

Your Complete Marketing Strategy

Official Eyre Peninsula Visitor Guide 2019 MARKETING KIT

12 month multi-media package includes

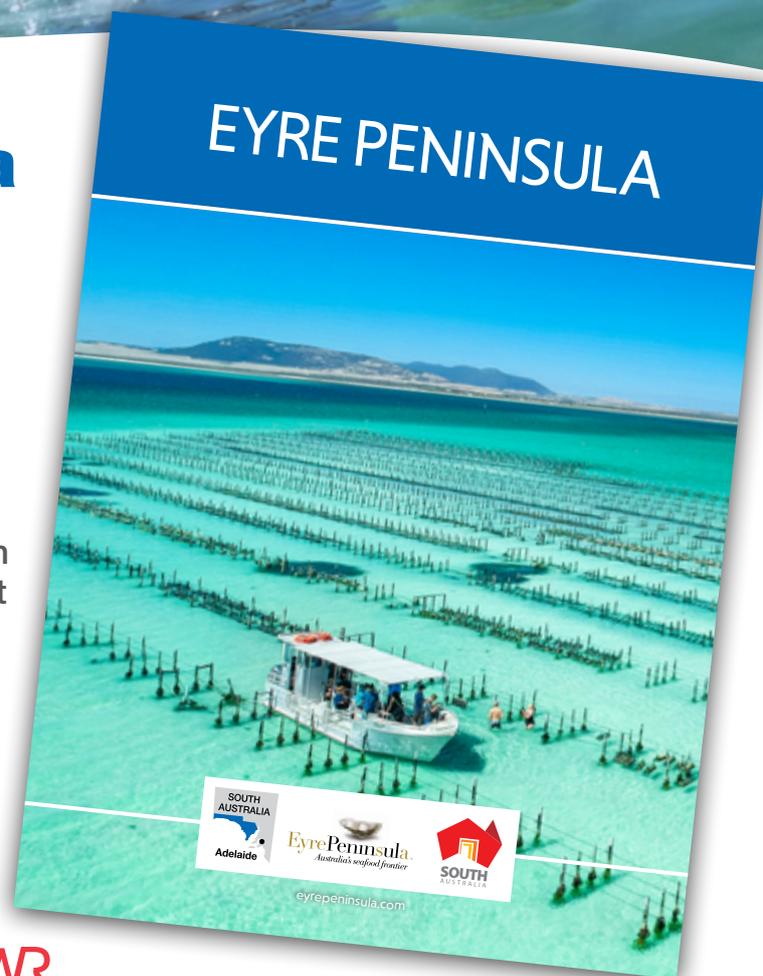
Print advertisement in 55,000 copies of the official Eyre Peninsula Visitor Guide

Online Visitor Guide and **Digital Platform** optimised for smart phones and tablets

Extensive distribution by the South Australian Tourism Commission and Regional Development Australia - Whyalla & Eyre Peninsula

Speak to HWR Media & Communications
Ph: (08) 8379 9522 or email:

Laurie Bowler
lbowler@hwrmedia.com.au
0447 198 773



BOOKINGS DUE: 15 April 2019 RELEASED July 2019

STRATEGY

INTEGRATED MARKETING

55,000
COPIES PRINTED
ANNUALLY
MORE THAN
190,000
READERS



2019 VISITOR GUIDE

Extensive distribution of the Guide by South Australian Tourism Commission.

ONLINE FLIPBOOK

Receive further exposure via the interactive e-guide on www.southaustralia.com

Key features:

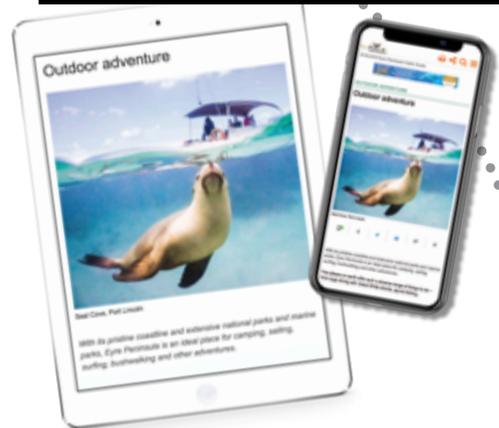
- Additional rotating image galleries and videos
- URLs featured throughout the e-guide are hyperlinked taking readers straight to your website
- Viewed from anywhere in the world, with option to save, share, print or download to computer, tablet or phone

View 2018 Guide here:

<https://eyrepensinsula.partica.online>

**TOTAL
REACH
268,000**

DIGITAL VISITOR GUIDE



Optimised for smartphones and tablets ensuring your advert reaches the largest possible audience.

