



# Media Kit

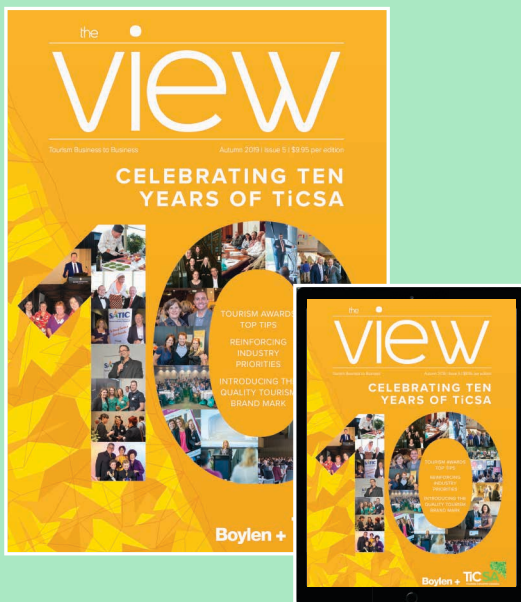
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**TICSA**  
TOURISM INDUSTRY COUNCIL  
[www.ticsa.com.au](http://www.ticsa.com.au)



## AT A GLANCE

*The View* is the official magazine of the Tourism Industry Council South Australia (TiCSA), the peak body for South Australia's tourism industry. It is a 36 page glossy magazine, published twice a year. It is a prime opportunity to reach thousands of decision makers in this fast growing sector of the economy.



### CONTENTS INCLUDE:

- SA Tourism Conference Highlights
- Meet a TiCSA Member
- Business Development Hints & Tips

 **1,000+**  
**READERS PER ISSUE**

*The View* is mailed to members, tourism businesses, key stakeholders and other industry partners.



### READERSHIP

**MEMBERS WHO OWN AND MANAGE:  
ACCOMMODATION, ATTRACTIONS,  
DESTINATIONS, EVENTS, TOURS  
& TRANSPORT, TOURISM SERVICES  
AND HOSPITALITY INTERESTS  
IN SOUTH AUSTRALIA.**



# RATES

Size	Rate	Member Rate
Full Page	1,500 + gst	1,270 + gst
1/2 Page	900 + gst	760 + gst
1/4 Page	550 + gst	460 + gst
Outside Back Cover	2,100 + gst	1,750 + gst
Inside Front Cover	1,800 + gst	1,530 + gst
Inside Back Cover	1,650 + gst	1,400 + gst

## Inserts

Price on application.

## Discounts

Applicable for long term bookings.

## Design Service

We have an in-house graphic design department which is available for the development of advertisements. We also specialise in web development.

## Terms & Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production. For Terms and Conditions go to [www.boylen.com.au/termsandconditions](http://www.boylen.com.au/termsandconditions)

# DEADLINES

## September

**Booking** 2nd Aug

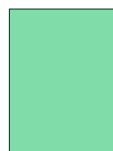
**Material** 9th Aug

**Publication** 3rd Sep

**Please note:** Deadlines subject to change.

Cancellations **MUST** be received in writing by the booking date.

# SPECS



**Full Page**  
210mm (w) x 297mm (h)  
+ 3mm bleed



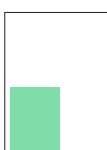
**1/2 Page H**  
185mm (w) x 135mm (h)



**1/2 Page V**  
90mm (w) x 270mm (h)



**1/4 Page H**  
185mm (w) x 65mm (h)



**1/4 Page V**  
90mm (w) x 135mm (h)

## Supplied Material

Artwork can be sent via email or ftp (eg. 'Hightail' or 'Dropbox'). Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/creative formats, please include all resources (i.e. links and fonts).

**Please note:** Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.

