



Flinders Ranges & OUTBACK

2021 MEDIA KIT

You're invited to be part of the Official Guide to the Flinders Ranges & Outback.



ABOUT THE VISITOR GUIDE

The official **Flinders Ranges & Outback Visitor Guide** offers cost effective print and digital marketing exposure to businesses that want to promote their brand and increase market share.

Don't miss this opportunity to maximise your advertising budget by reaching the largest audience of potential visitors to the Flinders Ranges & Outback.

65,000
COPIES PRINTED ANNUALLY

706,000
OVERNIGHT VISITORS

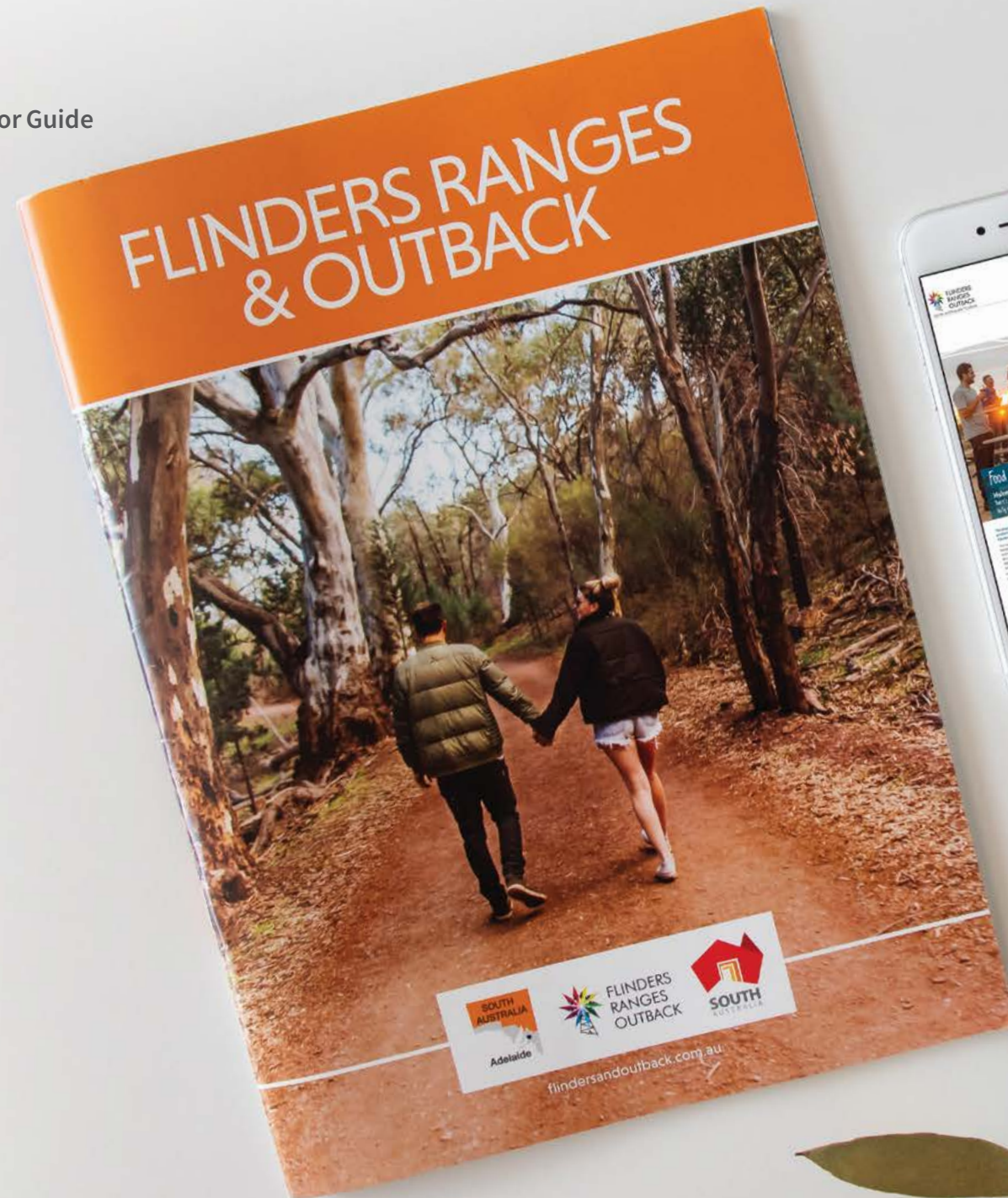
\$459m
VISITOR SPEND

\$631k
DOMESTIC DAY TRIPS

DIGITAL STRATEGY ✓

9,337
FACEBOOK FOLLOWERS

7,446
INSTAGRAM FOLLOWERS



BOOKINGS DUE

19 FEBRUARY 2021

Call Chelsea on
1300 006 993 or email
sales@woofmedia.com.au

**RELEASED
APRIL 2021**

PRINT PUBLICATION

KEY FEATURES:

- Promoted and distributed by Flinders Ranges and Outback
- Detailed editorial and strong imagery
- Calendar of events
- Detailed maps

DIGITAL INCLUSIONS

KEY FEATURES:

- Viewable online globally, with the option to save, share, print or download to computers, tablets or phones
- URLs featured throughout the online flip-book are hyperlinked, taking readers straight to your website and email address

[VIEW THE CURRENT VISITOR GUIDE HERE](#)

DISTRIBUTION

- South Australia's Official Visitor Guides are distributed through an extensive network, reaching potential visitors at times when travel to your region is top of their mind.
- Online via SATC, FRO and supporting business websites
