

Advertise your business
in the first publication of The Central Explorer!



**Do the
RED CENTRE**
discovercentralaustralia.com

 /VisitCentralAustralia
 @visitcentralaus
 @visitcentralaus



**TOURISM
CENTRAL AUSTRALIA**

Your Tourism Voice

THE CENTRAL EXPLORER

Advertising Ratesheet

210mm

297mm

The most important advertising spots in every publication are **Inside Front, Inside Back Cover & Outside Back Cover.**

Each position can only be offered once, **so be quick and save the most recognisable location for your business!**

Full Page

4 colour advertisement
\$995.00 + GST
\$1,295.00 + GST for Non-Members

SPECIAL PREFERRED POSITION

Back Cover

\$1,250.00 + GST
\$1,625.00 + GST for Non-Members

Inside Front Cover

\$1,150.00 + GST
\$1,495.00 + GST for Non-Members

Inside Back Cover

\$1,050.00 + GST
\$1,365.00 + GST for Non-Members

210mm

148mm

Half Page

4 colour advertisement
\$695.00 + GST
\$895.00 + GST for Non-Members

210mm

74mm

105mm

148mm

Quarter Page

4 colour advertisement
\$495.00 + GST
\$635.00 + GST for Non-Members

CENTRAL THE EXPLORER

Advertising Ratesheet

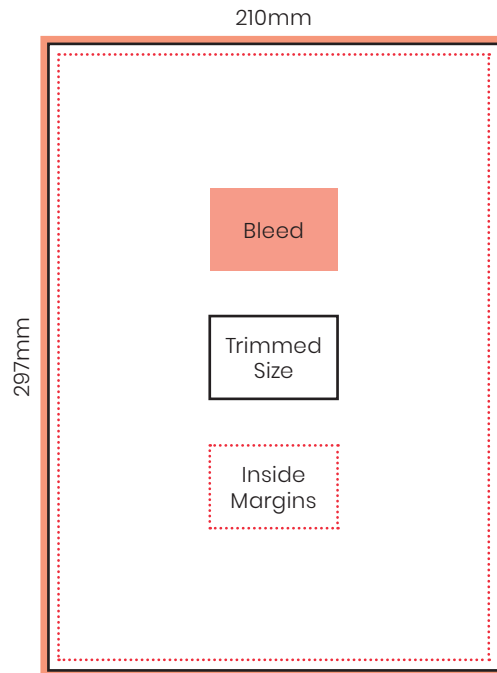
General Specifications

Please supply the file in High Resolution (min. 300dpi) in CMYK.

Please always supply the file with bleed.

Please ensure all design elements are within the margin area, which is 5mm inside the format

Accepted file types:
PDF, JPG, EPS
or TIFF

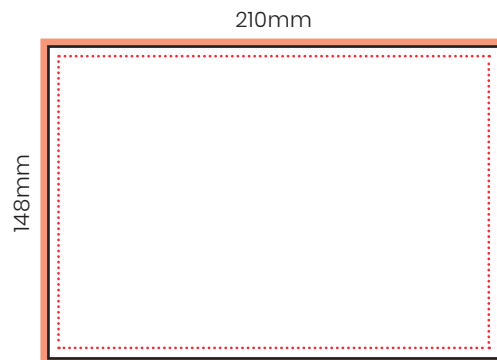


Full Page

Trimmed Size:
210 x 297 mm

Please add 5mm bleed to whole advert (see left).

Size with bleed:
220 x 307 mm

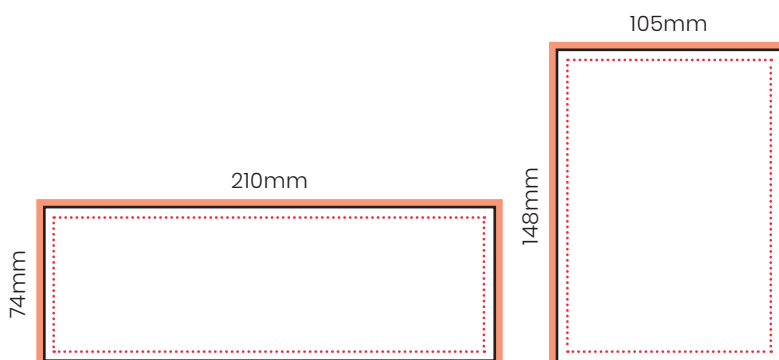


Half Page

Trimmed Size:
210 x 148 mm

Please add 5mm bleed to whole advert (see left).

Size with bleed:
220 x 158 mm



Quarter Page

Trimmed Size: 105 x 148 mm
or 210 x 74 mm

Please add 5mm bleed to whole advert (see left).

Size with bleed: 115 x 158 mm
or 220 x 84mm



BIANCA PINHEIRO

Advertising Sales Coordinator

Tourism Central Australia

Ph: (08) 8959 1631

bianca.pinheiro@discoverca.com.au

www.discovercentralaustralia.com