

Visitor Guide 2024  
**McLAREN VALE  
& FLEURIEU COAST**

Marketing Kit

**BOOKINGS  
NOW  
OPEN**



### GUIDE FAST FACTS

- Minimum 70,000 copies printed
- Online version available at [mclarenvaleandfleuriuecoast.com.au](http://mclarenvaleandfleuriuecoast.com.au)
- Major tourism marketing initiative for City of Onkaparinga
- In circulation for over 2 years
- Advertising sold out in 2022

### DISTRIBUTION

- Great Ocean Road (Melbourne to Adelaide Touring Route)
- Adelaide CBD accommodation, attractions, hire car companies and cafes
- SA Visitor Information Centre network
- Selected SA Foodland and Drakes supermarkets
- McLaren Vale and Fleurieu Coast Visitor Centre and local advertisers

The Visitor Guide is designed to draw people to our region and encourage them to stay longer, experience more, as well as spend more, supporting your business and driving our local economy.

### SHOWCASING AND PROMOTING YOUR BUSINESS TO DRIVE VISITORS TO YOUR DOOR

The power of print and online working together to drive visitation.

- Visitor Guide**
- Magazine style
  - Stunning photography
  - Engaging stories
  - Celebrating all our region has to offer
  - Map

- Online Visitor Guide**
- PDF download

**Social Media**

f @v @v p

@mclarenvaleandfleuriuecoast  
 #valeandcoast  
 #Route31CoastalDrive

**Tourism Website**  
[www.mclarenvaleandfleuriuecoast.com.au](http://www.mclarenvaleandfleuriuecoast.com.au)  
 Bringing the Visitor Guide stories to life online

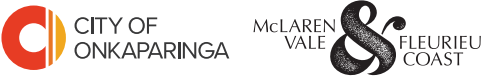
**Events**  
 Visitor Guide distributed at state, regional and local events.


**Trade and Media**  
 Copies of the visitor guide are provided to trade and media familiarisations who tour our city and region to further promote and sell our region across various markets.



**HOW DO I ADVERTISE?**  
 Complete the attached booking form and return it to:

**Tristelle Ruiz and Emma Beckett**  
 Email: [tourism@onkaparinga.sa.gov.au](mailto:tourism@onkaparinga.sa.gov.au)  
 Mobile: Tristelle: 0403 167 867 | Emma: 0476 904 082





# Visitor Guide 2024

# McLAREN VALE & FLEURIEU COAST

## Specifications

### ARTWORK & PRODUCTION

All adverts will be produced in full colour.  
If material is supplied no proof will be issued.

### ADVERTISEMENT SPECIFICATIONS

**Full Page (FP)** 210mm w x 285mm h

**Half Page Horizontal (HPH)** 180mm w x 123mm h

**Half Page Vertical (HPV)** 85mm w x 255mm h

**Third Page Horizontal (TPH)** 180mm w x 78mm h

**Quarter Page Horizontal (QPH)** 180mm w x 56mm h

**Quarter Page Vertical (QPV)** 85mm w x 123mm h

**Ninth Page (N)** 55mm w x 80mm h

*\* Please note that ninth page ads can be a full creative advertisement or template style.*

### ARTWORK REQUIREMENTS

Ensure size is as per specifications, files to be supplied digitally via email or via We Transfer (Up to 8MB). PDF files are the preferred format. **We will also accept:** Illustrator native format and editable EPS. **No Publisher files will be accepted.** Send all associated images and fonts with layout (PDF excluded). When sending PDFs, ensure that they are press quality and all fonts are embedded.

**Images:** when providing content for adverts, ensure all images are high resolution and at 300dpi at 100% size or greater. Web images will not be accepted. **Preferred formats:** TIF and EPS. Other formats may be accepted provided image quality is adequate. Ensure colour space of all images is CMYK and all spot colours have been converted to CMYK.

**Text:** MS Word Document, email or plain text format.

**Fonts:** if particular fonts are required they must be supplied. Only mac compatible fonts will be accepted.

**Please forward all artwork via we transfer (free file transfer) to [tourism@onkaparinga.sa.gov.au](mailto:tourism@onkaparinga.sa.gov.au)**

### TERMS & CONDITIONS

1. It is the responsibility of the advertiser to ensure correct and complete information is submitted to City of Onkaparinga, including phone, mobile, email and web addresses. These will NOT automatically be placed in your advertisement.
2. 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.
3. Advertising space on the front cover is not available for purchase.
4. Advertisements will be placed in the relevant advertising section within the guide. Final placement decision lies with the City of Onkaparinga. Preferred placement cannot be guaranteed if requested.
5. The City of Onkaparinga reserve the right to refuse unsuitable advertisements.
6. Advertising included in the guide must be for the promotion of products and services that are intended to enhance the reader's experience as a visitor to the City of Onkaparinga. QR codes are not encouraged in advertising and will be considered on a case by case basis. Advertising must not contain tobacco advertising; political advertising; false or misleading advertising, or advertising which promotes unlawful or illegal goods, services or activities; advertising which is otherwise unlawful, offensive or obscene as determined by the City of Onkaparinga.
7. The guide will not include advertising of products or services that are not within the City of Onkaparinga.
8. Proofs that have not been signed and returned by the due date will be assumed to be correct and printing will commence.
9. AAAT star ratings and tourism accreditation will be verified where requested for inclusion in the publication.
10. Only businesses who are current financial members of a nominated business association can purchase ad space at the discounted rate.
11. **Payment terms are 30 days from date of invoice. (Payment plans are available)**
12. If full payment is not received before the publication goes to press your advertisement will be removed.