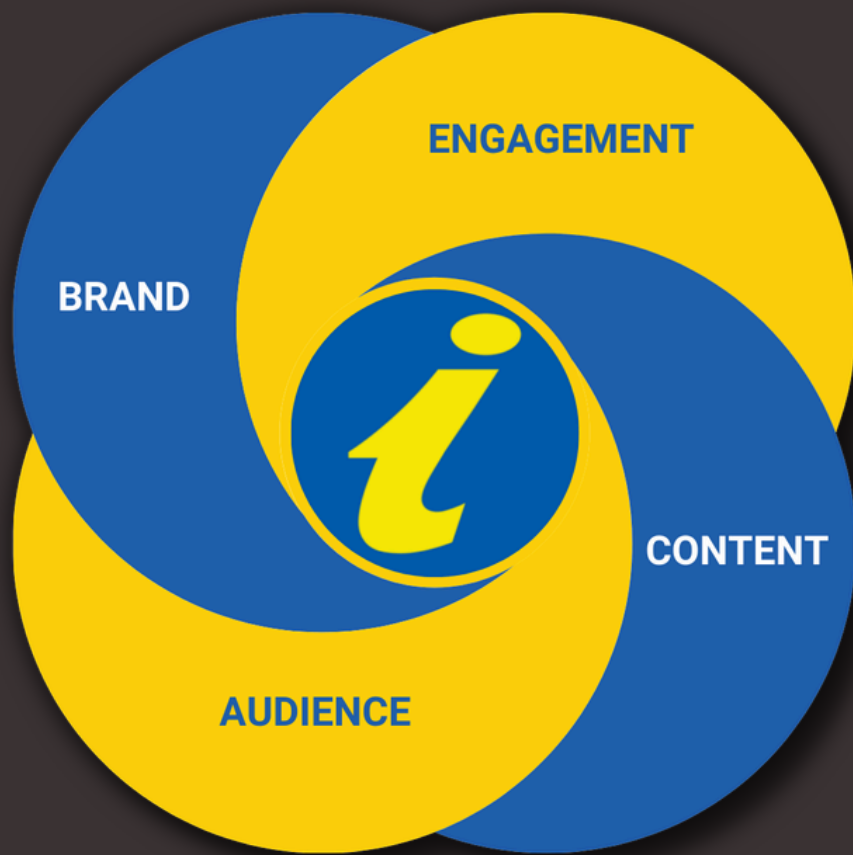




ADVERTISING PROSPECTUS

LIGHT COUNTRY

VISITOR INFORMATION CENTRE

July 2026 - June 2027



**LIGHT
COUNTRY**
GET CLOSER



Light
Regional
Council

www.lightcountry.com.au

Our July 2026 to June 2027 advertising prospectus gives you essential exposure to visitors through Light Country's accredited Visitor Information Centre.

Providing visitor information services for the Light Region community and for the 10's of thousands of visitors annually into Light Regional Council.



The Light Country Visitor Information Centre operates seven days a week:

Monday and Thursday **9am - 6pm**

Tuesday, Wednesday and Friday **9am - 5pm**

Saturday, Sunday and Public Holidays **9am - 1pm**

Closed Good Friday and Christmas Day



SECURE YOUR BOOKING

To secure your advertising booking, please email visitorcentre@light.sa.gov.au or call 08 8566 2902.

Due to the limited availability for certain advertising spaces, we recommend discussing your preferences directly with the Coordinator Visitor Services - Cindy Ruediger.

Email: CRuediger@light.sa.gov.au

Phone: 0429 229 783

Street address: 51-53 Main Street, Kapunda SA 5373

Mailing address: P.O. Box 72, Kapunda SA 5373

GENERAL BROCHURE DISPLAY

Brochures are one of the most direct and cost effective forms of advertising within a VIC, where trained staff also engage face-to-face with visitors on site with your marketing collateral. We also provide a complimentary mail out service to phone and email customers.

Brochures are displayed under regional and/or interest areas.

Brochure Fee Categories:

For **Tourism Industry Council South Australia (TiCSA)** accredited Light Regional Council tourism businesses

DL: No Fee
A4/A5: No Fee

1

For **Australian Tourism Data Warehouse (ATDW)** listed Light Regional Council tourism businesses

DL: No Fee
A4/A5: No Fee

2



For **registered Light Regional Council** tourism businesses

DL: No Fee for 2026 - 2027
A4/A5: No Fee for 2026 - 2027

3

For **Tourism Not for Profit** organisations

DL: No Fee
A4/A5: No Fee

4

For **tourism businesses not registered within Light Regional Council**

DL: \$60.00 per annum (ex GST)
A4/A5: \$90.00 per annum (ex GST)

5

POSTER DISPLAY

Poster displays are insight and stand out, visibly creating a unique talking point

A3 Brochure Rack Feature

Your A3 poster is displayed in our special interest display zone above the brochure rack stands.

