

Your Integrated Marketing Strategy

Official ADELAIDE HILLS

Visitor Guide 2020 MARKETING KIT

PHOTO: THE LANE VINEYARD, HAHNDORF, SARAH LONG

12 month multi-media package includes

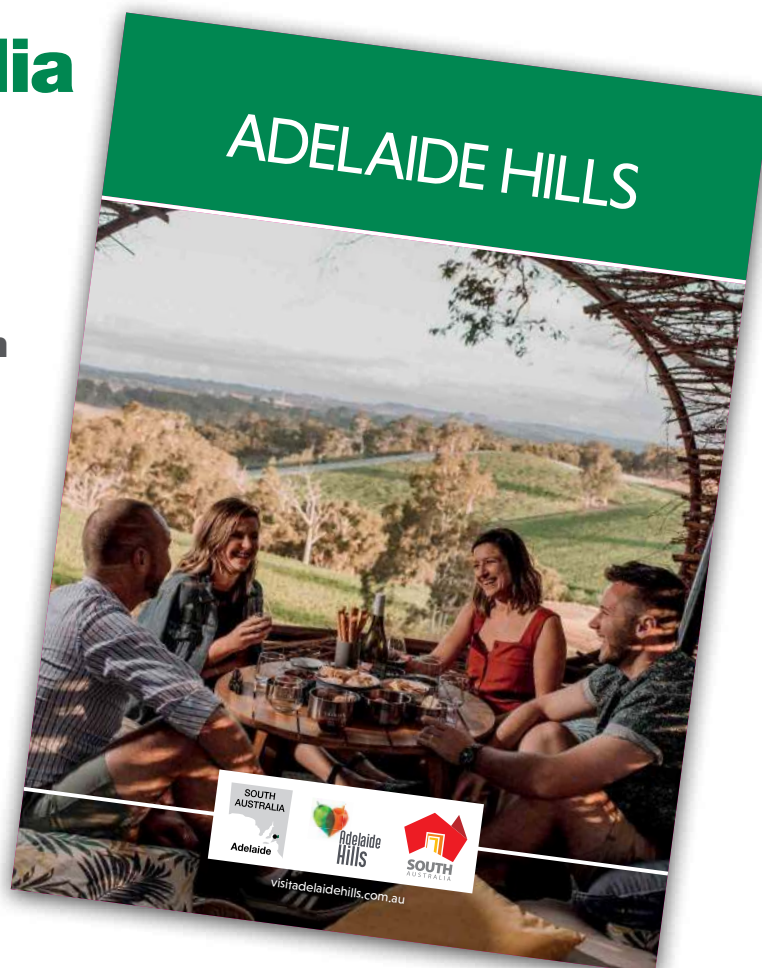
Print advertisement in 80,000 copies of the official Adelaide Hills Visitor Guide

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

Extensive distribution by the South Australian Tourism Commission and Adelaide Hills Tourism

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

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



BOOKINGS DUE: 13 March 2020 RELEASED April 2020

STRATEGY

INTEGRATED MARKETING

80,000
COPIES PRINTED
ANNUALLY

MORE THAN
240,000
READERS

2020 VISITOR GUIDE

Extensive distribution of the Guide by South Australian Tourism Commission and Adelaide Hills Tourism.

ONLINE FLIPBOOK

Receive further exposure via the interactive flipbook style e-guide on both SA Tourism Commission and Adelaide Hills Tourism websites.

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 2019 Guide here:
<https://adelaidehills.partica.online>

DIGITAL VISITOR GUIDE

Optimised for smartphones and tablets ensuring your advert reaches the largest possible audience, and available from SA Tourism Commission and Adelaide Hills Tourism websites.

Download via SMS
(see page 4) or QR code.

Complimentary digital poster provided to VICs and advertisers.

