

YOU'RE INVITED TO JOIN

Flinders Ranges and Outback

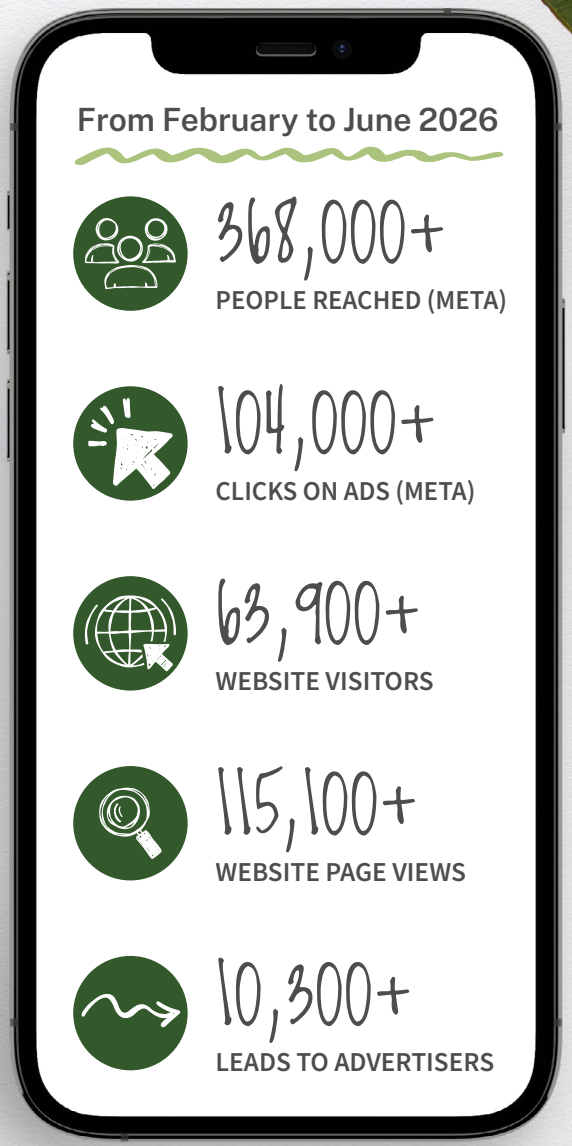
OFFICIAL 2027 DESTINATION MARKETING PROGRAM

MEDIA KIT

Unlock powerful marketing opportunities for your business by joining the 2027 destination marketing program.

FLINDERS RANGES OUTBACK

WOOF media



GUARANTEED EXPOSURE FOR YOUR BUSINESS

You're invited to invest in the 2027 Flinders Ranges & Outback Destination Marketing Program.

This co-operative marketing campaign combines your print advert in the sought-after Official Visitor Guide with digital promotion on the destination website and social media.

DIGITAL CAMPAIGN

From December 2026 to May 2027, the digital campaign will **inspire travellers** to include the region in their 2027 travel plans, and **drive direct leads to advertisers** via flindersandoutback.com.au.

The 2026 digital campaign delivered strong results for all 70+ participating advertisers.

BOOKINGS DUE

FRIDAY 30TH OCT 2026

Print distribution starts Feb. 2027.
Digital campaign begins Dec. 2026.

HOW TO BOOK

Please complete steps in the booking form, scan and email to sales@woofmedia.com.au.

OR Complete your booking online. Scan the QR code or visit: https://woof.media/FROVG2027.

OFFICIAL VISITOR GUIDE

50,000+ in print and globally available online

South Australia's Official Visitor Guides are distributed through an extensive network to reach potential visitors when travel to the region is top of mind.

FEATURING strong imagery, detailed editorial content, local stories, maps, regional travel advice, drive routes and itineraries, and more.

PRINT DISTRIBUTION includes, but is not limited to, Adelaide and statewide Visitor Information Centres; internationally via SA Tourism Commission offices, participating hotels, retailers, and attractions; Australian Tourism Exchange and domestic travel shows; RAA, motoring clubs and car hire companies.

ALWAYS-ON DIGITAL ACCESS via the interactive flip book with clickable links for all advertiser website and email addresses. View the current edition: https://yourvisitorguide.com.au/flindersandoutback.

FREE PROMOTIONAL IMAGES are included for all advertisers to promote the official visitor guide via their websites and social media.



