

# YOUR COMPLETE MARKETING STRATEGY

# EYRE PENINSULA VISITOR GUIDE

## 2024 MARKETING KIT

### 12 MONTH MULTI-MEDIA PACKAGE INCLUDES

**PRINT ADVERTISEMENT** in the Eyre Peninsula Visitor Guide

**ONLINE VISITOR GUIDE** and **DIGITAL PLATFORM**  
optimised for smart phones and tablets available at:  
[southaustralia.com](http://southaustralia.com) and [eyrepeninsula.com](http://eyrepeninsula.com)

**EXTENSIVE DISTRIBUTION**  
via Visitor Information Centres  
and tourism hubs across the state

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

Laurie Bowler  
[lbowler@hwrmedia.com.au](mailto:lbowler@hwrmedia.com.au)  
0447 198 773



**EYRE**  
STH•AUS



**HWR**  
MEDIA

### EYRE PENINSULA



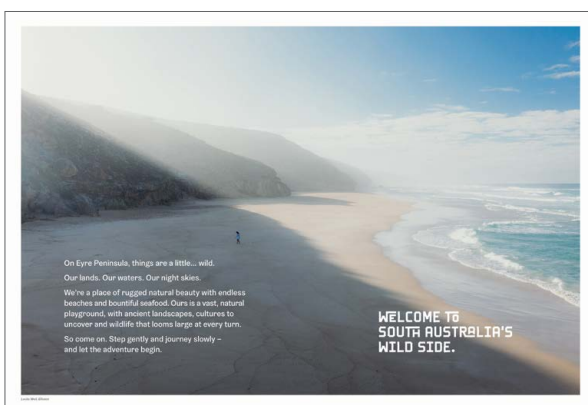
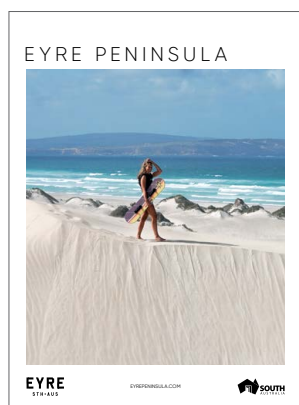
**EYRE**  
STH•AUS

[EYREPENINSULA.COM](http://EYREPENINSULA.COM)



**BOOKINGS DUE: 01 MARCH 2024 RELEASED: MAY 2024**

## PRINTED VISITOR GUIDE



MORE THAN  
**190,000**  
READERS

## ONLINE FLIPBOOK

**southaustralia.com**

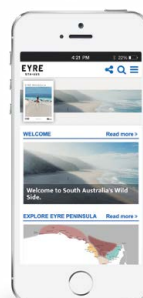
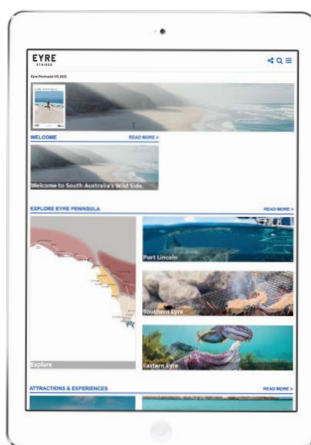
Key features:

- Additional rotating image galleries and videos
- URLs featured throughout the e-guide are hyperlinked taking readers straight to your website

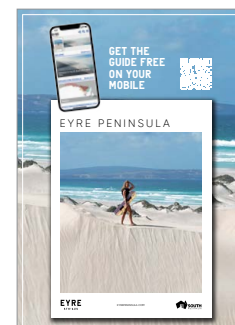
Optimised for smartphones and tablets ensuring your advert reaches the largest possible audience.

**Download via QR code.**

View the most recent Visitor Guide at **eyrepeninsula.partica.online**



Complimentary digital poster provided to VICs and advertisers.



## DISTRIBUTION AND PROMOTION

The Eyre Peninsula Visitor Guide is promoted and distributed through an extensive network.

- Adelaide Visitor Information Centre
- Visitor Information Centres
- Leading Adelaide hotels, accommodation houses and caravan parks
- Visitor Information Centres in major regional centres in Victoria and the Great Ocean Road
- RAA offices and interstate motoring clubs
- Car hire companies
- Participating retailers and wineries

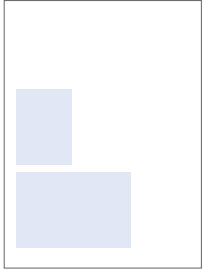
FOR BOOKINGS AND ENQUIRIES CONTACT **LAURIE BOWLER**  
T: (08) 8379 9522 M: 0447 198 773 E: [lbowler@hwrmedia.com.au](mailto:lbowler@hwrmedia.com.au)

# PRINT > THE #1 MOST CREDIBLE MEDIUM

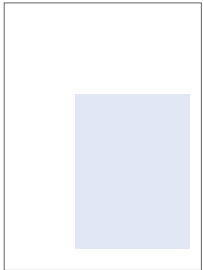
## HOW TO SUPPLY YOUR ADVERTISING MATERIAL

- 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.

