



**YOU'RE INVITED
TO JOIN**



Flinders Ranges and Outback

**OFFICIAL VISITOR GUIDE
& DIGITAL MARKETING
CAMPAIGN**

2025 MEDIA KIT



For Flinders Ranges & Outback businesses that want to build their brand and increase market share.





PRINT PUBLICATION

KEY FEATURES:

- Promoted and distributed by Flinders Ranges and Outback Tourism Marketing Committee and partners
- Detailed editorial and strong imagery
- Calendar of events
- Detailed maps for offline travel
- Viewable online globally, with the option to save, share, print or download for offline access

PRINT 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.
- Adelaide and statewide Visitor Information Centres
- SA Tourism Commission international offices
- Participating Adelaide and regional hotels, retailers and wineries
- Australian Tourism Exchange, domestic consumer travel shows
- RAA, motoring clubs and car hire companies

ONLINE DISTRIBUTION:

- Interactive online flip book with clickable links for all advertiser website and email addresses. View the current visitor guide here: <https://yourvisitorguide.com.au/flindersandoutback>
- Free suite of images to promote the guide, for use on your website and social media channels
- Promoted via flindersandoutback.com.au and supporting business websites

BOOKINGS DUE

27TH SEPTEMBER 2024

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

**RELEASED
FEBRUARY 2025**

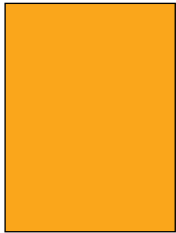
NEW: DIGITAL CAMPAIGN PACKAGES

Add a digital campaign package to your booking and expand your reach to Flinders Ranges & Outback's highly-engaged digital audience.

See page 4 for details.



ADVERT SIZES



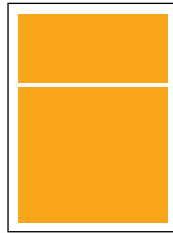
FULL PAGE
Inside front or
Inside back cover or
outside back cover

210mm W x
285mm H
+ 5mm bleed



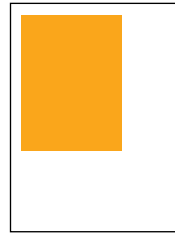
1/3 PAGE
VERTICAL
58.5mm W x
249mm H

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

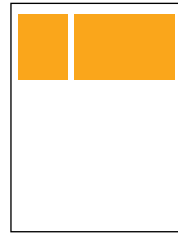


1/3 PAGE
HORIZONTAL
184.5mm W x
80mm H

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



4/9 PAGE
121.5mm W x
164.5mm 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

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 TEMPLATE EXAMPLES

ADVERTORIAL FEATURE

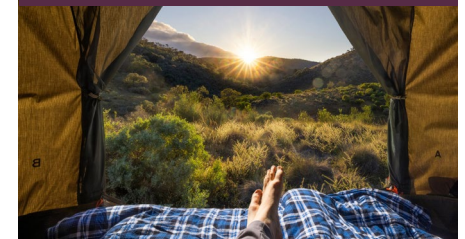
Participating advertisers can purchase an advertorial feature to be placed elsewhere in the visitor guide.

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.

Business Name



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](#)

Business Name



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 harumd 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](#)



2025 DIGITAL MARKETING CAMPAIGN

From March 2025, Flinders Ranges & Outback will run a three-month digital campaign that will:

- Increase the number of interested and engaged visitors to flindersandoutback.com.au
- Deliver qualified leads to operators via their ATDW listings on flindersandoutback.com.au

The 2024 campaign delivered for participating advertisers and they saw two, three-and even some four-digit % growth in website leads during the campaign compared to the previous year.

“

The 2024 co-op campaign was great for us. All we had to do was approve the content and get back to looking after our customers. We've been blown away by the 500+ direct leads that came our way during the campaign so joining again this year is a no-brainer.

-Hamish, Pichi Richi Park

HOW WILL IT WORK?

The campaign will run digital advertising via the official FRO Facebook and Instagram accounts over a 3-month period, supported by content and features on the official website flindersandoutback.com.au. Advertisers will be featured in digital adverts, travel inspiration articles or have their ATDW listing promoted in key categories on flindersandoutback.com.au.

All advertiser packages will be supported by digital ads and organic social media posts published to Flinders Ranges & Outback's highly-engaged audience on Facebook and Instagram (more than 1.3M reached in the 2024 season).

HOW DO I JOIN?

