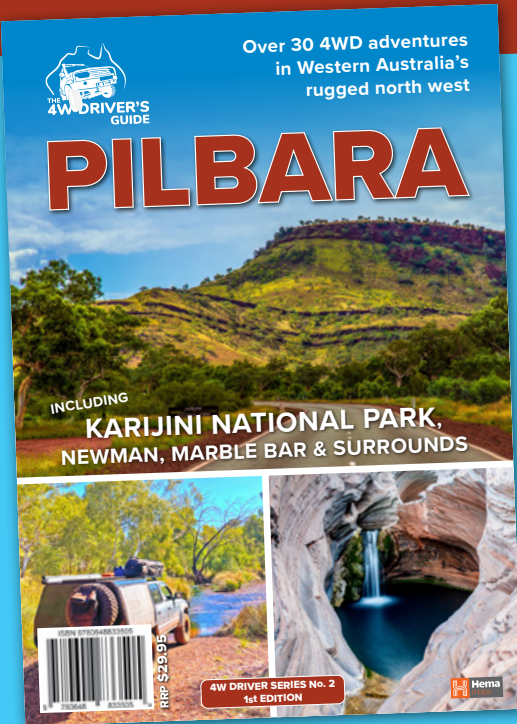


# MEDIA KIT



## Experience the thrill of adventure with the launch of *The 4W Driver's Guide* **PILBARA**

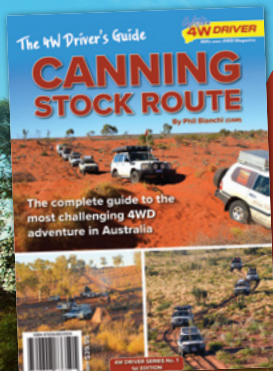
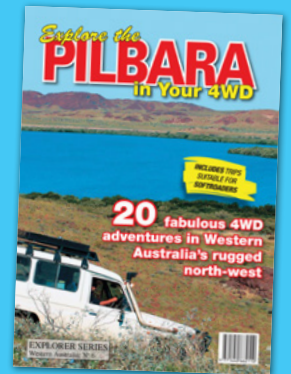
This comprehensive guide targets an engaged audience of passionate 4WD enthusiasts and first-time adventure-seekers embarking on the trip of a lifetime.

As a potential advertiser, we present an exciting opportunity to align your brand with this exhilarating journey.

Building upon the legacy of our still-popular 2006 edition, *Explore the Pilbara in Your 4WD*, we've put all of our knowledge and passion into our new publication. *The 4W Driver's Guide - Pilbara* curates an immersive exploration of over 30 enticing 4WD destinations, expanding upon its predecessor's success.

We take readers on a journey beyond the tracks, illuminating the region's unique geological features, captivating flora, and diverse fauna. This is more than a guidebook, it's an invitation to understand and appreciate the Pilbara's untamed beauty.

Invest in advertising space within *The 4W Driver's Guide - Pilbara* and associate your brand with this extraordinary adventure. Position your products or services within the hands of a dedicated, enthusiastic community seeking to explore the Pilbara. This is not just an advertising opportunity, it's an invitation to be part of the journey.



Following the success of the Canning Stock Route guide, book two of The 4W Driver's Guide series promises a high-quality, trusted resource for all 4WD enthusiasts.



For more information, contact Chris Morton on 0450 954 550 [chris@4wdguide.com.au](mailto:chris@4wdguide.com.au)



# AD RATES & SPECIFICATIONS

AD SIZE		RATE EX GST
Double Page Spread	210mmH x 297mmW +3mm bleed	\$2,250
Outside back cover (full page)	210mmH x 148mmW +3mm bleed	\$1,875
Inside front cover (full page)	210mmH x 148mmW +3mm bleed	\$1,500
Inside back cover (full page)	210mmH x 148mmW +3mm bleed	\$1,500
Full Page	210mmH x 148mmW +3mm bleed	\$1,200
Half Page Horizontal	93mmH x 125mmW	\$750
Half Page Vertical	190mmH x 59.5mmW	\$750
1-unit	61mmH x 59.5mmW	\$300

**AD POSITIONS ARE LIMITED AND SOLD ON A FIRST-IN-BEST-DRESSED BASIS SO BOOK NOW!**

**EARLYBIRD SPECIAL!**  
Book and pay for your ad before 14 July 2023 and receive **33% off the ad rate!!**

## AD DESIGN SERVICE

We can design your ad for \$30 plus GST. Please supply logos as .eps or .ai (vector) format.