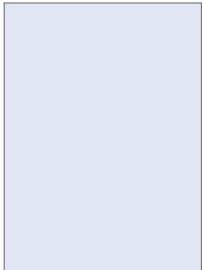
## ADVERTISEMENT SIZES



**1/9 PAGE**  
**(Template – Text with Image)**  
58.5mm W x 80mm H  
**\$638 (inc. GST)**



**2/9 PAGE**  
**(Template – Text with Image)**  
121.5mm W x 80mm H  
**\$1266 (inc. GST)**

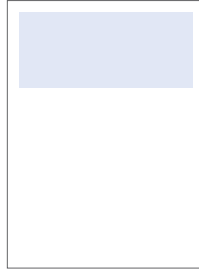


**4/9 PAGE**  
**(Full Creative)**  
121.5mm W x 164.5mm H  
**\$2164 (inc. GST)**

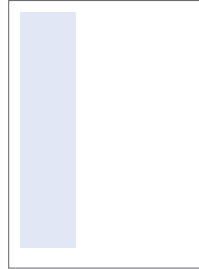


**FULL PAGE (Full Creative)**  
210mm W x 285mm H + 5mm bleed  
**\$5321 (inc. GST)**

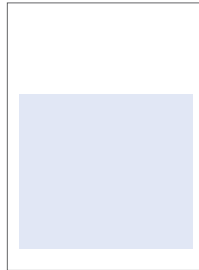
**INSIDE FRONT COVER**  
**\$5726 (inc. GST)**  
**INSIDE BACK COVER**  
**\$5726 (inc. GST)**  
**OUTSIDE BACK COVER**  
**\$7000 (inc. GST)**



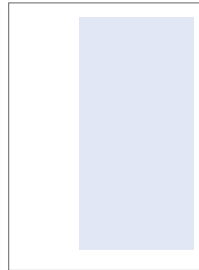
**1/3 PAGE HORIZONTAL**  
**(Full Creative)**  
184.5mm W x 80mm H  
**\$1872 (inc. GST)**



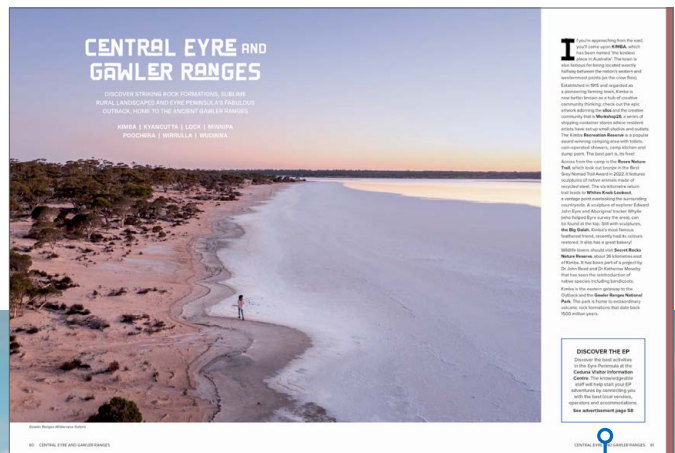
**1/3 PAGE VERTICAL**  
**(Full Creative)**  
58.5mm W x 249mm H  
**\$1872 (inc. GST)**



**2/3 PAGE HORIZONTAL**  
**(Full Creative)**  
184.5mm W x 164.5mm H  
**\$3718 (inc. GST)**



**2/3 PAGE VERTICAL**  
**(Full Creative)**  
121.5mm W x 249mm H  
**\$3718 (inc. GST)**



POINT  
TO YOUR  
ADVERTISEMENT  
WITH A CROSS  
PROMOTION

FOR BOOKINGS AND ENQUIRIES CONTACT **LAURIE BOWLER**  
**T:** (08) 8379 9522 **M:** 0447 198 773 **E:** lbowler@hwrmedia.com.au



## 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 **\$140.00 (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 **\$140.00 (inc GST)**



### GOOGLE MAPS

Integration with Google Maps with location pin and navigational directions to your business **FREE**



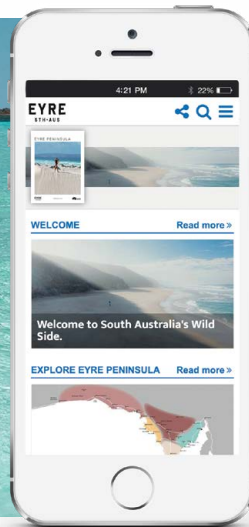
### EXTENDED EDITORIAL

Turn your advert into an article (supply an additional 250 words) **\$140.00 (inc GST)**



### EMBEDDED HYPERLINKS

Readers are taken directly to your website **FREE**



## SEE HOW IT WORKS!

Scan QR code below to view a sample of the Eyre Peninsula Guide now



*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 QTAB status, where requested for inclusion in the publication, will be verified. Only those with current QTAB 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.