It's easy! Decide which of the three advertising packages suits your budget (see page 5). Then add this to your booking, confirming whether you wish to run your digital package for one month or the full three months.

CAN I BOOK A DIGITAL ADVERTISING PACKAGE ONLY?

The digital campaign packages are only available to advertisers who book a print advert in the visitor guide.

DIGITAL ADVERTISING PACKAGES FOR 2025 CAMPAIGN

- Your ads and features will run for a one or three month period within the wider campaign.
- Each ad is professionally compiled using information sourced from advertiser's ATDW content, and links back to flindersandoutback.com.au

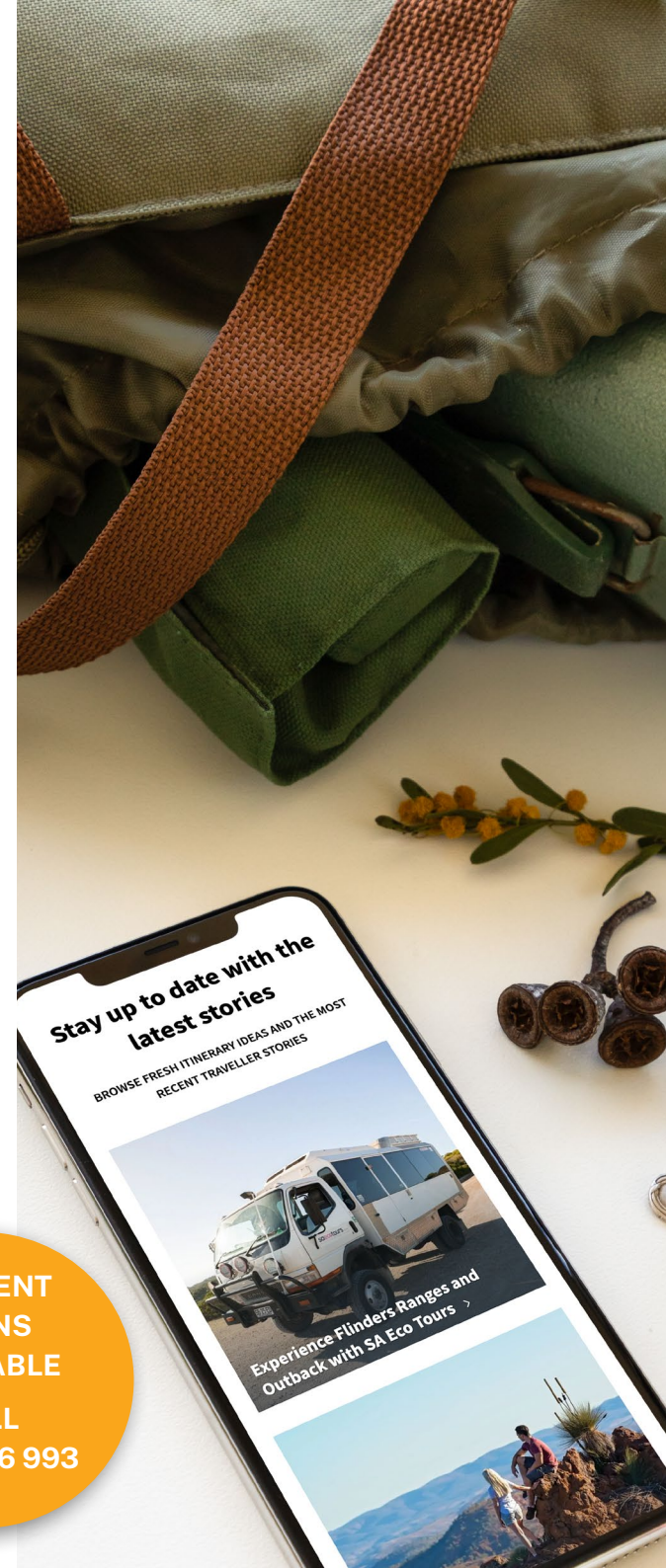
	YOUR PACKAGE INCLUDES:	JOIN FOR 1 MONTH	JOIN FOR 3 MONTHS
PACKAGE 1	<ul style="list-style-type: none"> • 1 x dedicated image ad (Meta) ** • 1 x dedicated slide in destination experiences ads (Meta) • Mention and link to ATDW listing in round-up style experiences article* • Media budget: \$300 per month guaranteed spend 	\$675 +GST	\$1,575 +GST (\$525/month)
PACKAGE 2	<ul style="list-style-type: none"> • 1 x organic social post & story share on FRO Facebook and Instagram • 1 x dedicated image ad (Meta) ** • 1 x dedicated carousel ad (Meta) ** • 1 x dedicated slide in destination experiences ads (Meta) • Mention and link to ATDW listing in round-up style experiences article* • Featured ATDW category listing on FRO site (one feature in one category) • Media budget: \$600 per month guaranteed spend 	\$1,550 +GST	\$3,250 +GST (\$1,083.33/month)
PACKAGE 3	<ul style="list-style-type: none"> • Dedicated feature article (800-1000 words) published on FRO Travel Inspiration blog*, with 1 x Meta ad to promote article for duration of participation • 2 x organic social posts & story shares on FRO Facebook and Instagram • 1 x dedicated image ad (Meta) ** • 1 x dedicated carousel ad (Meta) ** • 1 x dedicated video ad (Meta) ** • 1 x dedicated slide in destination experiences ads (Meta) • Mention and link to ATDW listing in round-up style experiences article* • Featured ATDW category listing on FRO site (one feature in one category) • Media budget: \$1,200 per month guaranteed spend 	\$3,975 +GST	\$7,175 +GST (\$2,391.67/month)