- Adelaide and regional Visitor Information Centres
- SATC international offices
- Participating Adelaide and regional hotels, retailers and wineries
- Domestic consumer travel shows
- RAA, motoring clubs and car hire companies
- Australian Tourism Exchange

PROMOTION

To help you maximise your advertising \$, in addition to the distribution channels above, a suite of promotional images for use on your website and social media channels to promote the digital guide will be supplied.



**PRINT RUN OF 65,000 DISTRIBUTED LOCALLY AND INTERNATIONALLY!
RECEIVE GLOBAL EXPOSURE VIA THE ONLINE DIGITAL FLIPBOOK!**



SUPPLIED ADVERT MATERIAL

PLEASE PROVIDE:

Press-ready PDF | Designed to the specified size | CMYK colour (not RGB)

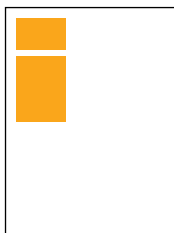
All fonts embedded | High-resolution images (minimum 300dpi)

ADVERT SIZES



FULL PAGE:
Inside front or
Inside back cover or
outside back cover

210mm W x
285mm H
+ 5mm bleed



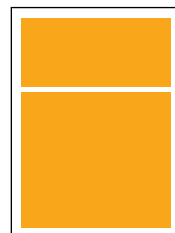
1/18 PAGE TEMPLATE
(text only -
upto 50 words)
58.5mm W x
37.5mm H

1/9 PAGE TEMPLATE
(text with image -
upto 50 words)
58.5mm W x
80mm H



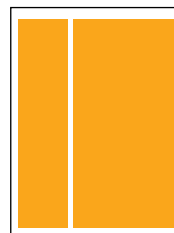
**2/9 PAGE
TEMPLATE**
(text with image -
upto 100 words)
121.5mm W x
80mm H

4/9 PAGE
121.5mm W x
164.5mm H



**1/3 PAGE
HORIZONTAL**
184.5mm W x
80mm H

**2/3 PAGE
HORIZONTAL**
184.5mm W x
164.5mm H



**1/3 PAGE
VERTICAL**
58.5mm W x
249mm H

**2/3 PAGE
VERTICAL**
121.5mm W x
249mm H

ADVERT TEMPLATE EXAMPLES

ADVERTORIAL FEATURE

Participating advertisers can purchase an advertorial feature to be placed elsewhere in the visitor guide.