DISTRIBUTION AND PROMOTION

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

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

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

PRINT

THE #1 MOST CREDIBLE MEDIUM

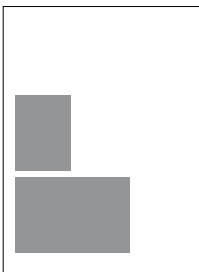


80,000
COPIES PRINTED
ANNUALLY



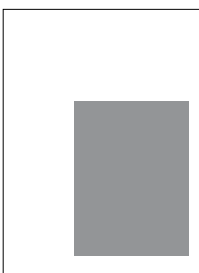
MORE THAN
240,000
READERS

ADVERTISEMENT SIZES



1/9 PAGE
(TEMPLATE – TEXT WITH IMAGE)
58.5mm W x 80mm H
\$595 (inc. GST)

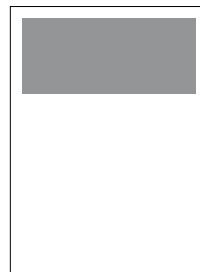
2/9 PAGE
(TEMPLATE – TEXT WITH IMAGE)
121.5mm W x 80mm H
\$1025 (inc. GST)



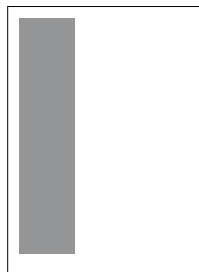
4/9 PAGE
(FULL CREATIVE)
121.5mm W x 164.5mm H
\$2065 (inc. GST)



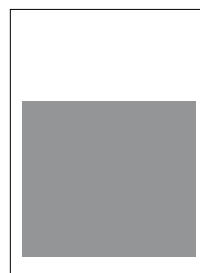
FULL PAGE
(FULL CREATIVE)
210mm W x 285mm H + 5mm bleed
\$3550 (inc. GST)
INSIDE FRONT COVER **\$4435 (inc. GST)**
INSIDE BACK COVER **\$4435 (inc. GST)**
OUTSIDE BACK COVER **\$4525 (inc. GST)**



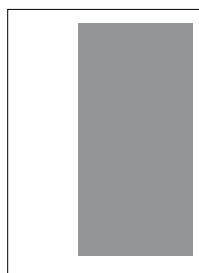
1/3 PAGE HORIZONTAL
(FULL CREATIVE)
184.5mm W x 80mm H
\$1502 (inc. GST)



1/3 PAGE VERTICAL
(FULL CREATIVE)
58.5mm W x 249mm H
\$1502 (inc. GST)



2/3 PAGE HORIZONTAL
(FULL CREATIVE)
184.5mm W x 164.5mm H
\$2375 (inc. GST)



2/3 PAGE VERTICAL
(FULL CREATIVE)
121.5mm W x 249mm H
\$2375 (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

Family Fun
Outdoor adventures and magical experiences make Adelaide Hills a natural choice for families.

Wildlife Parks
At Adelaide Hills Wildlife Parks, you'll find a variety of animals, including kangaroos, wallabies, koalas and more.

Maiden Creek
Experience the beauty of the Adelaide Hills at Maiden Creek, a beautiful setting for events and gatherings.

Adelaide Hills Vignettes
Discover the unique charm of the Adelaide Hills through a series of beautiful images and stories.

Hahndorf Farm
Experience the best of Hahndorf Farm, including fresh produce and beautiful views.

Blackburn Farm
Experience the beauty of Blackburn Farm, a beautiful setting for events and gatherings.

Adelaide Hills Vignettes
Discover the unique charm of the Adelaide Hills through a series of beautiful images and stories.

Country Shows and Fairs
Experience the joy of country shows and fairs, featuring live music, games and more.

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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 \$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		

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.

