



You're invited to join the 2024  
marketing campaign for

# Flinders Ranges & OUTBACK

Cost-effective, brand-focused digital  
advertising packages for Flinders Ranges  
& Outback businesses.

**MEDIA KIT**





## LIMITED PLACES!

**BOOKINGS DUE:** 5pm Wed. 28th February 2024

**LAUNCH:** Friday 1st March 2024

# GET YOUR BUSINESS SEEN

## via the Flinders Ranges & Outback 2024 Marketing Campaign

In recent years, FRO has invested in building our online footprint.

A robust, and data-tested content strategy means our website and social media channels receive strong traffic volumes from a relevant, interested audience:

<b>61,000</b> website visitors in 2023	<b>22</b> average industry leads per day from our site to local operators	<b>1 Million</b> people were reached by our Facebook activity in 2023	<b>13,366</b> Instagram followers
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The FRO board is now pleased to offer members an invitation to participate in our 2024 campaign that will be run from the Flinders Ranges & Outback Facebook and Instagram accounts.

### HOW WILL THE CAMPAIGN WORK?

The operator ads will be run from FRO's Meta accounts (Facebook and Instagram). Our previous advertising activity means we have audience data and insights to draw from to make this campaign even more targeted and effective.

Ads will link to the Flinders Ranges and Outback website - either to feature articles or directly to your ATDW listing.

### WHEN?

This six-month social media campaign launches March 1 to August 31, 2024.

### WHY PARTICIPATE?

Together we can raise the profile of the region, encouraging more visitors and bookings for the region. Flinders Ranges and Outback Committee have also committed funds for this project.

### WHAT DO I NEED TO DO?

Step 1) Make sure your ATDW listing is updated with high quality images and accurate details.

Step 2) Complete the booking form with your preferred package and return to WOOF Media via email. Remember to tick the categories relevant to your business.

# PACKAGES

INCLUSIONS - SIX MONTH CAMPAIGN	TIER ONE (\$1,350 +gst)	TIER TWO (\$2,200 +gst)	TIER THREE (\$3,050 +gst)
Featured in "roundup" style blog published on FRO website <i>Information sourced from your ATDW listing.</i>	✓	✓	✓
\$600 in Meta Ads spent (per featured member) to promote the blog	✓	✓	✓
1 x Organic Social Post on FROs Facebook & Instagram	X	✓	✓
Meta Ad promoting your product only (Run time of 4-6 weeks) Includes: 2 x ads written by WOOF Media and \$600 dedicated Meta Ads budget. Ads click through to your ATDW listing on the FRO website	X	✓	X
Meta Ad promoting your product only (Run time of 6-8 weeks) Includes: 3 x ads written by WOOF Media and \$1,200 dedicated Meta Ads budget Includes consultation to plan your content Option to split the 6-8 weeks into 2 x 3 week blocks Ads click through to your ATDW listing on the FRO website	X	X	✓

# TERMS AND CONDITIONS

Participating businesses need an active ATDW listing. It is strongly recommended that your listing features an array of professional images and a detailed description.

Campaign requires a minimum buy-in from businesses to proceed. Should the minimum total not be reached, Flinders Ranges & Outback reserve the right to terminate the campaign and WOOF Media will refund your booking in full.

No text or logos are allowed on images.

# BOOKING FORM

Please scan and return your completed form to [sales@woofmedia.com.au](mailto:sales@woofmedia.com.au)

**BOOKINGS DUE**  
WED. 28th FEB. 2024



## PACKAGE OPTIONS (Please select one)

TIER ONE \$1,350 +GST     TIER TWO \$2,200 +GST     TIER THREE \$3,050 +GST

## CATEGORIES: (Please select any content categories relevant to your business)

- Accommodation
- Accessible Tourism
- Arts
- Astro Tourism
- Eco Tourism
- Events
- Food & Drink
- Fossil Tourism
- Getting here & around
- Great for families
- Heritage
- Indigenous Culture
- Opals
- Outdoor Action
- Pet Friendly
- Stations & Farmstays
- Town

Business name

Contact person

Phone / Mobile:

Email address

## AUTHORISATION AND PAYMENT

Upon receipt of the booking form you will be issued with an invoice for payment from WOOF Media. **Invoices are payable within seven (7) days of invoice date.** Credit card surcharge will apply. Please refer to the terms and conditions for full details.

Your authorisation confirms your acceptance of the terms and conditions, cancellation and payment policies.

Booking authorised by (name)

Date

Signature

P: 1300 006 993

E: [sales@woofmedia.com.au](mailto:sales@woofmedia.com.au)  
**woofmedia.com.au**