MARKETING PACKAGES & FORMATS

BOOK ONLINE: woof.media/FROVG2027

All prices exclude GST unless otherwise noted

1/9 PACKAGE

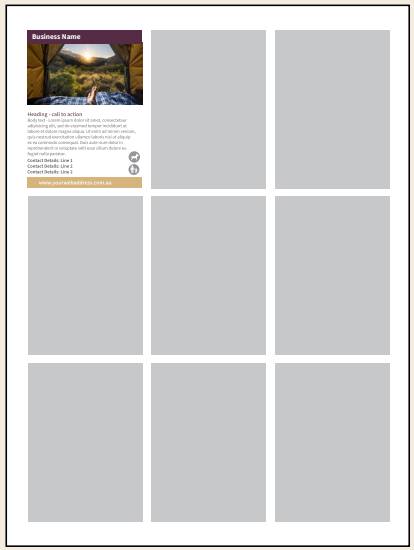
Investment: $875

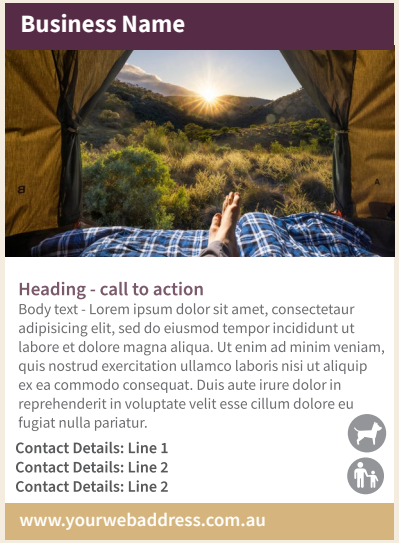
PRINT SPECIFICATIONS

- Templated advert
- 58.5mm W x 80mm H
- 50 words max. description
- 1 high-res image
- 4 points of contact details

DIGITAL INCLUSIONS

- Inclusion in Meta ad carousels matching your visitor guide ad section
- **Featured listing for 90 days** in your category on FRO website





ADVERTORIAL FEATURE

Add to your package: $160

Add an advertorial feature to be placed elsewhere in the visitor guide.

HEADING: Up to 30 characters, including spacing per line, max of two lines.

TEXT: Up to 240 characters, including spacing. Max of 5 lines with 2 line header, and max of 6 lines with 1 line header.

CONTACT: Phone number or website only. Up to 21 characters ONLY, including spacing. Extra long web addresses that don't fit will not be permitted.

Advertisers with one of these packages received **23 leads on average** in the 2026 digital campaign.

2/9 PACKAGE

Investment: $1,690

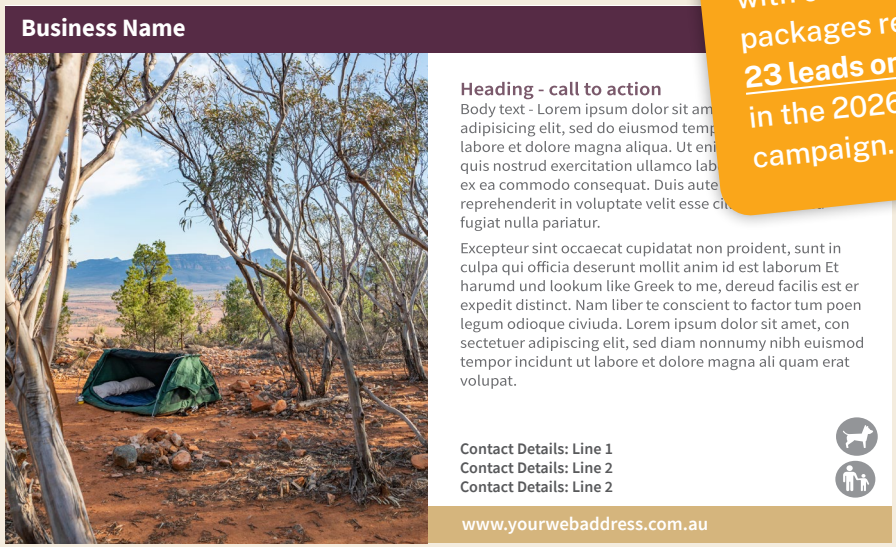
PRINT SPECIFICATIONS

- Templated advert
- 121.5mm W x 80mm H
- 100 words max. description
- 1 high-res image
- 4 points of contact details

DIGITAL INCLUSIONS

- Inclusion in Meta ad carousels matching your visitor guide ad section
- **Featured listing for 180 days** in your category on FRO website



