

OFFICIAL
ADELAIDE HILLS
VISITOR GUIDE
2019 MARKETING KIT



I-HWR
Media & Communications
engage and connect

YOUR 12 MONTH INVESTMENT INCLUDES:

- ✓ Print advertisement in 80,000 copies
- ✓ Interactive online flipbook
- ✓ Digital guide optimised for smart phones and tablets
- ✓ Extensive distribution by the South Australian Tourism Commission and Adelaide Hills Tourism



BOOKING & CANCELLATION DEADLINE: 15 January 2019

PRINT

THE #1 MOST CREDIBLE MEDIUM

DISTRIBUTION AND PROMOTION

The Adelaide Hills Visitor Guide is promoted and distributed by the **South Australian Tourism Commission** and **Adelaide Hills Tourism** through an extensive network, reaching visitors before, during and after their visit.

- Adelaide Visitor Information Centre
- Regional Visitor Information Centres
- Leading Adelaide and Adelaide Hills hotels and accommodation houses
- RAA offices and interstate motoring clubs
- Car hire companies
- Conferences and events
- Attractions, retailers and wineries

Contact info@visitadelaidehills.com.au to receive instructions on how to order your free copies of the guide.

DIGITAL VERSIONS

Receive further exposure via the interactive online flipbook and mobile optimised guide on www.southaustralia.com and www.adelaidehills.org.au

Key features:

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

View the 2018 flipbook here:

<https://adelaidehills.partica.online> or SMS:

AdelaideHills to 0475 111 222 to view the mobile guide



ONLINE

IMMEDIATE IMPACT










MOBILE INNOVATION

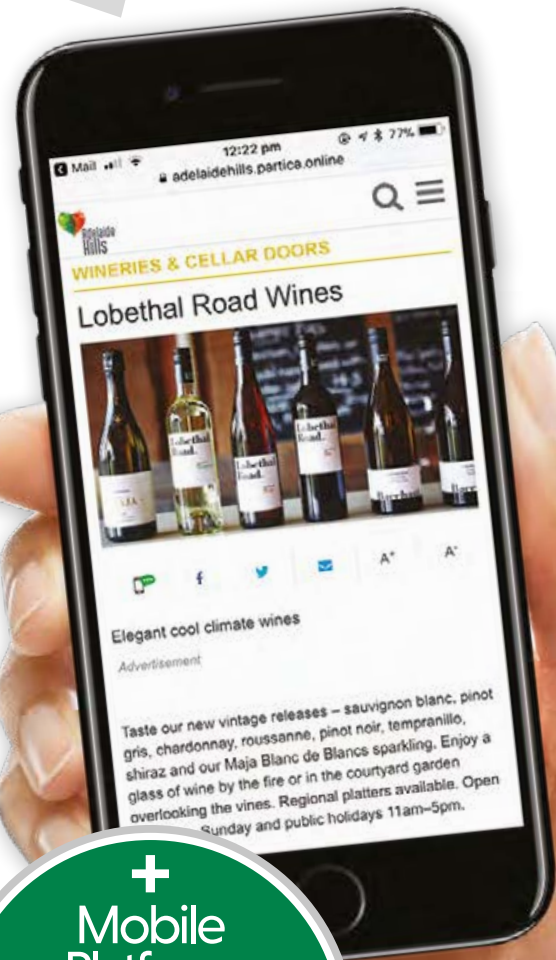
Integrated media opportunities are available for advertisers to engage and further inspire readers by utilising the capabilities of this innovative platform.

See how it works!

View a sample of the Adelaide Hills Guide now

SMS: AdelaideHills
to 0475 111 222

MOBILE FEATURES INCLUDE		RATE (INC. GST)
	Phone One click phone call – straight to your business!	Free
	Social Media Sharing Readers can instantly share your ad content through Facebook, Twitter and more	Free
	Book Now Direct readers to your business booking form so they can book directly from their mobile device	Free
	Google Maps Integration with Google Maps with location pin and navigational directions to your business	Free
	Embedded Hyperlinks Readers are taken directly to your website	Free
	Email Links Automatically opens the reader's email browser addressed to your business email	Free
	Photo Gallery 4 additional photos (supplied) to showcase your business	\$135
	Video 1 Youtube video (supplied) for readers to click and play	\$135
	Extended Editorial Turn your advert into an article (supply an additional 250 words)	\$135



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

Adelaide Hills

2019 Visitor Guide BOOKING FORM

Registered business name: ABN:
 Billing address:
 Phone: Fax:
 Contact Person: Mobile:
 Email:
 Signature: Name: Date:

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.

ADVERTISING RATES BOOKINGS CLOSE: 15 JANUARY 2019

SIZE	RATE (INC. GST)	ATAP RATE (INC. GST)	PRODUCTION* (INC. GST)
1/9 page	● \$565	● \$536.75	● \$66
2/9 page H or V (circle one)	● \$975	● \$926.25	● \$77
1/3 page H or V (circle one)	● \$1430	● \$1358.50	● \$105
4/9 page	● \$1965	● \$1866.75	● \$145
2/3 page H or V (circle one)	● \$2262	● \$2148.90	● \$170
Full page	● \$3380	● \$3211	● \$264
Inside back cover	● \$4225	● \$4013.75	● \$264
Inside front cover	● \$4225	● \$4013.75	● \$264
Outside back cover	● \$4310	● \$4094.50	● \$264
Double page spread	● \$6090	● \$5785.50	● \$396
Cross promotion*	● \$160	● \$152	

MOBILE ADD-ONS	RATE (INC. GST)
Photo Gallery	● \$135
Video	● \$135
Extended Editorial	● \$135

(*All businesses with paid advertising can purchase a cross promotion pointing to your advertisement. See example on next page) If your previous ad needs no changes production charges do not apply. \$40 GST inc. for minor alterations.

