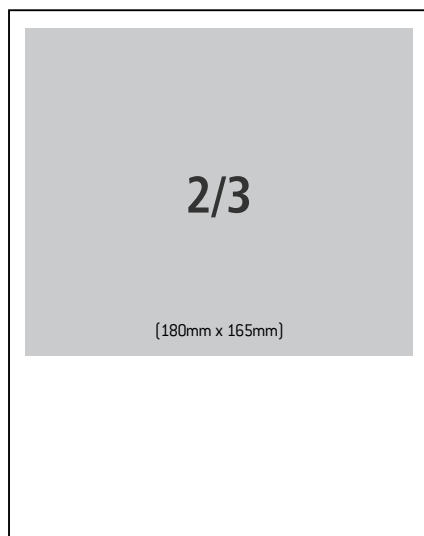
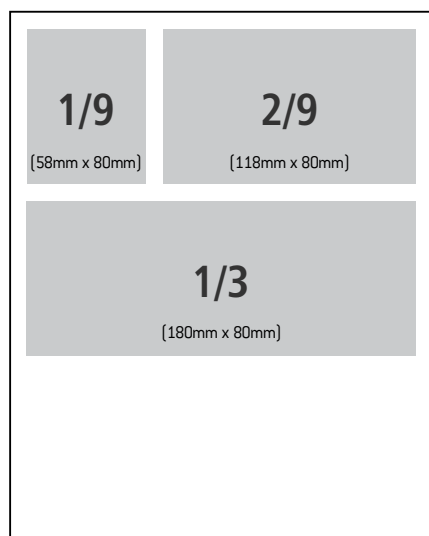
**Alterations to existing adverts:** A minimum fee of \$50 plus GST applies. Extensive alterations or more than one proof will be charged at standard rate. Changing from one size advert to another is classed as a NEW advert. Errors and omissions excepted.

## BOOK NOW

Call 1300 006 993 or email

[sales@woofmedia.com.au](mailto:sales@woofmedia.com.au)

Ask for Chelsea or Alexandra.



## TO BOOK

Complete and send the booking form with your material to:

Chelsea Meaney or Alexandra Hey

E: [sales@woofmedia.com.au](mailto:sales@woofmedia.com.au)

For all enquiries, please call 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. All advert design, placement, and conditions of supply are subject to the following terms.

## TERMS & CONDITIONS

Advertisers may provide their own artwork as long as it conforms to standard print specifications. Failure to provide artwork as 'print ready files' will incur additional costs for reconstruction of artwork. All images, logos must be supplied at 300dpi, in JPG, TIF, EPS or print ready PDF.

Whilst every endeavor will be made to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss occasioned by error, omission, misplacement or otherwise and whether as a result of negligence or any other cause.

Please ensure that all phone numbers, email addresses, website details are all supplied correctly. WOOF Media takes no responsibility for incorrectly supplied details.

Alterations to adverts will be a minimum charge of \$50 plus GST. Extensive alterations or more than one proof will be quoted upon sight of material. Standard rate for extended alterations will be \$140/hour plus GST.

We do not encourage prices to be highlighted in advertisements to ensure your advert will be accurate over the lifespan of the publication. 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 5pm 11th December 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 5pm 18th December 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.

### Special terms for 2020/21 edition:

The FREE 1/9 advert credit from Whyalla City Council is applicable only to the first 30 bookings and applied on a first come, first served basis. Any exceptions will be at the discretion of Whyalla City Council and standard advert rates will apply to all subsequent bookings. The 1/9 advert value can be applied as a credit against larger sized advert bookings. See price table for details.

All production and alterations will be applied at the standard rates for all advertisers.

Increased print run with a publication lifespan planned up to 24 months saving you \$.

Extra promotion from Council with online promotion, billboard advertising and city-wide distribution to visitor hot spots including the Whyalla Airport and Visitor Centre.



## CONTACT DETAILS

Business Name: .....

Contact Person: .....

Business Street Address: .....

..... State: ..... Post Code: .....

Postal Address (if different from above): .....

Phone: ..... Mobile: .....

Email: .....

## BOOKING DETAILS

### \* FREE 1/9 OFFER:

The first 30 advertisers will receive a credit for one advert of any size, to the value of a 1/9 advert (\$390).

Advert Size & Price (ex GST)	Design cost (ex GST)
<input type="checkbox"/> 1/9 = \$390*	<input type="checkbox"/> \$90
<input type="checkbox"/> 2/9 = \$590*	<input type="checkbox"/> \$125
<input type="checkbox"/> 1/3 = \$990*	<input type="checkbox"/> \$150
<input type="checkbox"/> 2/3 = \$1,690*	<input type="checkbox"/> \$175
<input type="checkbox"/> Full Page = \$2,390*	<input type="checkbox"/> \$250

### ☐ Business Listing \$100 (ex GST)

Business name, phone, and 1 line of contact  
Eg: Business address or web address.

### ☐ Editorial Listing \$150 (ex GST)

Business name, phone, and 4 lines of contact  
Eg: Business address, email, web address and open hours.

### ☐ I will supply a print quality advert

Supplied adverts must be supplied as print quality PDF as specified in the terms and conditions in the media kit.

## AUTHORISATION AND PAYMENT

☐ I have read and agree to the terms and conditions on page three.

☐ I understand that my advert will be removed from the Visitor Guide if payment is not received by the invoice due date.

### PAYMENT METHOD

☐ CREDIT CARD VIA PHONE  
(WOOF Media to call)

☐ SEND INVOICE FOR  
ONLINE/EFT PAYMENT

Authorised by: ..... Date: ..... / ..... / 2020  
(SIGNATURE) (DD / MM / 2020)

Name: ..... Purchase Order: .....  
(FULL NAME) (IF REQUIRED)