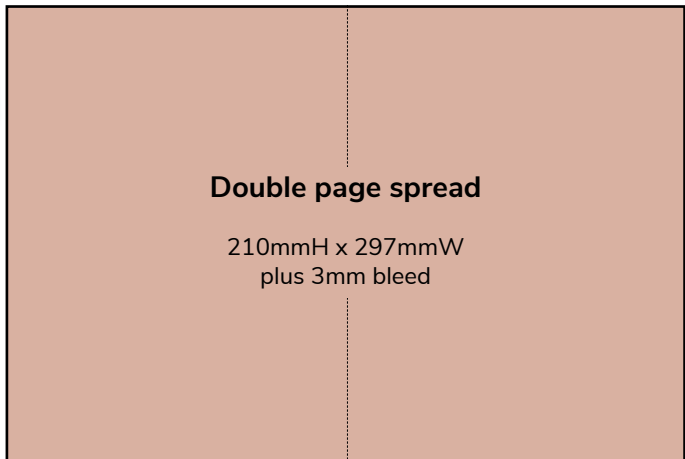
If you are supplying print-ready artwork, your ad must be high resolution PDF or JPG format, with crop marks and 3mm bleed.

Email artwork to: [admin@4wdguide.com.au](mailto:admin@4wdguide.com.au)



Example only

Enriched with exclusive map inserts, we provide expert guidance on driving and camping, ensuring an enjoyable and safe experience for our readers. Additionally, through the guide, readers gain exclusive access to video content, augmenting their Pilbara adventure with a digital dimension.



**Full page**  
Inside front cover  
Inside back cover  
Outside back cover

210mmH x 148mmW  
plus 3mm bleed

**Half page horizontal**

93mmH x 125mmW

**Half page vertical**

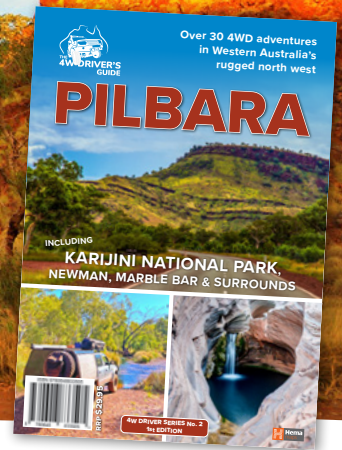
190mmH  
x  
59.5mmW

**1-unit**

61mmH x 59.5mmW



# BOOKING FORM



This form can be completed electronically and emailed to: [admin@4wdguide.com.au](mailto:admin@4wdguide.com.au)

## CONTACT/BILLING DETAILS

Company Name		ABN
Contact Name	Agency	
Postal Address		
	State	Postcode
Telephone	Mobile	
Email	Website	

## AD POSITIONS ARE SOLD ON A FIRST-IN-BEST-DRESSED BASIS - SO BOOK NOW!

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Sign me up!

**EARLYBIRD SPECIAL!**  
 Book and pay for your ad before **14 July 2023** and receive **33% off the ad rate!!**

**ARTWORK REQUIREMENTS:**  
 Design Service: \$30 + GST per advert.  
 Not required - finished artwork will be supplied.

Ad artwork must be supplied in high resolution PDF or JPG format with crop marks and 3mm bleed.  
 Logos should be supplied as .eps or .ai (vector) format.

- BOOKING TERMS & CONDITIONS**
- To receive Earlybird Special, booking and payment must be made in full before 14 July 2023.
  - For general ad bookings, payment must be made in full 30 days from date of invoice.
  - All prices are exclusive of GST.
  - Supplied artwork is subject to Editor's approval.
  - All price are exclusive of agency fees.
  - Bookings cancelled within 30 days of publication will incur a 50% cancellation fee.
  - Cancellation must be done in writing via email to: [admin@4wdguide.com.au](mailto:admin@4wdguide.com.au)

By signing below I acknowledge that I have read the terms and conditions of advertising in **The 4W Driver's Guide - Pilbara** and agree to the quoted cost above.

Signature \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

**Ad Booking deadline: 21 July 2023**  
**Ad Artwork deadline: 31 July 2023**