I am entitled to a 5% ATAP (Australian Tourism Accreditation Program) discount

SELECT THE SECTION OF THE VISITOR GUIDE FOR YOUR AD PLACEMENT (Indicative only)

Accommodation	● Ad	● Cross Promotion	National Parks	● Ad	● Cross Promotion
Arts and culture	● Ad	● Cross Promotion	Shopping and Markets	● Ad	● Cross Promotion
Beer, Cider, Spirits	● Ad	● Cross Promotion	Town (please specify)	● Ad	● Cross Promotion
Events	● Ad	● Cross Promotion	Trails – Walking, cycling, horse riding	● Ad	● Cross Promotion
Family fun	● Ad	● Cross Promotion	Useful information	● Ad	● Cross Promotion
Food experiences	● Ad	● Cross Promotion	Wildlife	● Ad	● Cross Promotion
Gardens	● Ad	● Cross Promotion	Wineries and Cellar Doors	● Ad	● Cross Promotion
Getting here and around	● Ad	● Cross Promotion			
History and heritage	● Ad	● Cross Promotion			
Must see, must do	● Ad	● Cross Promotion			

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.
 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) Pets welcome Facebook
 Book now (booking and reservations available on your website) Eco Certified Trip Advisor
 Children welcome Eat Local (members only) Disabled facilities

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.

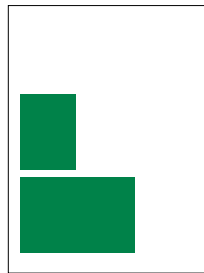
BOOKINGS CLOSE: 15 JANUARY 2019

Please complete this form and fax or email to Rebecca Hagger: rhagger@hwrmedia.com.au
 You can also mail to PO Box 21, Glen Osmond SA 5064.
 Contact HWR Media on +61 8 8379 9522 or via email.

HOW TO SUPPLY YOUR ADVERTISING MATERIAL

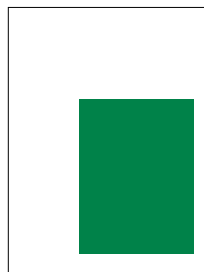
- PDF files must be supplied press-ready
- CMYK colour (not RGB)
- 300dpi graphics
- All fonts embedded
- All images for ad production must be supplied in high resolution, minimum 300 dpi.

ADVERTISEMENT SIZES



1/9 PAGE (TEMPLATE – TEXT WITH IMAGE)
58.5mm W x 80mm H
\$565 (inc. GST)

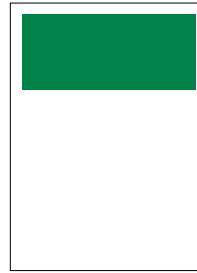
2/9 PAGE (TEMPLATE – TEXT WITH IMAGE)
121.5mm W x 80mm H
\$975 (inc. GST)



4/9 PAGE (Full Creative)
121.5mm W x 164.5mm H
\$1965 (inc. GST)

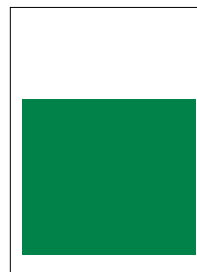


FULL PAGE (Full Creative)
\$3380 (inc. GST)
INSIDE FRONT COVER **\$4225 (inc. GST)**
INSIDE BACK COVER **\$4225 (inc. GST)**
OUTSIDE BACK COVER **\$4310 (inc. GST)**
210mm W x 285mm H + 5mm bleed



1/3 PAGE HORIZONTAL (Full Creative)
\$1430 (inc. GST)
184.5mm W x 80mm H

1/3 PAGE VERTICAL (Full Creative)
\$1430 (inc. GST)
58.5mm W x 249mm H



2/3 PAGE HORIZONTAL (Full Creative)
\$2262 (inc. GST)
184.5mm W x 164.5mm H

2/3 PAGE VERTICAL (Full Creative)
\$2262 (inc. GST)
121.5mm W x 249mm H



WILDLIFE ENCOUNTERS
Discover the incredible diversity of life in the Adelaide Hills. From native mammals and birds to reptiles and amphibians, the region is home to a wealth of unique species. Explore the natural world through guided walks, ranger talks, and interactive displays.

NATIONAL PARKS
With over 100,000 hectares of protected land, the National Parks and Wildlife Service of South Australia provides a wide range of recreational opportunities. Enjoy scenic views, fresh air, and a sense of adventure in the heart of the Adelaide Hills.

Wildlife Encounters
Discover the incredible diversity of life in the Adelaide Hills. From native mammals and birds to reptiles and amphibians, the region is home to a wealth of unique species. Explore the natural world through guided walks, ranger talks, and interactive displays.

National Parks
With over 100,000 hectares of protected land, the National Parks and Wildlife Service of South Australia provides a wide range of recreational opportunities. Enjoy scenic views, fresh air, and a sense of adventure in the heart of the Adelaide Hills.

Your contact is **Rebecca Hagger**

E: rhagger@hwrmedia.com.au

M: **0422 932 353**

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 – advertorials 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.

Prime positioning advertisement 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.

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.

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