



ballina

COAST & HINTERLAND



Visitor Guide
2026 PROSPECTUS



2026 Visitor Guide ADVERTISING PROSPECTUS

The Ballina Destination and Economy Team invites you to be part of the Ballina Coast and Hinterland 2026 Visitor Guide – the official tourism publication for our region.

As a trusted source of visitor information and a key marketing platform for local businesses, the Visitor Guide connects readers with authentic experiences and services across the Ballina Coast and Hinterland. Following strong community and industry feedback from the previous edition, the 2026 guide will continue to provide engaging, high-quality content that supports visitor planning and inspires longer stays.

Distributed through the accredited Visitor Information Centre Network, the Ballina Visitor Information Centre, Ballina Byron Gateway Airport and businesses across the Northern Rivers, the guide reaches travellers at every stage of their journey.

Advertising in the Visitor Guide offers your business a professional, cost-effective way to reach visitors who are ready to explore, book and spend locally.

Warm regards,

Alanah Ward

Coordinator Destination and Economy
Ballina Shire Council

40,000 PRINTED COPIES

Printed copies of the guide will be distributed through the following channels:

- Ballina Visitor Information Centre – open 360 days per year
- Ballina Byron Gateway Airport (over 642,000 passengers per annum)
- Visitor Centres throughout NSW and South East Queensland
- Northern Rivers accommodation properties, tourism attractions and visitor hot spots
- Conference delegate and event welcome packs
- New resident packs

DIGITAL PROMOTION

The guide will be available on the destination website discoverballina.com.au which receives over 140,000 unique users per year.

900,000+ SOCIAL MEDIA REACH

Through social media pages, over 900,000 accounts were reached last year, an engaged audience ready to [@discoverballina](https://www.instagram.com/discoverballina).

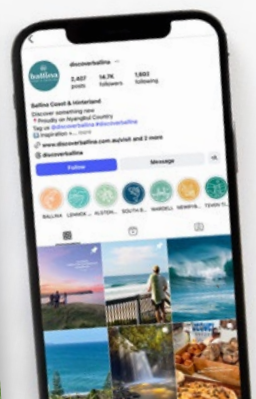
SHELF LIFE

This guide is expected to have a two year shelf life.



To book, please fill out the online form. If you have any questions, contact the Ballina Tourism Team directly on **1800 777 666** or discover@ballina.nsw.gov.au

Book online: woof.media/ballina





YOUR BUSINESS NAME

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033 456 789
webaddress.com.au
[Instagram handle](#)
[Facebook handle](#)

BUSINESS LOGO

1/4 Page

1/4 Page

1/4 Page

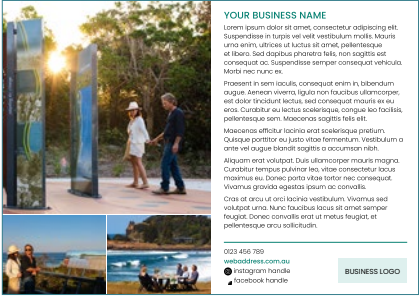
QUARTER PAGE

Formatted Advertisement to the style of the guide

\$990 (ex. GST)

- 184mm W x 64mm H
- 50 words max. description
- 1 hi-res image to be supplied
- Logo to be supplied
- 4 lines of contact details including Facebook or Instagram social handle

1/4
Page
\$990



YOUR BUSINESS NAME

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033 456 789
webaddress.com.au
[Instagram handle](#)
[Facebook handle](#)

BUSINESS LOGO

1/2 Page

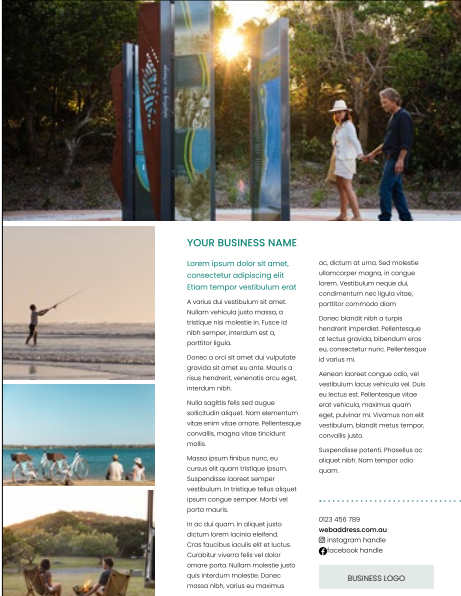
HALF PAGE

Formatted Advertisement to the style of the guide

\$1,850 (ex. GST)

- 184mm W x 130mm H
- 140 word max. description
- 1-3 hi-res images to be supplied
- Logo to be supplied
- 4 lines of contact details including Facebook and Instagram social handles

1/2
Page
\$1,850



YOUR BUSINESS NAME

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033 456 789
webaddress.com.au
[Instagram handle](#)
[Facebook handle](#)

BUSINESS LOGO

Full Page

FULL PAGE (A4) - EDITORIAL

\$2,650 (ex. GST)

- Up to 4 images on full page story
- Business description (230 words)
- Business name and logo
- Contact details
i.e. address, phone, website, a social media handle

SHARE YOUR STORY

The Captivating Stories are ideal for those that have a unique story to tell. This is an editorial piece, sharing information on the experience people can have but more importantly connecting people with your business.

