

# Phillip Island & Bass Coast

## Official Visitor Guide

Media Kit 2022



DESTINATION  
**PHILLIP  
ISLAND**

PHILLIP ISLAND	<sup>km<sup>2</sup></sup> 101
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**PHILLIP  
ISLAND**  
NATURALLY PLAYFUL

## 2022 Phillip Island and Bass Coast Guide

Get noticed and help inspire visitors to the region by promoting your business in our new look and feel **2022 Phillip Island and Bass Coast Visitor Guide**.

This year the guide will form an important part of the all new **Phillip Island 101km<sup>2</sup>** campaign.

- New editorial and motivational layout will share the new campaign look, feel and stories to inspire visitation
- The guide will have a print run for the traditional distribution across Visitor Centre, car rental and other distribution points
- The guide will be published online for viewing through visitor sites
- The guide will be used as a key reference point through targeted social media advertising and our newsletter database
- Shelf life will be from May 2022 to March 2023.

## How to book your advertising

Go to <http://www.destinationphillipisland.org.au> and click the Advertising link.

Full Payment is required on booking advertising in the 2022 OVG and applications are subject to approval by Destination Phillip Island. **Bookings close 8 April 2022.**

## Pricing

All prices quoted exclude GST.

Partner pricing applies to Financial Partners of the Phillip Island and San Remo Tourism Partnership.

## Advertising specifications

Double page, full page and half page ads can be supplied artwork or templated.

Quarter page ads are templated.

Please ensure that you own copyright on any of the images supplied for use in this guide.

All images are to be emailed to [info@visitphillipisland.com.au](mailto:info@visitphillipisland.com.au) within 24 hours of completion of booking form.

All images must be of landscape orientation.

Images must be high resolution (minimum of 300dpi) with no logos or writing. They should not include montages of smaller images.

Applicable icons:



Dining



Wheelchair



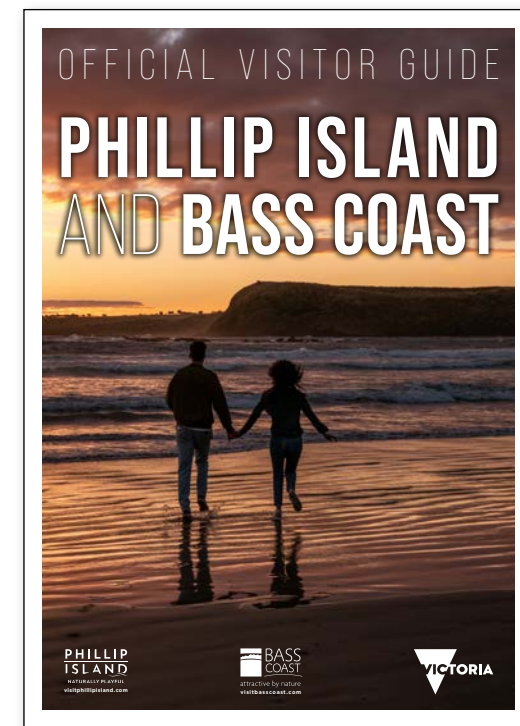
Free WiFi



Pet friendly

## Sales Contact

Serena Cabello • T: 0466 620 856 • E: [info@visitphillipisland.com.au](mailto:info@visitphillipisland.com.au)



The OVG online



# Advertising Specifications and Proofing

## PROOFING OF ADVERTISEMENTS

When a proof is ready for advertiser review/approval, an email will be sent with a low resolution PDF.

Advertisers are granted the opportunity to review their OVG print proof two times.

Changes made beyond the second proof at the client's request will incur an additional fee of \$60 per proof.

AD SIZES	WORD LIMIT	LOGO/IMAGES	PI AND SR TOURISM PARTNER	NON-PARTNER
Double Page Fully Supplied (297mm W x 210mm H with 5mm bleed)	n/a	n/a	\$4000 ex GST	\$5110 ex GST
Full Page Fully Supplied (128.5mm W x 190mm H)	n/a	n/a	\$2200 ex GST	\$2745 ex GST
Full Page Templated	Up to 200 words	1 logo Up to 4 images Up to 4 icons	\$2200 ex GST	\$2745 ex GST
Half Page Templated Only	Up to 80 words (maximum 10 lines) or 10 short dot points	1 logo 3 images Up to 4 icons	\$1150 ex GST	\$1375 ex GST
Quarter Page Templated Only	Up to 40 words (maximum 5 lines) or 5 short dot points	1 logo 1 image Up to 4 icons	\$590 ex GST	\$690 ex GST

Please note: Length of words can sometimes make word count vary. Image montage or images with text over the top will not be accepted. Destination Phillip Island reserves the right to edit any submissions and make corrections, omit material, or do minor reorganisation required to achieve the consistent look and feel of the production.

