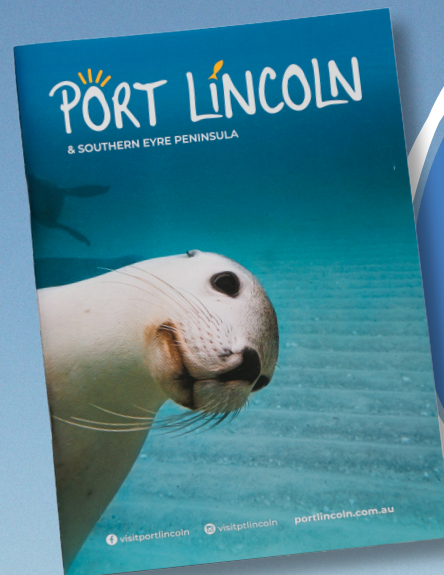


Port Lincoln

& SOUTHERN EYRE PENINSULA

VISITOR GUIDE

2026 EDITION MEDIA KIT



EXCLUSIVE OFFER

Secure your 2026 advertisement at 2025 prices

ONLY AVAILABLE TO
ADVERTISERS OF THE
2025 EDITION



Produced by WOOF Media. Supported by the City of Port Lincoln



TO SECURE THIS OFFER YOU MUST:

BOOK your advert before 5pm on Friday 27th June 2025.
PAY for your advert by 5pm on Monday 30th June 2025.

Complete the booking form on page 5, scan this code or visit
<https://woof.media/plvg2026> to complete your booking online.

ADVERT FORMATS

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

All prices exclusive of GST unless otherwise indicated.



FULL
PAGE
\$2,500

FREE
QR
CODE

CUSTOM
DESIGN
AVAILABLE



YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln
(01) 2345 6789
enquiries@hello.com.au
websiteaddress.com.au
f i /businessname

BUSINESS
LOGO
AND/OR
QR CODE



YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln
(01) 2345 6789
enquiries@hello.com.au
websiteaddress.com.au
f i /businessname

BUSINESS
LOGO
AND/OR
QR CODE



1/2
PAGE
\$1,460

FREE
QR
CODE

1/4
PAGE
\$820



YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln
(01) 2345 6789
enquiries@hello.com.au
websiteaddress.com.au
f i /businessname

BUSINESS
LOGO

1/8
PAGE
\$520



YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln | (01) 2345 6789
enquiries@hello.com.au | websiteaddress.com.au

YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln | (01) 2345 6789
enquiries@hello.com.au | websiteaddress.com.au

YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln | (01) 2345 6789
enquiries@hello.com.au | websiteaddress.com.au

1/16
PAGE
\$290

EXCLUSIVE OFFER

ONLY AVAILABLE TO ADVERTISERS OF THE 2025 EDITION

Secure your advertisement for the 2026 edition at 2025 prices



DON'T MISS OUT!

Booking must be received by
5pm Friday 27th June 2025 and
payment must be made in full by
5pm Monday 30th June 2025.

Bookings made after Friday 27th
June will be at 2026 edition prices.

Complete the booking form on
page 5, scan this code or visit
<https://woof.media/plvg2026>
to complete your booking online.



ADVERT MATERIAL SUPPLY

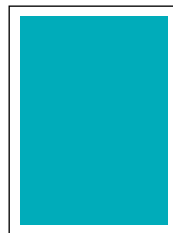
IMAGES - Digital images must be supplied at min 300dpi, in CMYK colour mode saved as TIF, EPS, PSD or JPEG. Make sure JPEGs are set to high colour compression.

TEXT - To be supplied electronically, in Microsoft Word format or via email.

PROOFS - One proof with one round of minor alterations included for advert artwork. Additional alterations will incur a minimum fee of \$50 +GST per proof.

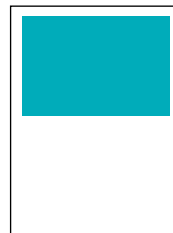
PROFESSIONAL COPYWRITING SERVICE - Available from \$70 +GST.