HEADING: Up to 30 characters, including spacing per line, max of two lines.

FIVE TEXT LINES: Up to 240 characters, including spacing. Max of 5 lines with 2 line header, and max of 6 lines with 1 line header.

BOTTOM LINE: Phone number or website only. Up to 21 characters ONLY, including spacing. Extra long web addresses that don't fit will not be permitted.



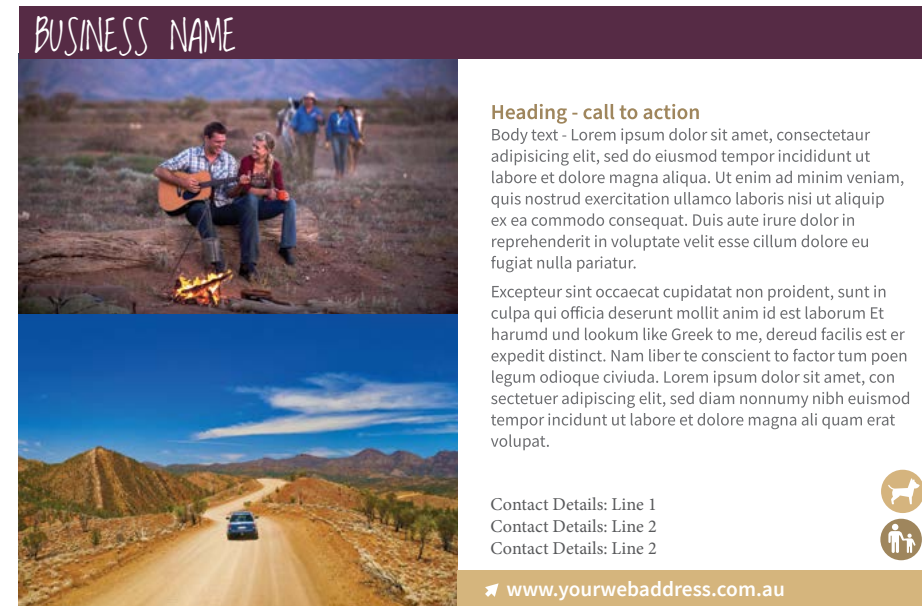
Heading - call to action

Body text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Contact Details: Line 1
Contact Details: Line 2
Contact Details: Line 2



[www.yourwebaddress.com.au](#)



Heading - call to action

Body text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum Et harum und lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Lorem ipsum dolor sit amet, con setctetur adipiscing elit, sed diam nonnumy nibh euismod tempor incidunt ut labore et dolore magna ali quam erat volupat.

Contact Details: Line 1
Contact Details: Line 2
Contact Details: Line 2



[www.yourwebaddress.com.au](#)

ADVERTISING RATES

All businesses with paid advertising can purchase an advertorial feature.

SIZE	RATE (EX. GST)	QTAB RATE (EX. GST)	PRODUCTION* (EX. GST)
1/18 page	<input type="checkbox"/> \$390	<input type="checkbox"/> \$370.50	<input type="checkbox"/> \$50
1/9 page	<input type="checkbox"/> \$560	<input type="checkbox"/> \$532	<input type="checkbox"/> \$70
2/9 page H or V	<input type="checkbox"/> \$1,115	<input type="checkbox"/> \$1,059.25	<input type="checkbox"/> \$90
1/3 page H or V	<input type="checkbox"/> \$1,590	<input type="checkbox"/> \$1,510.50	<input type="checkbox"/> \$110
4/9 page	<input type="checkbox"/> \$1,615	<input type="checkbox"/> \$1,534.25	<input type="checkbox"/> \$140
2/3 page H or V	<input type="checkbox"/> \$3,185	<input type="checkbox"/> \$3,025.75	<input type="checkbox"/> \$160
Full page	<input type="checkbox"/> \$4,130	<input type="checkbox"/> \$3,923.50	<input type="checkbox"/> \$250
Inside back cover	<input type="checkbox"/> \$4,950	<input type="checkbox"/> \$4,702.50	<input type="checkbox"/> \$250
Inside front cover	<input type="checkbox"/> \$5,250	<input type="checkbox"/> \$4,987.50	<input type="checkbox"/> \$250
Outside back cover	<input type="checkbox"/> \$5,250	<input type="checkbox"/> \$4,987.50	<input type="checkbox"/> \$250
Double page spread	<input type="checkbox"/> \$8,445	<input type="checkbox"/> \$8,022.75	<input type="checkbox"/> \$400
Advertorial (6 line + heading) <i>Can only be purchased with advert booking</i>	<input type="checkbox"/> \$145	<input type="checkbox"/> \$137.75	