\$60 per quarter (ex GST)

1 spot available (maximum limits apply)



A4 Window Feature

Your A4 poster is displayed in our special interest display zone in the VIC window on Hill Street within the popular Kapunda heritage precinct.

\$60 per quarter (ex GST)

1 spot available (maximum limits apply)

DATA PROJECTOR 24/7 DISPLAY -coming soon

A rotating display will play continuously within the VIC and be able to be viewed from the Main Street after hours and during the day.

\$90 per quarter (ex GST)

Multiple spots

Register your interest with Cindy to be advised when this display opportunity becomes available. le.



Charging Station

DIGITAL - MOBILE CHARGING STATION

This 1080 x 1920 pixel screen is dedicated to one advertiser with a small mix of rotating regional slides.

High-definition, LED smart screens will feature your business exclusively. Videos should be a maximum of 30 seconds, high resolution (700dpi or above) and supplied in mp4 and without sound (captions are encouraged).

\$30 per month (ex GST)
1 spot available

Register your interest with Cindy to be advised when these display opportunities become available.

FEATURED

Featured Business of the Week or Month

A great standalone and dedicated display option with a unique opportunity to showcase and present your product directly to visitors and locals within the VIC.

These week or month-long feature options put your business (literally) in front of the customer and will be on display at the entrance to the VIC and your launch featured on social media.

Work with us to launch your feature display by selecting and booking a day and time for you to promote your display and presence at the VIC to speak to visitors and locals face-to-face about your offering.

You have the option to undertake activities such as run a competition, host a tasting, hold a workshop, give a specialist talk or presentation about your business or just be there to hand out your information and answer questions.

The authenticity of your presence, or in meeting the maker, sparks the conversations that convert into business, word of mouth marketing and first-hand awareness of what you offer.

The Feature spot is great for promoting weekly and seasonal specials, product launches, reminders, events and more.

Terms and conditions apply to this space including insurance, licences etc. as per Light Regional Council event management policy.

\$60 per week (ex GST); \$200 per month (ex GST) (maximum limits apply)
1 spot available



BROCHURE RACK ADVERTISING

Thank you for your interest in advertising your tourism business or organisation with the Light Country Visitor Information Centre (VIC) and Visitor Information Outlets (VIO) in Light Country.

The region has a continually growing number of visitors with a new destination brand, *Light Country*, a focus on building the visitor economy with targeted marketing and investment, positive stakeholder relationships and 46% of the Barossa Valley located within Light Regional Council.

The Light Country Visitor Information Centre is fully accredited with the South Australian Tourism Commission and is owned and managed by the Light Regional Council. As a destination VIC it hosts the Taste of the Region Interpretive Display and the Sir Sidney Kidman Exhibition which are free to experience.

There are five categories for brochure rack advertising within the Light Regional Council area:

1. TiCSA - QTAB accredited tourism business registered in Light Regional Council
2. ATDW listed business registered in Light Regional Council
3. Registered tourism business in Light Regional Council
4. Tourism Not for Profit organisation in Light Regional Council
5. Tourism business or organisation not registered in Light Regional Council

Approved brochures will be displayed on dedicated display racks and further stocks will be requested when required with an annual advertising renewal process. The brochures will not only be displayed within the Visitor Centre, where local residents and visitors can access them, but are also distributed outside the region from visitor enquiries and through VIO's where relevant.

We highly recommend you build a relationship with the VIC team by staying in touch and participate in the Visitor Services Famil Program to update the team about your operation or changes to your offering. Being listed on the ATDW will see your operation searchable on key State and Regional tourism websites - it is free to list on the ATDW in South Australia.

To advertise on the Brochure Rack, please read the Brochure Information sheet and complete the registration form enclosed/attached including signing the Declaration of Public Liability Insurance section - a copy of your insurance does not need to be provided.

Please contact the Coordinator Visitor Services for further information or drop into the Light Country Visitor Information Centre (VIC) for a visit. We look forward to your support in keeping Light Region an informative and interesting place for visitors with collaboration and exceptional customer service and experiences.