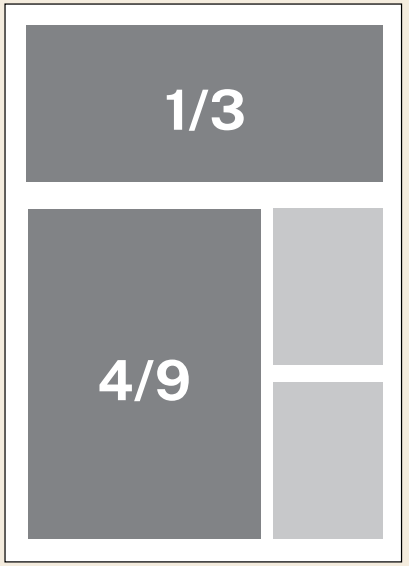


MARKETING PACKAGES & FORMATS

BOOK ONLINE: woof.media/FROVG2027

All prices exclude GST unless otherwise noted





1/3 PACKAGE

Investment: $2,425

184.5mm W x 80mm H

4/9 PACKAGE

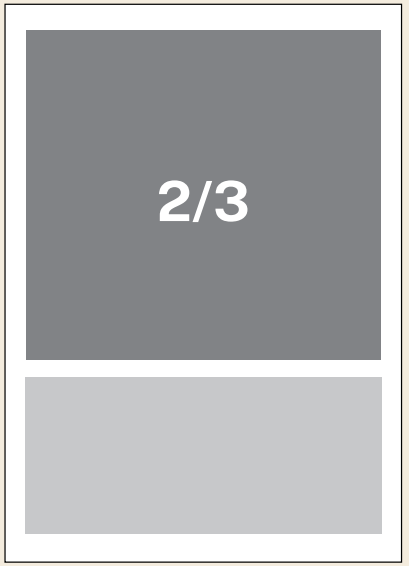
Investment: $3,225

121.5mm W x 164.5mm H

2/3 PACKAGE

Investment: $4,675

184.5mm W x 164.5mm H



PRINT SPECIFICATIONS

Custom Design. Supply your own or supply content for WOOF Media to prepare your advert.

Supplied adverts must be supplied in CMYK colour and PDF format.

All text converted to outlines.

High-resolution images (minimum 300dpi).

DIGITAL INCLUSIONS

Applies to 1/3, 4/9 and 2/3 packages.

- Meta ad exclusively for your business
- Inclusion in Meta ad carousels matching your visitor guide ad section
- **Featured listing for 180 days** in your category on FRO website
- **1 x boosted organic post** on FRO Facebook and Instagram, using content from ATDW listing.

Advertisers with one of these packages received **95 leads on average** in the 2026 digital campaign.



MARKETING PACKAGES & FORMATS

BOOK ONLINE: woof.media/FROVG2027

All prices exclude GST unless otherwise noted

FULL PAGE & PREMIUM PLACEMENT

FULL PAGE
Investment: $5,975

INSIDE BACK COVER
Investment: $7,125

INSIDE FRONT COVER
Investment: $7,625

OUTSIDE BACK COVER
Investment: $7,625

DOUBLE PAGE SPREAD
Investment: $9,975

PRINT SPECIFICATIONS

Custom Design. Supply your own or supply content for WOOF Media to prepare your advert.

Supplied adverts must be supplied in CMYK colour and PDF format.

All text converted to outlines.

High-resolution images (minimum 300dpi).

Full Page/Inside Back/Front Cover; Outside Back Cover:
210mm W x 285mm H (+5mm bleed)

Double Page Spread:
420mm W x 285mm H (+5mm bleed)

DIGITAL INCLUSIONS

Applies to Full Page Editorial and Full Page.

- 1 x Meta single image or video ad or carousel solely focused on your business
- Includes additional Meta budget dedicated to your ad
- Inclusion in Meta ad carousels which match the section of the visitor guide you advertise in
- **Featured listing for 180 days** in your category on FRO website
- 1 x boosted organic post on FRO Facebook and Instagram, using content from ATDW
- Featured in round-up style feature article on FRO website. Remains published after the campaign concludes

Advertisers with one of these packages received **136 leads on average** in the 2026 digital campaign.





FULL PAGE EDITORIAL

Investment $5,475

PRINT SPECIFICATIONS

- Templated advert
- 210mm W x 285mm H
- Business name
- Up to 4 images
- Editorial copy (400-600 words)*
- 4 points of contact details
- Business logo (optional)

SHARE YOUR STORY

This full page editorial feature is a way to share your story, highlighting the people, passion, and experiences behind your brand.

Create a stronger emotional connection with readers and turn their curiosity into meaningful interest in your business.

** Supplied copy may be edited to align with voice and style of the guide.*

Step 1 Choose your MARKETING PACKAGE

REQUIRED FIELDS

All businesses who purchase a marketing package are eligible to include an advertorial in the visitor guide.

