ADELAIDE – PERTH ADVENTURE

THE NULLARBOR

AUSTRALIA'S GREAT ROAD JOURNEY

2025 MEDIA KIT

IN MARKET FOR 2 YEARS

(OR UNTIL STOCK RUNS OUT)

THE UNIQUE PRODUCT THAT IS VITAL FOR THE TRIP ACROSS THE NULLARBOR

BOOKING DEADLINE

23 JUNE 2025

(UNLESS SOLD OUT)

DELIVERY

AUGUST 2025

Produced and distributed by Regional Development Australia Eyre Peninsula, SA, in conjunction with Australia's Golden Outback, WA.

HWR MEDIA

EYRE STH•AUS

Regional Development Australia EYRE PENINSULA INC.

australiasgoldenoutback.com

SOUTH AUSTRALIA

THE NULLARBOR TOURING MAP

What is the Nullarbor Touring Map?

The Nullarbor Touring Map – *Australia's Great Road Journey* is one of South Australia's most popular brochures and is designed to be a comprehensive source of information for visitors along the Adelaide – Perth touring route.

The map contains up-to-date information on towns, accommodation, tour operators and attractions along the touring route.

Who produces the Nullarbor Touring Map?

The Nullarbor Touring Map is produced and distributed by Regional Development Australia Eyre Peninsula, SA, in conjunction with Australia's Golden Outback, WA.

The map is supported by Australia's Golden Outback, South Australian Tourism Commission and Regional Development Australia Eyre Peninsula.

Why should I advertise in the Nullarbor Touring Map?

Distributed in South Australia and Western Australia, interstate and internationally

Extensive distribution includes:

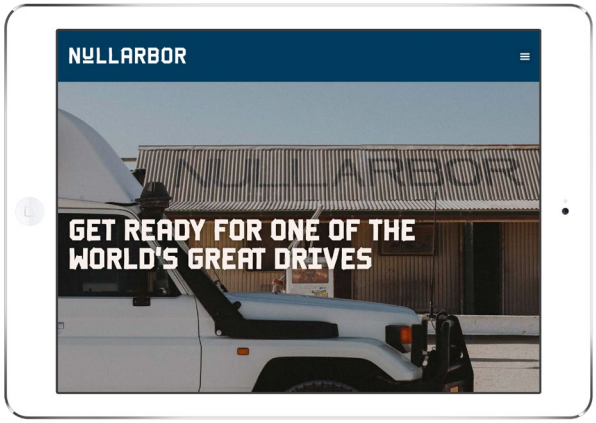
- Visitor Information Centres throughout South Australia and Western Australia
- Adelaide airport
- Domestic consumer shows including AFTA Holiday Expo
- Sydney, Melbourne, Perth, Brisbane and Adelaide Caravan and Camping Shows
- Interstate consumer shows via Tourism WA and Parks SA
- Accommodation, attractions, restaurants and cafés (regional and throughout South Australia and Western Australia)

Ask us about the NEW Nullarbor Map App

Visitors can search for your business within the map or select by category.

Your digital listing will include:

- Individual business listing and location
- Image and optional video
- 100 word description of your business
- Link to website
- Phone number
- Google Map directions with navigation for smartphones



How do I participate?

Simply complete the information on the attached booking form and return by email or fax.

Sales & further information

Daniel Canny
Mobile: 0413 259 024
Phone: (08) 8379 9522
Email: dcanny@hwrmedia.com.au

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SOUTH AUSTRALIA

ADVERTISEMENT SIZE SAMPLES

Option 1 – $890
Accommodation
45mm w **x 100mm** h

Includes - Business name and up to 18 lines of text (including contact details)

CEDUNA FORESHORE CARAVAN PARK

TOP TOURIST PARKS

- NEW water front villas
- 6 x 2 bedroom superior cabins
- Ensuite cabins
- FREE complimentary WiFi
- New refurbished amenities
- Drive through powered sites
- Big rigs welcome
- Shady powered and unpowered sites
- Pets allowed (conditions apply)
- Free BBQ'S
- NEW camp kitchen
- Bait / Tackle / Ice
- Linen hire available
- Close to boat ramp and CBD

P: 08 8625 2290
P: 1300 666 290 (FREE CALL)
E: cedunatoptourist@bigpond.com
www.cedunaforeshorecaravanpark.com.au

Option 2 – $1272
Half Page Vertical (1 of 4)
98mm w **x 133mm** h

Branding Advertisement

Option 3 – $1989
Full Page Horizontal (1 of 4)
210mm w **x 148mm** h
+ **3mm bleed**

Branding Advertisement

Option 4 - $2638
Back of Map Full Page Vertical
148mm w **x 210mm** h
+ **3mm bleed**

Branding Advertisement

Terms and conditions

Artwork and copy for all ads MUST be in the prescribed template format.
Only those operators taking an A5 page will have creative rights to use their own branding and advertising design if desired.
Style guide applies to copy of template ads.
Template ads cannot use artwork, logos or text placed over image/s.
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.
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.
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.

NULLARBOR MAP BOOKING FORM

REGISTERED BUSINESS NAME:..... ABN:.....

TRADING AS: .....

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.

HWR CHECKED

SIGNATURE:.....NAME:..... .DATE: .....

TYPE		SIZE	RATE (GST INC.)	PRODUCTION* (GST INC.)	
☐ **Option 1**	Accommodation	45mm w x 100mm h	$890	$66	*If your previous ad needs no changes production charges do not apply.
☐ **Option 2**	Half Page Vertical (1 of 4) Branding Advertisement	98mm w x 133mm h	$1272	$66	
☐ **Option 3**	Full Page Horizontal (1 of 4) Branding Advertisement	210mm w x 148mm h	$1989	$66	
☐ **Option 4**	Back of Map Full Page Vertical Branding Advertisement	148mm w x 210mm h	$2638	$66	$40 GST inc. for minor alterations.

SELECT THE SECTION OF THE BROCHURE FOR YOUR AD PLACEMENT

☐ **SOUTH AUSTRALIA**
☐ Accommodation

☐ **WESTERN AUSTRALIA**
☐ Tour Operators

☐ General Services

MATERIAL INSTRUCTION

☐ Supplied Ad Artwork (no charge) ☐ New Build + Production ($66 GST inc.) ☐ Repeat + Minor Alts ($40 GST inc.) ☐ Repeat (no charge)

INDICATE THE RELEVANT LOGO/S YOU WOULD LIKE INCLUDED

☐ Australian Tourism Accreditation (accredited operators only) ☐ Book Online ☐ Eco Certified ☐ **Other** (please advise).....

DETAILS FOR NULLABOR MAP APP

☐ Business Name .....

☐ Business Street Address .....

☐ Phone Number / Email / Website .....

☐ Business Logo (optional) ☐ Image ☐ Video (optional)

PAYMENT OPTIONS

Advert to be paid in full prior to print

☐ **Cheque to be made out to:** HWR Media Pty Ltd
Please provide the business name on your ad as a reference.

☐ **Direct debit:** EFT – BSB: 105 032 Acc no: 149 090 540
Please provide the business name on your ad as a reference.

☐ **Credit card: (form available on request)**

BOOKINGS CLOSE: 23 JUNE 2025

Please complete this form and email to:

Daniel Canny
dcanny@hwrmedia.com.au

You can also mail to:
109B Conyngham Street
Frewville SA 5063

Contact HWR Media on 08 8379 9522