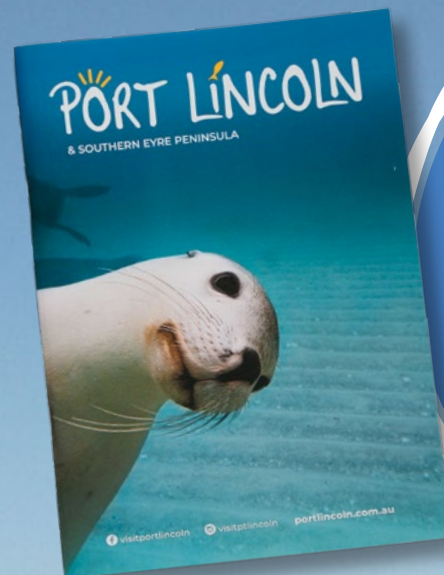


Port Lincoln

& SOUTHERN EYRE PENINSULA

VISITOR GUIDE

2026 EDITION MEDIA KIT



**SECURE
YOUR SPOT**

**BOOKINGS CLOSE:
5PM WEDNESDAY
20TH AUGUST 2025**

**DISTRIBUTION STARTS
NOVEMBER 2025**



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



Complete the booking form on
page 6, scan this code or visit
<https://woof.media/plvg2026>
to complete your booking online.

BE SEEN BY VISITORS

Your business will be on show to visitors to our stunning corner of South Australia.

- **FREE** map pin and business listing with all adverts.
- **FREE** tracked QR Code* with any half or full page advert.
- Location-themed adverts to easily identify Port Lincoln, Coffin Bay, Cummins and Tumby Bay businesses.

PRINT: 25,000 COPIES

- Compact and practical A5 size
- Regional and local maps
- Direct links to digital resources via QR codes*
- Available at Visitor Information Centres and gateway towns to Port Lincoln

DISTRIBUTION & PROMOTION

- Online flip book features clickable links to take readers straight to your website or booking page
- Distributed online via the official Port Lincoln website, social media, and business websites
- Targeted distribution within SA through the accredited VIC network

*QR CODE USE - 2025 EDITION

970+ scans of Adverts, Day Drives, Maps, Experiences, and videos from November 2024 to July 2025.

THE OFFICIAL GUIDE TO

Port Lincoln

& SOUTHERN EYRE PENINSULA



ADVERT FORMATS

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

All prices exclusive of GST unless otherwise indicated.



FULL
PAGE
\$2,650

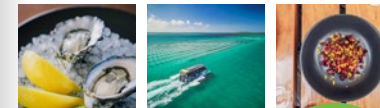
FREE
QR
CODE



YOUR BUSINESS NAME

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



YOUR BUSINESS NAME

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



1/2
PAGE
\$1,540

FREE
QR
CODE



1/4
PAGE
\$870

YOUR BUSINESS NAME

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



1/8
PAGE
\$550

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

1/16
PAGE
\$310



DON'T MISS OUT!

Bookings close 5pm Wednesday
20th August 2025

Complete the booking form on
page 6, scan this code or visit
<https://woof.media/plvg2026>
to complete your booking online.

ADVERT MATERIAL SUPPLY

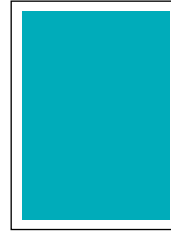
IMAGES - Digital images must be supplied at min 300dpi, in CMYK colour mode saved as TIF, EPS, PSD or JPEG. Make sure JPEGs are set to high colour compression.

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.

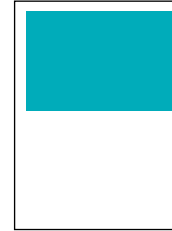
PROFESSIONAL COPYWRITING SERVICE - Available from \$70 +GST.

ADVERT SIZES



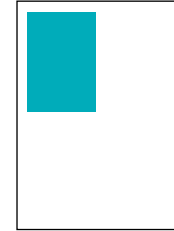
FULL PAGE

Custom design or
templated design



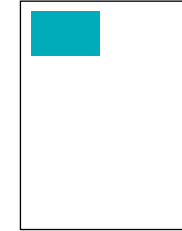
1/2 PAGE

Templated design



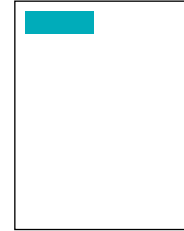
1/4 PAGE

Templated design



1/8 PAGE

Templated design



1/16 PAGE

Templated design

ADVERTISING RATES

ADVERT SIZES	2026 EDITION PRICES (excl. GST)
FULL PAGE (Custom design available)	\$2,650
1/2 PAGE (Templated design)	\$1,540
1/4 PAGE (Templated design)	\$870
1/8 PAGE (Templated design)	\$550
1/16 PAGE (Templated design)	\$310
Booking must be paid within seven (7) days of invoice date.	

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ullamcorper iaculis rhoncus. Mauris bibendum dolor non diam dictum auctor.
123 Smith Street, Port Lincoln | (01) 2345 6789
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123 Smith Street, Port Lincoln | (01) 2345 6789
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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** - Wednesday 20th August
- ☐ **REVIEW ADVERT PROOF**
Supply alterations Friday 27th August
- ☐ **ADVERT APPROVAL** - Friday 5th September
- ☐ **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

KEY DATES

BOOKING DEADLINE

20TH AUGUST 2025

ADVERT APPROVAL

5TH SEPTEMBER 2025

ADVERT DETAILS

All prices exclude GST unless otherwise indicated

ADVERT SIZE	<input type="checkbox"/> FULL PAGE \$2,650	<input type="checkbox"/> 1/2 PAGE \$1,540	<input type="checkbox"/> 1/4 PAGE \$870	<input type="checkbox"/> 1/8 PAGE \$550	<input type="checkbox"/> 1/16 PAGE \$310
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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.

☐ **NEW ADVERT**

☐ **EXISTING ADVERT NO ALTERATIONS**

☐ **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.

☐ **ACCOMMODATION CARAVAN/CAMPING**

☐ **ACTIVITIES / TOURS / THINGS TO DO & SEE**

☐ **ARTS / HISTORY & MUSEUMS**

☐ **EVENTS**

☐ **FISHING**

☐ **FOOD & BEVERAGES**

☐ **SHOPPING & GENERAL SERVICES**

TOWN GROUPING

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

☐ **COFFIN BAY**

☐ **CUMMINS**

☐ **PORT LINCOLN**

☐ **TUMBY BAY**

AUTHORISATION AND PAYMENT

Your signature confirms your acceptance of the terms and conditions, cancellation and payment policies (refer page 7).

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 Wednesday 20th August 2025:
a \$50 + GST cancellation fee will apply.

Between Thursday 21st August and Friday 5th September 2025:
50% of the booked advertisement rate will be payable.

After Saturday 6th September 2025:
The full booked advertisement rate will be payable.

PAYMENT POLICY:

Payments are strictly due within seven (7) days of invoice date, unless otherwise agreed in writing.

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.

KEY DATES

BOOKING DEADLINE

5PM WEDNESDAY 20TH AUGUST 2025

ADVERT APPROVAL

5PM FRIDAY 5TH SEPTEMBER 2025