ADVERT SIZES



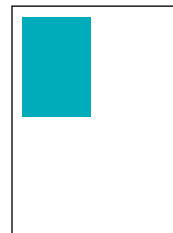
FULL PAGE

Custom design or
templated design



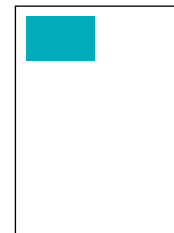
1/2 PAGE

Templated design



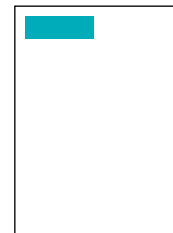
1/4 PAGE

Templated design



1/8 PAGE

Templated design



1/16 PAGE

Templated design

ADVERTISING RATES

ADVERT SIZES	2025 PRICES (excl. GST)
FULL PAGE (Custom design available)	\$2,500
1/2 PAGE (Templated design)	\$1,460
1/4 PAGE (Templated design)	\$820
1/8 PAGE (Templated design)	\$520
1/16 PAGE (Templated design)	\$290
Booking must be paid for by 5pm Monday 30th June 2025.	

YOUR ADVERT INCLUDES

- ✓ Clean and clear editorial-style format
- ✓ FREE production for your first advert proof
- ✓ FREE map pin and business listing on the expanded town maps (with any size advert)
- ✓ FREE QR code linked to website of your choice (with half or full page adverts only)

ADVERT REQUIREMENTS

Templated adverts are required to adhere to a set format – no changes permitted.



YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln
(01) 2345 6789
enquiries@hello.com.au
[websiteaddress.com.au](#)
f /businessname

BUSINESS
LOGO
AND/OR
QR CODE



YOUR BUSINESS NAME

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123 Smith Street, Port Lincoln
(01) 2345 6789
enquiries@hello.com.au
[websiteaddress.com.au](#)
f /businessname

BUSINESS
LOGO



YOUR BUSINESS NAME

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YOUR BUSINESS NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ullamcorper iaculis rhoncus.
123 Smith Street, Port Lincoln | (01) 2345 6789
enquiries@hello.com.au | [websiteaddress.com.au](#)

FULL & 1/2 PAGE ADVERT

Words: 130 max. word description

Images: 1-2 hero images*
2-3 thumbnail images

Business logo: 1

Contact details: Max 4 points of contact.
Address (if applicable), phone, email and web address

Social media: Facebook and/or
Instagram icons + link to accounts

1/4 PAGE ADVERT

Words: 40 max. word description

Images: 1 hero image* only

Business logo: 1

Contact details: Max 4 points of contact.
Address (if applicable), phone, email and web address

Social media: Facebook and/or
Instagram icons + link to one account

1/8 PAGE ADVERT

Words: 20 max. word description

Images: 1 hero image* only

Contact details: Max 4 points of contact.
Address (if applicable), phone, email and web address

* Hero image must be a single image. No multi-image mosaics or grids.

1/16 PAGE ADVERT

Words: 15 max. word description

Contact details: Max 4 points of contact
(space permitting). Address (if applicable),
phone, email and web address.

HOW TO BOOK

Complete the booking form on this page and send the signed copy to:

Chelsea Meaney

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



OR scan this code or visit
<https://woof.media/plvg2026>
to complete your booking online.

Upon receipt of the booking an invoice for payment will be issued by WOOF Media. Please refer to Terms and Conditions for payment policy.

CHECK LIST

- ☐ **BOOK ADVERT** - Friday 27th June
- ☐ **PAY FOR BOOKING** - Monday 30th June
- ☐ **REVIEW ADVERT PROOF**
Supply alterations Friday 25th July
- ☐ **ADVERT APPROVAL** - Friday 22nd August
- ☐ **VISITOR GUIDE LAUNCH** - October 2025
- ☐ **VISITOR GUIDE PROMOTION** - October 2025
You will receive promotional images to share on your website and social media platforms, helping you promote your business and the Visitor Guide.

