

WHYALLA

VISITOR GUIDE

MEDIA KIT 2024



BOOKINGS CLOSE

15TH DECEMBER 2023



ATTRACT WHYALLA VISITORS TO YOUR BUSINESS

Whyalla's pivotal location between the popular Eyre Peninsula and the Flinders Ranges regions provides a great opportunity for your business to attract regional travellers.

Your support of the official visitor guide ensures Whyalla visitors are fully informed during their stay in our wonderful city.

20,000 IN PRINT + ONLINE EDITION

- Print and online distribution from March 2024
- Available through accredited Visitor Information Centres in South Australia
- Online flipbook with clickable links to your website or booking page

SIZE & PRICE GUIDE

ADVERT SIZE	ADVERT PRICE (ex GST)	PRODUCTION (ex GST)
1/9 page	\$430	\$90
2/9 page	\$650	\$125
1/3 page	\$1,090	\$150
2/3 page	\$1,860	\$175
Full page	\$2,630	\$250
Business Listing	\$115	
Editorial Listing	\$165	

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.

Advert Material Supply

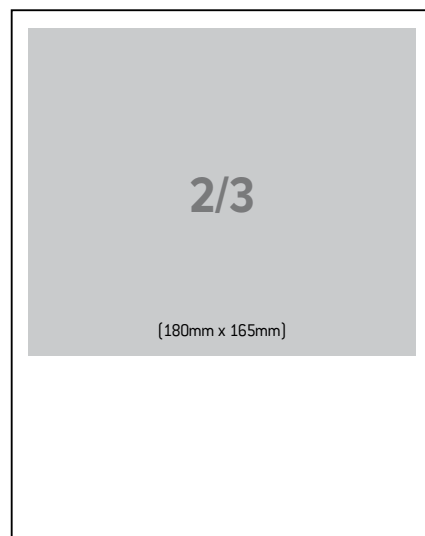
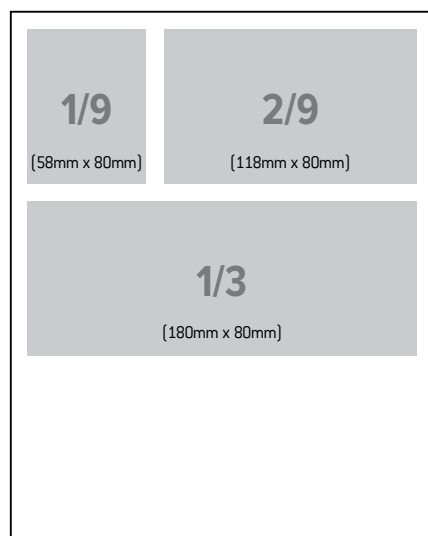
- Digital images must be supplied at minimum 300dpi JPG, TIF or PSD file format.
- Text to be supplied electronically as Microsoft Word or via email.

BOOK NOW

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

20,000 print run with a publication lifespan planned up to 24 months.

Extra promotion from Council with online promotion, online flip book available on whyalla.com and city-wide distribution to visitor hot spots including the Whyalla Airport, Whyalla Visitor Centre and Foreshore Visitor Pod.



TO BOOK

Complete and send the booking form with your material to:

E: 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 and, website details are 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 \$150/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.

WOOF Media reserves the right to refuse unsuitable advertisements.

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

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 will be charged at 50%. Cancellations made after this date will be charged the full rate.

PAYMENT POLICY: If payment is not received in full prior to the artwork deadline, your advertisement will be removed from the guide before printing and the advertiser will be liable for full payment of the advertising space booked.

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

Errors and omissions excepted.

KEY DATES

BOOKINGS DUE:

5pm Friday 15th December 2023

ADVERT PROOF APPROVAL DUE:

5pm Friday 2nd February 2024



Return completed booking form via email to sales@woofmedia.com.au or call 1300 006 993 to book over the phone.

CONTACT DETAILS

Business Name:

Contact Person:

Business Street Address:

City / Suburb: State: Post Code:

Postal Address (if different from above):

Phone/Mobile: Email:

BOOKING DETAILS

ADVERT SIZE (ex GST)	ADVERT PRICE (ex GST)	PRODUCTION (ex GST)
1/9	<input type="checkbox"/> \$430	<input type="checkbox"/> \$90
2/9	<input type="checkbox"/> \$650	<input type="checkbox"/> \$125
1/3	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$150
2/3	<input type="checkbox"/> \$1,860	<input type="checkbox"/> \$175
Full Page	<input type="checkbox"/> \$2,630	<input type="checkbox"/> \$250

- BUSINESS LISTING \$115 (EX GST)**
Business name, phone, and 1 line of contact
Eg: Business address or web address.

- EDITORIAL LISTING \$165 (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

Upon receipt of the booking form you will be issued with an invoice for payment from WOOF Media. Invoices are payable within seven (7) days of invoice date. Credit card surcharge will apply. Please refer to the terms and conditions for full details.

Your signature confirms your acceptance of the terms and conditions, cancellation and payment policies (refer page 3).

Booking authorised by (name)

(signature)

Date

Purchase order (if required)

woofmedia.com.au

P: 1300 006 993 | E: sales@woofmedia.com.au

BOOKINGS CLOSE: 15th December 2023 ADVERT ARTWORK APPROVAL: 2nd February 2024