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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 Quality Tourism Accredited Business I am entitled to 5% discount.

## ACCOUNT MANAGER

Laurie Bowler  CHECKED

Signature: ..... Name: ..... Date: .....

### ADVERTISING RATES (INCL. GST)

BOOKINGS CLOSE: **01 MARCH 2024**

SIZE	RATE	QTAB	PRODUCTION
1/9 Page	<input type="checkbox"/> \$638	<input type="checkbox"/> \$606	<input type="checkbox"/> \$66
2/9 Page H or V (circle)	<input type="checkbox"/> \$1266	<input type="checkbox"/> \$1203	<input type="checkbox"/> \$77
1/3 Page H or V (circle)	<input type="checkbox"/> \$1872	<input type="checkbox"/> \$1779	<input type="checkbox"/> \$105
4/9 Page	<input type="checkbox"/> \$2164	<input type="checkbox"/> \$2056	<input type="checkbox"/> \$145
2/3 Page H or V (circle)	<input type="checkbox"/> \$3718	<input type="checkbox"/> \$3532	<input type="checkbox"/> \$170
Full Page	<input type="checkbox"/> \$5321	<input type="checkbox"/> \$5055	<input type="checkbox"/> \$264
Inside Back Cover	<input type="checkbox"/> \$5726	<input type="checkbox"/> \$5440	<input type="checkbox"/> \$264
Inside Front Cover	<input type="checkbox"/> \$5726	<input type="checkbox"/> \$5440	<input type="checkbox"/> \$264
Outside Back Cover	<input type="checkbox"/> \$7000	<input type="checkbox"/> \$6652	<input type="checkbox"/> \$264
Double Page Spread	<input type="checkbox"/> POA	<input type="checkbox"/> POA	<input type="checkbox"/> POA

NOTES \_\_\_\_\_  
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ADD  CROSS PROMOTION \$160  PREFERRED POSITION +25% \$160  ONLINE ADD-ONS  PHOTO GALLERY \$140  VIDEO \$140  EXTENDED EDITORIAL \$140

### SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR AD PLACEMENT

- Attractions + Experiences
- Culture + Heritage
- Events
- Eat + Drink
- Touring
- Stay
- OR Town Pages Location .....
- Cross Promotion Placement .....

### MATERIAL INSTRUCTION

- REPEAT (No changes)
  - SUPPLIED PRINT READY (No charge)
  - REPEAT WITH MINOR ALTS (Add \$40 inc. GST)
  - SUPPLIED LOGO, IMAGE & TEXT (Production charge)
- If your previous ad needs no changes, production charges do not apply. \$40 GST inc. for minor alterations.

### 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 category)

- Accommodation
- Attractions and Experiences
- Conferences and Events
- Food, Wine and Beverages
- General Services
- Information and Bookings
- Tours and Transport

### INDICATE THE RELEVANT LOGO/S YOU WOULD LIKE INCLUDED

- Quality Tourism Accreditation
- Book Online
- Children Welcome
- Disabled Facilities
- Pets Welcome
- Eat Local (members only)
- Facebook
- Instagram
- Trip Advisor
- Wi-Fi Available
- Eco Certified
- Gambling Helpline

Other: (Please advise) .....

### PAYMENT OPTIONS

BOOKINGS CLOSE: **01 MARCH 2024**

#### Advert to be paid in full prior to print

- Credit Card:** (see form attached)
- Cheque to be made out to:**  
HWR Media & Communications Pty Ltd  
Please provide the business name on your ad as a reference.
- Direct Debit:**  
BSB: 105 032 Acc no: 149 090 540  
Please provide the business name on your ad as a reference.

Please complete this form and email to:

**LAURIE BOWLER**

**E:** [lbowler@hwrmedia.com.au](mailto:lbowler@hwrmedia.com.au)

**M:** 0447 198 773

You can also mail to  
109B Conyngham Street, Frewville SA 5063.  
Contact HWR Media on +61 8 8379 9522 or via email.