SPECIAL OFFER: BOOKING FORM

BUSINESS NAME

CONTACT PERSON

POSTAL ADDRESS

PHONE/MOBILE

EMAIL



ADVERT DETAILS

All prices exclude GST unless otherwise indicated

ADVERT SIZE	<input type="checkbox"/> FULL PAGE \$2,500	<input type="checkbox"/> 1/2 PAGE \$1,460	<input type="checkbox"/> 1/4 PAGE \$820	<input type="checkbox"/> 1/8 PAGE \$520	<input type="checkbox"/> 1/16 PAGE \$290
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PRODUCTION REQUIREMENTS

New and existing advert bookings include one proof with one round of minor alterations at no cost. Fees apply for additional alterations.

<input type="checkbox"/> NEW ADVERT	<input type="checkbox"/> EXISTING ADVERT NO ALTERATIONS	<input type="checkbox"/> EXISTING ADVERT MINOR ALTERATIONS
--	--	---

ADVERT SECTION

If you have more than one advert, choose more than one section. Final placement within each section is subject to final layout.

<input type="checkbox"/> ACCOMMODATION CARAVAN/CAMPING	<input type="checkbox"/> ACTIVITIES / TOURS / THINGS TO DO & SEE	<input type="checkbox"/> ARTS / HISTORY & MUSEUMS	<input type="checkbox"/> EVENTS
<input type="checkbox"/> FISHING	<input type="checkbox"/> FOOD & BEVERAGES	<input type="checkbox"/> SHOPPING & GENERAL SERVICES	

TOWN GROUPING

Adverts will be colour coded by town in each themed section.

<input type="checkbox"/> COFFIN BAY	<input type="checkbox"/> CUMMINS	<input type="checkbox"/> PORT LINCOLN	<input type="checkbox"/> TUMBY BAY
--	---	--	---

AUTHORISATION AND PAYMENT

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

NAME SIGNATURE

PURCHASE ORDER (if required) DATE





TERMS AND CONDITIONS

All prices are exclusive of GST unless otherwise indicated.

ADVERTISEMENTS AND BUSINESS LISTING REQUIREMENTS:

Design and advertisement templates shown in this prospectus are for mock-up / in situ purposes, and are subject to change to align with the final approved design of the publication.

Business listings cannot be purchased in their own right. One (1) business listing is included free of charge with any paid advert.

WOOF Media reserves the right to refuse unsuitable advertisements.

Artwork and copy for all adverts will be in the prescribed template format. Template adverts cannot use artwork, logos or text placed over image/s.

Only those advertisers taking a full page advertisement will have creative rights to use their own branding and advertising design if desired.

We do not encourage prices to be highlighted in adverts. If you do include prices, they must be inclusive of GST, and include validity dates.

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

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 our advert proof will not be automatically placed in your advertisement.

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.

Prime position advertising will first be offered to tourism-specific businesses (e.g. accommodation, tour operators, hospitality) within the Port Lincoln and Southern Eyre Peninsula region. WOOF Media cannot guarantee requested placement of adverts.

The front and back covers are not available for advertising placement or purchase.

PROOFS: Production and first proof of the advertisement are included in the booking fee, including one round of minor alterations to the first proof. Further revisions after the first proof, or any revisions after advert is approved, will incur a minimum fee of \$50+GST per proof, payable in addition to the advertisement booking fee. Alterations such as editing supplied images will attract additional fees.

Proofs of adverts that have not been approved by the due date will be omitted from the guide.

CANCELLATION POLICY:

For all cancellations made:

Before Friday 8th August 2025:
a \$50 + GST cancellation fee will apply.

Between Saturday 9th August and Friday 22nd August 2025:
50% of the booked advertisement rate will be payable.

After Friday 22nd August 2025:
The full booked advertisement rate will be payable.

PAYMENT POLICY:

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.

EXCLUSIVE OFFER FOR 2025 ADVERTISERS SAVE AND BOOK AT LAST YEAR'S PRICE

Proof of payment must be received by 5pm on Monday 30th June 2025. Any unpaid invoices after this date will be re-issued at the higher 2026 advert price when general sales open in July.

FOR ALL BOOKINGS AND PAYMENTS MADE ON OR AFTER TUESDAY 1ST JULY 2025

Payments are strictly due within seven (7) days of invoice date.

KEY DATES

BOOKING DEADLINE:
5pm Friday 27th June

PAYMENT DUE:
Monday 30th June