**MORE THAN
76,000**
PAGE VIEWS
ANNUALLY*



*Based on Google Analytics stats provided to HWR.

DISTRIBUTION AND PROMOTION

The official Eyre Peninsula Visitor Guide is promoted and distributed by the **South Australian Tourism Commission** through an extensive network, reaching potential tourists at times when visitation to your region is top of their mind.

- Adelaide Visitor Information Centre
- Visitor Information Centres
- South Australian Tourism Commission international offices
- Leading Adelaide hotels, accommodation houses and caravan parks
- Domestic consumer travel shows including caravan and camping shows
- RAA offices and interstate motoring clubs
- Car hire companies
- Australian Tourism Exchange
- Participating conferences (national and international)
- Participating retailers and wineries

FOR BOOKINGS AND ENQUIRIES CONTACT LAURIE BOWLER
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PRINT

THE #1 MOST CREDIBLE MEDIUM

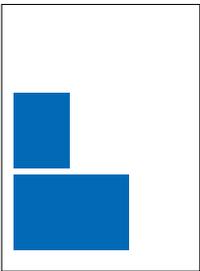


55,000 COPIES PRINTED ANNUALLY



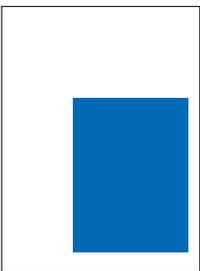
MORE THAN 190,000 READERS

ADVERTISEMENT SIZES

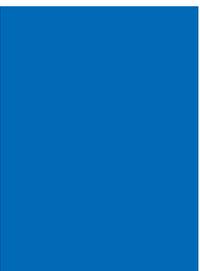


**1/9 PAGE
(TEMPLATE – TEXT WITH IMAGE)**
58.5mm W x 80mm H
\$580 (inc. GST)

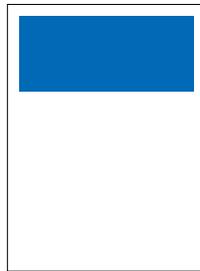
**2/9 PAGE
(TEMPLATE – TEXT WITH IMAGE)**
121.5mm W x 80mm H
\$1150 (inc. GST)



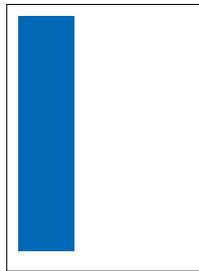
**4/9 PAGE
(FULL CREATIVE)**
121.5mm W x 164.5mm H
\$1965 (inc. GST)



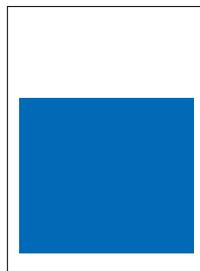
**FULL PAGE
(FULL CREATIVE)**
210mm W x 285mm H + 5mm bleed
\$4830 (inc. GST)
INSIDE FRONT COVER **\$5198 (inc. GST)**
INSIDE BACK COVER **\$5198 (inc. GST)**
OUTSIDE BACK COVER **\$6355 (inc. GST)**



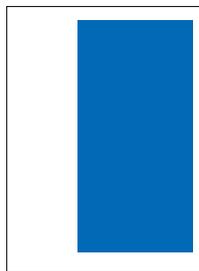
**1/3 PAGE HORIZONTAL
(FULL CREATIVE)**
184.5mm W x 80mm H
\$1700 (inc. GST)



**1/3 PAGE VERTICAL
(FULL CREATIVE)**
58.5mm W x 249mm H
\$1700 (inc. GST)



**2/3 PAGE HORIZONTAL
(FULL CREATIVE)**
184.5mm W x 164.5mm H
\$3375 (inc. GST)



**2/3 PAGE VERTICAL
(FULL CREATIVE)**
121.5mm W x 249mm H
\$3375 (inc. GST)

HOW TO SUPPLY YOUR ADVERTISING MATERIAL

- PDF files must be supplied press-ready
- CMYK colour (not RGB)
- 300dpi graphics • All fonts embedded
- All images for ad production must be supplied in high resolution, minimum 300 dpi.