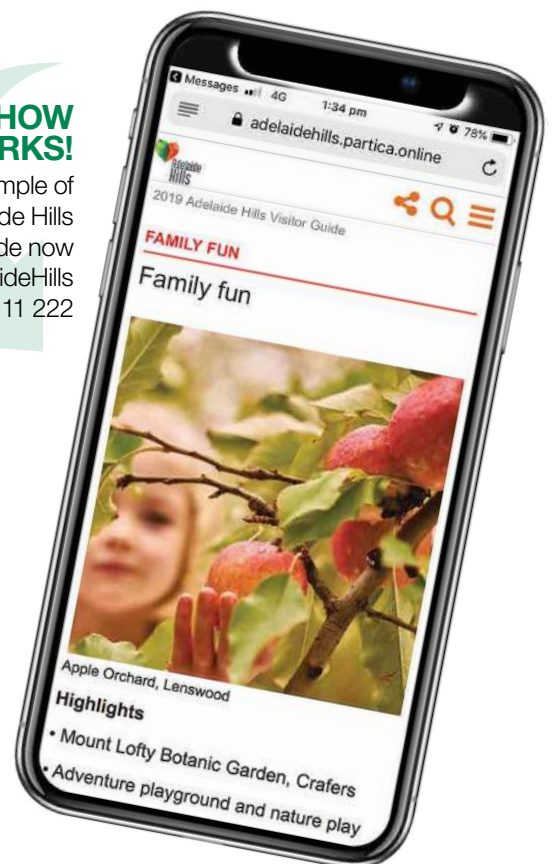
Cancellation policy: All bookings cancelled before the booking deadline will be charged at 50%. Cancellations made after this date will be charged the full rate.

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 Adelaide Hills Guide now
SMS: AdelaideHills to 0475 111 222



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Adelaide Hills

2020 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 (INCL. GST)

BOOKINGS CLOSE: 13 MARCH 2020

SIZE	RATE	ATAP	PRODUCTION*
1/9 page	<input type="checkbox"/> \$595	<input type="checkbox"/> \$665.25	<input type="checkbox"/> \$66
2/9 page H <input type="checkbox"/> or V <input type="checkbox"/>	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$973.75	<input type="checkbox"/> \$77
1/3 page H <input type="checkbox"/> or V <input type="checkbox"/>	<input type="checkbox"/> \$1502	<input type="checkbox"/> \$1426.90	<input type="checkbox"/> \$105
4/9 page	<input type="checkbox"/> \$2065	<input type="checkbox"/> \$1961.75	<input type="checkbox"/> \$145
2/3 page H <input type="checkbox"/> or V <input type="checkbox"/>	<input type="checkbox"/> \$2375	<input type="checkbox"/> \$2256.25	<input type="checkbox"/> \$170
Full page	<input type="checkbox"/> \$3550	<input type="checkbox"/> \$3372.50	<input type="checkbox"/> \$264
Inside back cover	<input type="checkbox"/> \$4435	<input type="checkbox"/> \$4213.25	<input type="checkbox"/> \$264
Inside front cover	<input type="checkbox"/> \$4435	<input type="checkbox"/> \$4213.25	<input type="checkbox"/> \$264
Outside back cover	<input type="checkbox"/> \$4525	<input type="checkbox"/> \$4298.75	<input type="checkbox"/> \$264
Double page spread	<input type="checkbox"/> \$6395	<input type="checkbox"/> \$6075.25	<input type="checkbox"/> \$396

NOTES

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

SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR AD PLACEMENT

- Accommodation Food experiences Shopping and markets OR Town pages
 Arts and culture Gardens Trails - Walking, cycling, horse riding location
- Beer, Cider, Spirits Getting here and around Useful information
 Events History and heritage Wildlife Cross Promotion
 Family fun Must see, must do Wineries and cellar doors position

MATERIAL INSTRUCTION

- NEW + PRODUCTION REPEAT (with minor alts \$40 GST inc.) REPEAT (no charge) SUPPLIED (no 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 per your trading name:

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

AMOUNT \$ Expiry date:

Signature:

Name:

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.

BOOKINGS CLOSE: 13 MARCH 2020

Please complete this form and email to:
Laurie Bowler - lbowler@hwrmedia.com.au

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