## Terms and Conditions

1. Full payment is required at time of booking – if payment cannot be processed, an invoice for immediate payment will be issued.
2. If full payment is not received on receipt of invoice, your advertisement will be cancelled.
3. All advertisement proofs must be approved and signed off by the operator no later than 48 hours after receiving proof.
4. Responsibility is solely with the operator to ensure that all information details in their advertisement are correct.
5. DPI reserves the right to approve any advertisements if contact has not been made within 48 hours.
6. No monies will be refunded for cancellations after 7 days of a signed agreement.
7. DPI reserves the right to withdraw or refuse an ad if it does not comply with guidelines.
8. DPI reserves the right to withdraw an advertisement if full payment is not received at time of booking.
9. Failure to provide all material for the ad booked by the due date will result in its cancellation.
10. DPI reserves the right to refuse any sub-standard materials and to edit text supplied to fit the ad size, style and layout.
11. There are no preferred positions.
12. Joint or co-operative advertising is not available.

# Templated Advertisements

Full page, half page and quarter page templated ads



## THE ISLAND ACCOMMODATION

Ideally located just a hop, skip, jump to beaches, nightlife, cafes, restaurants, and shopping. Public transport is nearby at the front door.

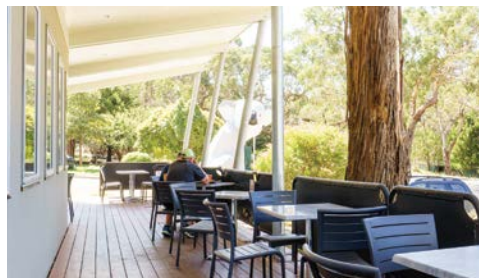
- Studios • Family • Multi Rooms • Groups
- Fully appointed gourmet kitchens
- Massive rooftop deck

The Big Wave Complex  
Phillip Island Tourist Rd, Newhaven  
T: 03 5956 6123  
W: [theislandaccommodation.com.au](http://theislandaccommodation.com.au)



## RUSTY WATER BREWERY RESTAURANT & BAR

Rusty Water Brewery Restaurant & Bar is home to Phillip Island Brewing Co. Boutique speciality and seasonal ales on tap; Contemporary European/Australian cuisine; Internationally trained award-winning Chefs; Bar, Restaurant and relaxed Alfresco dining; Gluten free, Vegetarian & Vegan dining options and a great place to meet and relax with family and friends



1821 Phillip Island Road  
Phillip Island  
T: 03 5952 1666  
W: [rustywaterbrewery.com.au](http://rustywaterbrewery.com.au)



## A MAZE'N THINGS

There's nothing the staff at **A Maze'N Things** like more than fun. Except to see you having it of course!

You almost need a passport to enter this whole new world of fun and excitement. Indoors and in all weather, travel to 'Puzzle Island' and prepare to have your mind bent, your belly ache from laughing and your heart in your mouth as you leap from the 'Look Out' slide. Witness people shrinking and growing before your eyes, marvel at the crazy mirror maze and defy gravity. You might even lose your head, but don't worry it's all just an illusion.

There is also the very new Karel's Magic Manor. Walk through the waterfall to an astonishing house of magic and mystery with caves, enchanting rabbits, a time machine, flying chandeliers, a scare area and the chance to make your very own magic movie.

Outdoors, discover the centrepiece of this a-maze-ing attraction. Navigate the twists, turns and confusion of the bewildering two kilometre labyrinth. You can spend hours trying to find your way out, but it is certain that you will have loads of laughs and fun as you master the maze (or use the emergency exits).

1805 Phillip Island Road,  
Cowes 3922  
T: 03 5952 2283  
W: [amazethings.com.au](http://amazethings.com.au)