*All featured articles will remain published on flindersandoutback.com.au after the campaign ends, giving you ongoing visibility!

**All adverts to link back to advertiser's ATDW listing on flindersandoutback.com.au

**PAYMENT
PLANS
AVAILABLE**

**CALL
1300 006 993**



Step 1 of 3 Choose your PRINT ADVERT PACKAGE

*REQUIRED FIELDS

All businesses who purchase a print advert are eligible to include an advertorial and digital campaign package.

*** MATERIAL INSTRUCTION FOR YOUR ADVERT** (Please choose one)

- New advert + production Repeat (no alterations) Repeat (alterations required) Supplied

COMPLETE FOR ALL ADVERTS

UPSIZING OFFER: Double my advert size for a 5% discount (existing advertisers only) *

SIZE	RATE (EX. GST)	QTAB RATE (EX. GST)	PRODUCTION (EX. GST)
1/9 page	<input type="checkbox"/> \$630	<input type="checkbox"/> \$598.50	<input type="checkbox"/> \$70
2/9 page H or V	<input type="checkbox"/> \$1,255	<input type="checkbox"/> \$1,192.25	<input type="checkbox"/> \$90
1/3 page H or V	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$1,695.75	<input type="checkbox"/> \$110
4/9 page	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,090	<input type="checkbox"/> \$140
2/3 page H or V	<input type="checkbox"/> \$3,570	<input type="checkbox"/> \$3,391.50	<input type="checkbox"/> \$160
Full page	<input type="checkbox"/> \$4,620	<input type="checkbox"/> \$4,389	<input type="checkbox"/> \$250
Inside back cover	<input type="checkbox"/> \$5,560	<input type="checkbox"/> \$5,282	<input type="checkbox"/> \$250
Inside front cover	<input type="checkbox"/> \$5,880	<input type="checkbox"/> \$5,586	<input type="checkbox"/> \$250
Outside back cover	<input type="checkbox"/> \$5,880	<input type="checkbox"/> \$5,586	<input type="checkbox"/> \$250
Double page spread	<input type="checkbox"/> \$8,085	<input type="checkbox"/> \$7,680.75	<input type="checkbox"/> \$400
Advertorial (6 line + heading) <i>Can only be purchased with advert booking</i>	<input type="checkbox"/> \$145	<i>* Production fee waived for upsize offer</i>	

*** SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR ADVERT / ADVERTORIAL PLACEMENT**

(Choose one per booked advert/advertorial)

- Outback tracks Ad Advertorial
- Aboriginal culture Ad Advertorial
- Arts Ad Advertorial
- Events Ad Advertorial
- Food and wine Ad Advertorial
- Getting here & around Ad Advertorial
- Stations and farmstays Ad Advertorial
- Town pages Ad Advertorial

Town (please specify): _____

*WOOF Media and FRO cannot guarantee placement if requested.