POINT TO YOUR ADVERTISEMENT WITH A CROSS PROMOTION

The collage shows a variety of ad formats and content, including:

- A large photo of a man looking at a tree with the headline 'PORT LINCOLN'.
- Small text-based ads for 'Adventure Bay Charters', 'Point Lincoln Marina', and 'Point Lincoln Motel'.
- Local news snippets with headlines like 'STILL WANT MORE?' and 'POINTS OF INTEREST'.
- Community event ads for 'Point Lincoln Festival' and 'Point Lincoln Information Centre'.
- Small icons for social media and other services.

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ONLINE

IMMEDIATE IMPACT

MOBILE INNOVATION

Integrated media opportunities are available for advertisers to engage and further inspire readers by utilising the capabilities of this innovative platform.

MOBILE FEATURES INCLUDE

	Phone One click phone call – straight to your business! FREE		Photo Gallery 4 photos (supplied by you) to showcase your business \$135.00 (inc GST)
	Social Media Sharing Readers can instantly share your ad content through Facebook, Twitter and more FREE		Video 1 Youtube video (supplied by you) for readers to click and play \$135.00 (inc GST)
	Google Maps Integration with Google Maps with location pin and navigational directions to your business FREE		Extended Editorial Turn your advert into an article (supply an additional 250 words) \$135.00 (inc GST)
	Embedded Hyperlinks Readers are taken directly to your website FREE		

Adverts will appear in the mobile app in ad size order from largest to smallest (then alphabetically).

TERMS AND CONDITIONS

Artwork and copy for all 1/9th page and 2/9th page sized ads MUST be in the prescribed template format.

Only those operators taking 1/3rd page or larger will have creative rights to use their own branding and advertising design if desired (except a template 1/3rd ad).

Style guide applies to copy of template ads.

Ads with provided artwork (1/3rd page or larger) cannot use the template header.

Template ads cannot use artwork, logos or text placed over image/s.

Index listings cannot be purchased in their own right – cross promotions 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 HWR Media, including phone, fax, mobile, email and web addresses. These will NOT automatically be 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.

It is the advertisers responsibility to ensure they have permission to use supplied photographs.

Prime positioning advertising will only be offered to tourism-specific businesses. HWR Media cannot guarantee placement if requested.

HWR Media reserve the right to refuse unsuitable advertisements.

Proofs that have not been signed and returned by the due date will be omitted from the guide.

Star ratings, and ATAP status, where requested for inclusion in the publication, will be verified.

Only those with current ATAP membership at the time of booking can claim the discount.

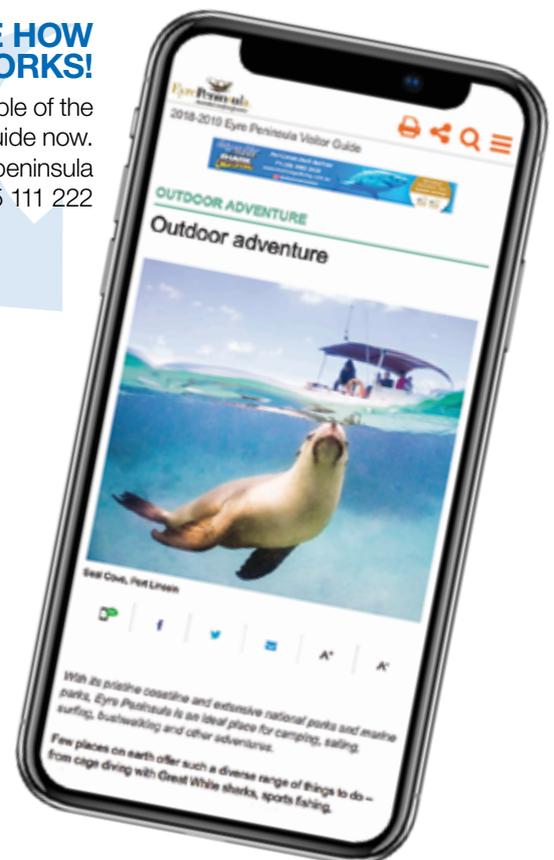
Cancellation policy: All bookings cancelled before the booking deadline will be charged at 50%. Cancellations made after this date will be charged the full rate.

All invoices are payable within 30 days, unless other terms negotiated.

If full payment is not received on receipt of invoice, your advertisement will be removed from the guide before printing.