Full Page
Editorial
\$2,650

GREAT
VALUE



**BALLINA
RSL**





WHERE COMMUNITY MEETS

Entertainment

Experience Ballina RSL, where exceptional, food and captivating entertainment come together in a lively community setting. It's not just a venue, it's your go-to destination for a memorable day out.






ENTERTAINMENT | EVENTS | DELICIOUS FOOD | MUSEUM

OPEN 7 DAYS
Sunday to Wednesday 9am to 10pm
Thursday to Saturday 9am to 12am

Ballina RSL Club, 1 Grant Street, Ballina NSW
(02) 6681 9500
memberservices@ballinarsl.com.au

VISIT US
BALLINARSL.COM.AU

FIND US



DRINKING RESPONSIBLY

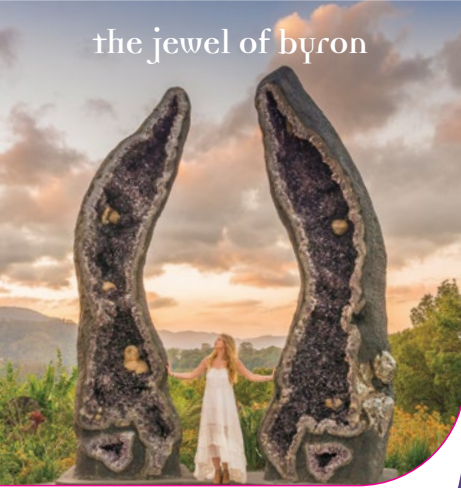
FULL PAGE (A4)

Own finished artwork

\$3,450 (ex. GST)

- Full page for you to supply your completed print-ready advertisement artwork
- 210mm W X 297mm H
- Must be supplied in PDF format
- CMYK colour format
- 3mm bleed
- All text converted to outlines

Full
Page
\$3,450



the jewel of byron



Home to the world's largest natural crystals where you can sit in an ancient amethyst cave. Wander the tranquil Shambhala Gardens adorned with sacred statues. Enjoy breathtaking views, delicious lunch and daily Crystal Sound Healing.

Discover the Jewel of Byron.

Only 50 mins from Ballina, 20 mins from Byron Bay
81 Mount Dr, Mullumbimby, NSW
Open 7 days 10am-5pm

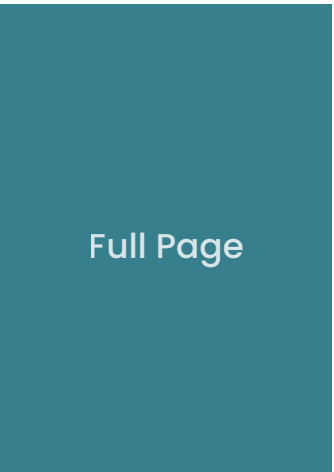
 **CRYSTAL CASTLE
& shambhala gardens**

FULL PAGE PREMIUM ADVERTS

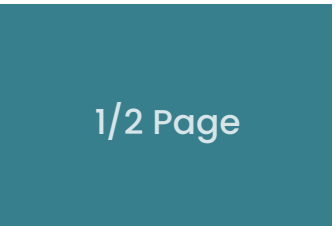
The following options are full page (A4) options with only ONE space available – Own finished artwork

ADVERT SIZES	PRICES (ex. GST)
BACK COVER	\$4,750
INSIDE BACK COVER	\$3,950
INSIDE FRONT COVER	\$4,450
PAGE 3	\$4,450
INSIDE FRONT COVER + PAGE 3 (Double page spread – SAVE \$650)	\$8,250

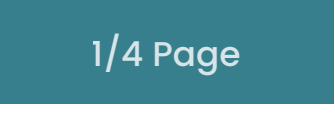
ADVERT SIZES



Full Page



1/2 Page



1/4 Page



1/4 Page



ADVERTISING CLOSES

**FRIDAY 21
NOVEMBER 2025**

Book online:
woof.media/ballina

To book, please fill out the online form. If you have any questions, contact the Ballina Tourism Team directly on **1800 777 666** or discover@ballina.nsw.gov.au



Terms & Conditions

All prices are exclusive of GST unless otherwise indicated.

ADVERTISEMENT 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.

WOOF Media and Ballina Shire Council reserve the right to refuse unsuitable advertisements.

Artwork and copy for all Full Page – Editorial, 1/4 Page, and 1/2 Page – Template sized 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 advert 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 your 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 Ballina Coast and Hinterland region.

WOOF Media and Ballina Shire Council cannot guarantee requested placement of adverts.

The front cover is 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 \$100 +GST per proof, payable in addition to the advertisement booking fee. Alterations such as editing the original 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:

Between Saturday 15th November and Friday 28th November 2025:
a \$100 +GST cancellation fee will apply.

After Saturday 29th November 2025:
the full booked advertisement rate will be payable.

PAYMENT POLICY:

All invoices for advertisements will be issued by WOOF Media, with monies payable to WOOF Media.

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

A 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.

The Advertiser will be charged for any additional expenses incurred in collecting outstanding debts.

DESTINATION AND ECONOMY TEAM

6 River Street Ballina NSW 2478

Freecall: 1800 777 666 E: discover@ballina.nsw.gov.au

Facebook icon @discoverballina