I am entitled to a 5% QTAB discount. QTAB membership number

*If your previous ad needs no changes, production charges do not apply. \$50 exc. GST for minor alterations.

SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR ADVERT PLACEMENT

Outback tracks	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial	Getting here & around	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Aboriginal culture	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial	Stations and farmstays	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Arts	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial	Town pages	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial
Events	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial	Town (please specify)		
Food and wine	<input type="checkbox"/> Ad	<input type="checkbox"/> Advertorial	*WOOF Media and FRO cannot guarantee placement if requested.		

MATERIAL INSTRUCTION

New + production Repeat (minor alts \$50) Repeat (no charge) Supplied (no charge)

FREE INDEX AT THE BACK OF THE VISITOR GUIDE

Town Phone or web address.....

Business category (Tick one only)

Accommodation Events General services Tours + transport
 Attractions + experiences Food, wine + beverages Information + bookings

ICONS TO INCLUDE IN YOUR ADVERT (please tick relevant icons)

Book now Wi-Fi available Australian Tourism Accreditation Eco Certified
 Children welcome Facebook Eat Local
 Accessible facilities Instagram Climate Action ROC
 Pet Friendly Trip Advisor Other

BOOKING FORM

Please scan and email completed form to sales@woofmedia.com.au

BOOKINGS DUE
19th FEBRUARY 2021

Registered business name

Contact person

Email Address

Phone

Mobile

Billing Address line 1

Billing Address line 2

City / Suburb

State

Postcode

AUTHORISATION & PAYMENT

Booking authorised by (name and/or signature)

Booking date

Purchase order (if required)

I acknowledge that I am authorised on behalf of the company/business to confirm this booking.

I have read and agree to the **TERMS AND CONDITIONS**

An invoice will be issued with credit card and online payment options available. Alternatively, please call WOOF Media to make a credit card payment over the phone.



DONT MISS OUT!

**BOOKINGS DUE
19th FEBRUARY 2021**

**ARTWORK DUE
24th FEBRUARY 2021**

TERMS AND CONDITIONS

- Artwork and copy for all 1/18th page, 1/9th page and 2/9th page sized ads MUST be in the prescribed template format.
- Only those operators taking 1/3rd page or larger will have creative rights to use their own branding and advertising design if desired (except a template 1/3rd ad).
- FRO style guide applies to copy of template ads.
- Ads with provided artwork (1/3rd page or larger) cannot use the template header.
- Template ads cannot use artwork, logos or text placed over image/s.
- Advertorials and index listings cannot be purchased in their own right – advertorials can be purchased in addition to an advertisement purchase, and index listings are included as part of an advertisement purchase.
- 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. Information missing from your advert proof will not be automatically placed in your advertisement.
- 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 and FRO cannot guarantee placement if requested.
- WOOF Media and FRO reserve the right to refuse unsuitable advertisements.
- Advertisers who have not signed and returned their proofs by the due date will be omitted from the guide.
- Star ratings, and QTAB status, where requested for inclusion in the publication, will be verified.
- Only those with QTAB accreditation current at the time of booking can purchase at the discounted rate.
- Cancellation policy: All bookings cancelled before the booking deadline of 19th February 2021 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.