

DON'T MISS OUT

EARLY BIRD DEADLINE

5pm WEDNESDAY
18TH AUGUST 2021

BOOKINGS CLOSE

5pm FRIDAY
3RD SEPTEMBER 2021

Port Lincoln VISITOR GUIDE

2022 MEDIA KIT

Produced by WOOF Media
Supported by City of Port Lincoln



REGIONAL TRAVEL GROWTH TO CONTINUE!

With ongoing state border challenges, we're expecting to see a **continued influx of visitors** to Port Lincoln and the Southern Eyre Peninsula!

Travel within SA is much more spontaneous and last minute, often with plans being made once travellers arrive in-region. Resources like the Visitor Guide are essential to help visitors **discover more reasons to stay a little longer** and invest in the local economy.

There is continued growth in interest for Port Lincoln! The official tourism website (portlincoln.com.au) continues it's growth with a **40% increase in visitors in 2020/21 compared to 2019/20**.

Make the most of the growth in regional travel and put your business in this year's guide to receive **targeted exposure to visitors who are in-region** or planning their trip to the region.

Can you afford not to be in it?



NEW THIS YEAR!

- Expanded town maps for Port Lincoln, Coffin Bay, Tumby Bay and Cummins
- More QR codes to quickly access videos, resources and travel inspiration
- Fresh new photography from recent Council-commissioned photo shoots

PRINT PUBLICATION

- Compact and practical A5 size
- Regional and local maps
- Available at Visitor Information Centres and gateway towns to Port Lincoln
- 25,000 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
- Targeted distribution plan will ensure guides are available within SA through the accredited VIC network



ADVERTISING RATES

5% discount for Early Bird bookings.

Prices include FREE production for your first advert proof PLUS a FREE drop pin on the expanded town maps.

	Early Bird +GST	Advert Price +GST
Full page	\$2,090	\$2,200
Back cover	\$2,185	\$2,300
Half page	\$1,235	\$1,300
Quarter page	\$684	\$720
Eighth of page	\$437	\$460
Sixteenth of page	-	\$250

ADVERT FORMATS

- All adverts are templated and styled to appear as editorial in the guide (see examples on the following page)
- Free map pin and business listing with any paid advert

EARLY BIRD SAVE 5%

**BOOK AND PAY BEFORE
18TH AUGUST 2021 TO GET 5% OFF**

ADVERT 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 electronically, in Microsoft Word or via email.
- One proof provided for advert artwork. Additional proofs will be charged at a minimum of \$50 +GST each proof.
- Professional copywriting service for your advert is available. From \$70 +GST.

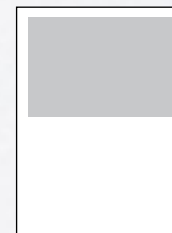
PLEASE PROVIDE:

- Business name
- + Body text, images and logo (refer below advert specifications)
- Business Address
- Phone number
- Email
- Website
- Facebook URL
- Instagram URL



FULL PAGE

PRICE: \$2,200
BACK COVER: \$2,300
Max words: 109
Images: 4-5
Business logo: 1



1/2 PAGE

PRICE: \$1,300
Max words: 109
Images: 3-4
Business logo: 1



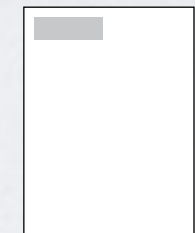
1/4 PAGE

PRICE: \$720
Max words: 58
Images: 1
Business logo: 1



1/8 PAGE

PRICE: \$460
Max words: 21
Images: 1
Business logo: 0



1/16 PAGE

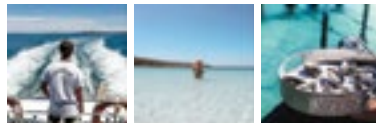
PRICE: \$250
Max words: 15
Images: 0
Business logo: 0

ADVERT FORMATS

CLEAN DESIGN WITH EMPHASIS ON HERO IMAGES AND CALLS TO ACTION.



FULL PAGE
\$2,200



YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

123 Smith Street, Port Lincoln
+ 61 7 5456 5443 | enquiries@hello.com.au
websiteaddress.com.au
facebook.com/companyname
instagram.com/companyname



YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

123 Smith Street, Port Lincoln
+ 61 7 5456 5443 | enquiries@hello.com.au
websiteaddress.com.au
facebook.com/companyname
instagram.com/companyname



HALF PAGE
\$1,300



1/4 PAGE
\$720

YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

123 Smith Street, Port Lincoln
+ 61 7 5456 5443 | enquiries@hello.com.au
websiteaddress.com.au
facebook.com/companyname
instagram.com/companyname



1/8 PAGE
\$460

YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

123 Smith Street, Port Lincoln
+ 12 3 4567 8910 | info@youremailaddress.com.au
yourwebaddress.com.au

YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

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

1/16 PAGE
\$250

YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

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

**DON'T
MISS OUT**

BOOKINGS CLOSE
3RD SEPT 2021

ARTWORK DEADLINE
10TH SEPT 2021

ADVERTISEMENT BOOKING FORM

BUSINESS NAME.....

CONTACT PERSON.....

POSTAL ADDRESS.....

PHONE

EMAIL

ADVERT DETAILS

ADVERT SIZE

FULL PAGE
\$2,200 (+GST)

HALF PAGE
\$1,300 (+GST)

QUARTER PAGE
\$720 (+GST)

EIGHTH PAGE
\$460 (+GST)

SIXTEENTH PAGE
\$250 (+GST)

BOOK AND PAY BEFORE WEDNESDAY 18TH AUGUST TO RECEIVE THE 5% EARLY BIRD DISCOUNT. Invoices will be reissued for the full cost if payment is not received by 20th August. Payments are due within seven (7) days of invoice date.

PRODUCTION REQUIREMENTS

NEW ADVERT

MINOR ALTS
\$50 (+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

ACTIVITIES / TOURS /
THINGS TO DO & SEE

AUTHORISATION AND PAYMENT

PAYMENT METHOD

CREDIT CARD

SEND INVOICE FOR
ONLINE/EFT PAYMENT

I confirm I have read and agree to the Terms and Conditions on page 7

NAME..... SIGNATURE.....

PURCHASE ORDER (if required)..... DATE / /



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 contact numbers, email and web addresses.

All images supplied for the production of the advertisement must be copyright cleared.

Advertisers are entirely responsible for the content of their advertisement and agree to indemnify the publishers against any claim or proceedings arising out of the publishing of their advertisement.

Alterations to adverts will be a minimum charge of \$50 +GST. New advert design, extensive alternations, 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 will be offered first to primary tourism businesses (e.g. accommodation, tour operators, hospitality). 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 **3RD SEPTEMBER 2021** 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 10TH SEPTEMBER 2021, 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 / in situ purposes and may vary slightly at the time of advertisement proofing.

**BOOKING
DEADLINE**

**5PM FRIDAY
3RD SEPT 2021**