*** FREE INDEX AT THE BACK OF THE VISITOR GUIDE**

(Please select one option only)

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

* Town (please specify): _____

* Phone OR web: _____

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
- Climate Action
- RABBIT CARCASS
- Accessible facilities
- Instagram
- Aussie Travel Code Partner
- ROC
- Pet Friendly
- Trip Advisor
- Other

Step 2 of 3 Choose your DIGITAL CAMPAIGN PACKAGE

Reach more people and maximise your return on investment by joining the 2025 digital campaign.

flindersandoutback.com.au, 2024 so far 88,000+ Website Visitors. Up 93% 196,000+ Page Views. Up 77% 8,200+ Leads to Businesses. Up 101%	Facebook 14,000+ followers.	Instagram 14,400 followers.
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	JOIN FOR 1 MONTH	JOIN FOR 3 MONTHS
PACKAGE 1	<input type="checkbox"/> \$675 +GST	<input type="checkbox"/> \$1,575 +GST (\$525/month)
PACKAGE 2	<input type="checkbox"/> \$1,550 +GST	<input type="checkbox"/> \$3,250 +GST (\$1,083.33/month)
PACKAGE 3	<input type="checkbox"/> \$3,975 +GST	<input type="checkbox"/> \$7,175 +GST (\$2,391.67/month)
PAYMENT PLAN	<input type="checkbox"/> I would like a payment plan for my digital campaign package.	
DECLINE	<input type="checkbox"/> I am not interested in joining the 2025 digital campaign.	

Add any comments or questions about your print or digital campaign booking:

Continue to step 3 over the page to complete your booking

HOW TO BOOK

Please complete steps 1-3 on page six and seven, scan and email to sales@woofmedia.com.au



Complete your booking online.
Scan the QR code or visit:
<https://woof.media/FROVG2025>

BOOKINGS DUE:
27TH SEPTEMBER 2024
ADVERT PROOF APPROVAL:
4TH OCTOBER 2024

AUSSIE TRAVEL CODE

ARE YOU AN AUSSIE TRAVEL CODE PARTNER?

The Aussie Travel Code is a Code of Conduct for regional travellers encouraging all of us to do our part to protect our diverse communities, cultures and environments for future generations.

Partners are granted the rights to use Aussie Travel Code brand resources to promote sustainable tourism issues in their region.



Scan this code to join or visit:
aussietravelcode.com.au/get-involved

Step 3 of 3 Contact Details and Authorisation

BOOKINGS DUE
27TH SEPT 2024

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

Business name

Contact person

QTAB Member number

Phone

Mobile

Email address

Postal address

City / Suburb

State

Postcode

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 applies.

Your signature confirms your acceptance of the terms and conditions, cancellation and payment policies (refer page 8).

Booking authorised by (name)

Date

(signature)

Purchase order (if required)

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

KEY DATES

BOOKINGS DUE:

5pm Friday 27th September 2024

ADVERT CONTENT SUPPLY:

5pm Friday 4th October 2024

ADVERT PROOF APPROVAL:

5pm Friday 18th October 2024

TERMS AND CONDITIONS

- Artwork and copy for all advertorial, 1/9 page and 2/9 page sized ads MUST be in the prescribed template format. Design templates shown in this prospectus are for mock-up / in situ purposes and may vary slightly at the time of advertisement proofing.
- Template ads cannot use artwork, logos or text placed over image/s.
- FRO style guide applies to copy of template ads.
- Only those advertisers taking 1/3 page or larger will have creative rights to use their own branding and advertising design if desired.
- Ads with provided artwork (1/3 page or larger) cannot use the template header.
- Advertorials, index listings and digital packages cannot be purchased in their own right. Advertorials and digital packages 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, 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 position advertising will only be offered to tourism-specific businesses within the Flinders & Outback region. WOOF Media and FRO cannot guarantee placement if requested.
- WOOF Media and FRO reserve the right to refuse unsuitable advertisements.
- 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.
- Advertisers who have not returned their approved proofs by the due date will be omitted from the guide.
- **UPSIZED OFFER:** A 5% discount will apply to any current advertiser who doubles the size of their advert. E.g. 1/9 to 2/9, 1/3 to 2/3, half page to full page. Production fees will be waived for the upsized advert.
- **DIGITAL PACKAGES** are available only to advertisers in the printed visitor guide. A 30% deposit is required for digital packages and will be included in your print advert invoice. A 35% progress invoice will be issued in November, with the final 35% balance due no later than 13th December. Content for your digital advertising, preferred listing category, and preferred publishing schedule will be confirmed after your booking. Delivery of your digital packages will take place during 2025.
- **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:** Payments are strictly due within seven (7) day of invoice date. Credit card surcharge applies. If payment is not received in full, the advertisement will be removed from the guide before printing and the advertiser will be liable for full payment of the advertising space booked.