Coordinator Visitor Services: Cindy Ruediger

Email: CRuediger@light.sa.gov.au

Phone: 0429 229 783

VIC Street address: 51-53 Main Street, Kapunda SA 5373

Mailing address: P.O. Box 72, Kapunda SA 5373

BROCHURE RACK ADVERTISING TERMS and CONDITIONS July 2025 - June 2026

The core role of the Light Country Visitor Information Centre (VIC) is to encourage people to stay longer and do more, both in the region and in South Australia, by providing customers with up-to-date and accurate information. Being a fully accredited Visitor Information Centre with the Australian Tourism Accreditation Program, and managed by the Light Regional Council, ensures our customer trained team provide the best possible service, and our team attend regular meetings and trainings to ensure that product knowledge is maintained.

The VIC displays a range of souvenirs, Australiana books and visitor information, travel information on all areas of South Australian and some interstate areas. Free Wi-Fi and Internet access is also available along with the free Taste of the Region and Sir Sidney Kidman exhibition attractions.

Fees

Tourism businesses and Not-For-Profit organisations operating inside and outside of the Light Regional Council area may apply to advertise on the Brochure Rack under the following categories:

1. TiCSA QTAB Accredited tourism business registered in Light Regional Council = No fee
2. ATDW listed business registered in Light Regional Council = No fee
3. Registered tourism business in Light Regional Council = No fee for 2026 - 2027
4. Tourism Not for Profit organisations (Museums, Art Galleries etc.) = No fee
5. Operators located outside the Light Regional Council area = DL \$60p.a; A4/A5 \$90p.a. (ex GST)

Payments are due annually and coincide with the financial year. The accounts are payable within 30 days of invoice. For businesses wishing to display for a portion of the year, the fee will be calculated pro-rata per month + 20%.

Terms and Conditions

- All brochures supplied to the Light Country Visitor Information Centre of an appropriate quality, printed on 80 gsm paper or higher and are not to contain images/words likely to be considered offensive by the general public.
- Provided in sufficient quantity, relevant to the anticipated demand and delivered at the cost of the owner or distributor of the brochure to Light Country Visitor Information Centre.
- Where possible, priority placement within the designated display areas will occur for operators and organisations who are TiCSA and/or ATDW listed.
- Advertising brochures are to be DL, A5 or A4 size for a uniform fit. Business and post cards are not accepted for display purposes.
- Light Country Visitor Information Centre staff manage brochure levels and will advise the noted contact when additional brochures are required. If the brochure stock becomes depleted the display will be removed and/or replaced.
- The Light Country Visitor Information Centre requires all advertisers for all categories to complete and sign a Registration Form, stating that they agree to the brochure advertising terms and conditions and that they have Public Liability Insurance and a registered ABN, if applicable, in order for their brochure to be displayed in the VIC or Visitor Information Outlets (VIO).
- VIO display is not guaranteed and is dependent upon demand, location and relevance.
- Brochures will not be displayed until the registration agreement, a supply of approved brochures and payment in full, if required, have been received.
- Advertisers consent to receiving news and marketing updates from time to time from the Light Country Visitor Information Centre.

BROCHURE RACK ADVERTISING REGISTRATION

I/we wish to apply to register to Brochure Rack advertise with the Light Country Visitor Information Ctr.

Type of brochure: ☐ DL ☐ A5 ☐ A4
Brochure Name: _____ Brochure Category No.: _____

Brochure categories:

1. *TiCSA - QTA Accredited tourism business registered in Light Regional Council*
2. *ATDW listed business registered in Light Regional Council*
3. *Registered tourism business in Light Regional Council (Fee free for 2026 - 2027)*
4. *Tourism Not for Profit organisation*
5. *Outside of the Light Regional Council area*

Business name: _____

Trading name: _____

ABN: _____

Contact name: _____

Business Address: _____

Postal Address: _____

Contact Phone: _____

Email: _____

Website: _____

ATDW Listing Categories:

Payment method 'Brochure Category 5' \$_____

Cash ☐ Payment in cash at Light Country Visitor Information Centre

EFTPOS ☐ EFTPOS facilities at Light Country Visitor Information Centre

Invoice ☐ I / we require an invoice emailed to:

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All Brochure Rack Advertisers are required to complete this section:

I / we agree to the Light Country Visitor Information Centre Brochure Rack Advertising Terms and Conditions for the period:

from: to:

and I / we declare that the operation / business advertised has valid Public Liability Insurance.

Signed
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Name / s in full
.....

Position
.....