MATERIAL INSTRUCTION FOR YOUR PRINT ADVERT (Please choose one)

☐ New advert **FREE PRODUCTION** ☐ Repeat (no alterations) ☐ Repeat (alterations required) ☐ Supplied (1/3 or larger)

COMPLETE FOR EACH PACKAGE

MARKETING PACKAGE	RATE (EX. GST)	QTAB RATE (EX. GST)
1/9 Page Print + Digital	☐ $875	☐ $831
2/9 Page Print + Digital	☐ $1,690	☐ $1,606
1/3 Page Print + Digital	☐ $2,425	☐ $2,304
4/9 Page Print + Digital	☐ $3,225	☐ $3,064
2/3 Page Print + Digital	☐ $4,675	☐ $4,441
Full Page Editorial + Digital	☐ $5,475	☐ $5,201
Full Page Advert + Digital	☐ $5,975	☐ $5,676
Inside Back Cover + Digital	☐ $7,125	☐ $6,769
Inside Front Cover / Outside Back Cover + Digital	☐ $7,625	☐ $7,244
Double Page Spread + Digital	☐ $9,975	☐ $9,476
Advertorial (6 line + heading) *Can only be purchased with advert booking*	☐ $160	

SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR ADVERT / ADVERTORIAL PLACEMENT
(Choose one per booked advert/advertorial)

Aboriginal Culture	☐ Ad	☐ Advertorial
Arts	☐ Ad	☐ Advertorial
Food and Drink	☐ Ad	☐ Advertorial
Getting Here and Around	☐ Ad	☐ Advertorial
Outback Tracks	☐ Ad	☐ Advertorial
Stations and Farmstays	☐ Ad	☐ Advertorial
Town pages	☐ Ad	☐ Advertorial

Town:

Placement cannot be guaranteed.
If any required fields (*) are left blank, the publisher reserves the right to place your advert, advertorial, or listing at their discretion.

FREE INDEX AT THE BACK OF THE VISITOR GUIDE
(Please select one option only)

- ☐ Accommodation
- ☐ Attractions and Experiences
- ☐ Events
- ☐ Food and Drinks
- ☐ General Services
- ☐ Information and Bookings
- ☐ Tours and Transport

Town:

Phone
OR web:

ICONS TO INCLUDE IN YOUR ADVERT (Optional - Please tick relevent icons to incude in 1/9 and 2/9 templated adverts)

- ☐ Book now
- ☐ Children welcome
- ☐ Accessible facilities
- ☐ Pet Friendly
- ☐ Wi-Fi available
- ☐ Facebook
- ☐ Instagram
- ☐ Trip Advisor
- ☐ Australian Tourism Accreditation
- ☐ Aussie Travel Code Partner
- ☐ Eco Certified
- ☐ Other .....

Step 2 Contact Details and Authorisation

BOOKINGS DUE FRIDAY 30TH OCT 2026

Please scan and email completed form 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.**

Your signature confirms your acceptance of the terms and conditions, cancellation and payment policies.

☐ I would like a payment plan for my booking. 50% due within seven (7) days of booking. Remaining 50% due 20th November 2026.

Booking authorised by (name)

Date

(signature)

Purchase order (if required)

HOW TO BOOK

Please complete steps 1-2 on this page, scan and email to sales@woofmedia.com.au.
OR Complete your booking online. Scan the QR code or visit: https://woof.media/FROVG2027

AUSSIE TRAVEL CODE

ARE YOU AN AUSSIE TRAVEL CODE PARTNER?

FRO is the owner and coordinator of the Aussie Travel Code, promoting respectful tourism in our region. If you haven't heard of it – look it up! And watch this space as in 2027 we predict Aussie Travel Code will get a bit more viral.

Scan this code to join or visit:

aussietravelcode.com.au/get-involved

KEY DATES

BOOKINGS DUE:

5pm Friday 30th Oct 2026

ADVERT PROOF APPROVAL:

5pm Friday 6th Nov 2026

RELEASED:

Print distribution starts Feb. 2027.

Digital campaign begins Dec. 2026.



TERMS AND CONDITIONS

The following terms apply to the Official Visitor Guide produced by WOOF Media on behalf of Tourism Marketing Committee - Flinders Ranges & Outback Inc. (FRO).

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.

Publication 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.

Premium advertising placements 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.

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. Advertisers who have not returned their approved proofs by the due date will be omitted from the guide.

DIGITAL PACKAGES are available exclusively to advertisers participating in the Destination Marketing Program. Content for your digital advertising, preferred listing category, and preferred publishing schedule will be confirmed after your booking.

All participating advertisers in the digital campaign must have an up to date listing on the Australian Tourism Data Warehouse (ATDW).

CANCELLATION POLICY:

For all cancellations made:

- **Before Friday 30th October 2026:** A $50 + GST cancellation fee will apply.
- **Between Saturday 31st October and Friday 6th November 2026:** 50% of the booked advertisement rate will be payable.
- **After Saturday 7th November 2026:** 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. 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.