SEE HOW IT WORKS!

View a sample of the Eyre Peninsula Guide now.
SMS: eyrepeninsula to 0475 111 222



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Eyre Peninsula

2019 Visitor Guide
BOOKING FORM

Registered business name: ABN:

Billing address:

..... Phone: Fax:

Contact Person: Mobile:

Email:

- By signing this booking form, I acknowledge that I am authorised to sign on behalf of the company/business and am confirming my booking.
 I have read and agree to the terms and conditions in the media kit.
 As a current member of ATAP I am entitled to the 5% discount member rate.

HWR CHECKED

Signature: Name: Date:

ADVERTISING RATES BOOKINGS CLOSE: 15 APRIL 2019

SIZE	RATE (INC. GST)	ATAP (INC. GST)	PRODUCTION* (INC. GST)
1/9 page	<input type="checkbox"/> \$580	<input type="checkbox"/> \$551	<input type="checkbox"/> \$66
2/9 page H or V (circle)	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1092.50	<input type="checkbox"/> \$77
1/3 page H or V (circle)	<input type="checkbox"/> \$1700	<input type="checkbox"/> \$1615	<input type="checkbox"/> \$105
4/9 page	<input type="checkbox"/> \$1965	<input type="checkbox"/> \$1866.75	<input type="checkbox"/> \$145
2/3 page H or V (circle)	<input type="checkbox"/> \$3375	<input type="checkbox"/> \$3206.25	<input type="checkbox"/> \$170
Full page	<input type="checkbox"/> \$4830	<input type="checkbox"/> \$4588.50	<input type="checkbox"/> \$264
Inside back cover	<input type="checkbox"/> \$5198	<input type="checkbox"/> \$4938.10	<input type="checkbox"/> \$264
Inside front cover	<input type="checkbox"/> \$5198	<input type="checkbox"/> \$4938.10	<input type="checkbox"/> \$264
Outside back cover	<input type="checkbox"/> \$6355	<input type="checkbox"/> \$6037.25	<input type="checkbox"/> \$264
Double page spread	<input type="checkbox"/> POA	<input type="checkbox"/> POA	<input type="checkbox"/> POA
Cross promotion*	<input type="checkbox"/> \$160		

ONLINE ADD-ONS	RATE (INC. GST)
Photo Gallery	<input type="checkbox"/> \$135
Video	<input type="checkbox"/> \$135
Extended Editorial	<input type="checkbox"/> \$135

*All businesses with paid advertising can purchase a cross promotion.
 *If your previous ad needs no changes, production charges do not apply. \$40 GST inc. for minor alterations. Preferred positions 25% loading.

SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR AD PLACEMENT

- Events Getting here and around OR Town Pages
 Culinary adventure Indigenous tourism
 Fishing Outdoor adventure Town (please specify).....

MATERIAL INSTRUCTION

- NEW + PRODUCTION REPEAT (with minor alts \$40 GST inc.) REPEAT (no charge) SUPPLIED (no charge)

FREE INDEX AT THE BACK OF THE VISITOR GUIDE

Each advertiser is entitled to one free index listing as:

Town: Contact: (web address or phone)

Business category: (Please tick one per advertisement)

- Accommodation Conferences and events General services Tours and transport
 Attractions and experiences Food, wine and beverages Information and bookings

INDICATE THE RELEVANT LOGO/S YOU WOULD LIKE INCLUDED

- Australian Tourism Accreditation (accredited operators only) Disabled facilities Facebook Wi-Fi available
 Book Online Pets welcome Instagram Eco Certified
 Children welcome Eat Local (members only) Trip Advisor

Other (please advise)

PAYMENT OPTIONS - TO BE PAID IN FULL PRIOR TO PRINT

PAYMENT VIA CREDIT CARD
 Credit card no:

 VISA MASTERCARD

Payment via cheque to be made out to: 'HWR Media & Communications Pty Ltd'
 EFT – BSB: 105 032 Acc no: 149 090 540
 Please provide the business name on your ad as a reference.

AMOUNT \$ Expiry date:
 Signature:
 Name:

Bookings close: 15 APRIL 2019

Please complete this form and fax or email to:
Laurie Bowler - lbowler@hwrmedia.com.au or fax: +61 8 8379 9735
 You can also mail to 109B Conyngham Street, Frewville SA 5063.
 Contact HWR Media on +61 8 8379 9522 or via email.