

SOUTHERN GREAT BARRIER REEF | QUEENSLAND

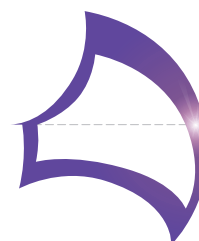
YEPPOON & CAPRICORN COAST INSIDER'S GUIDE

OFFICIAL LIFESTYLE & VISITOR GUIDE 2022
:: ADVERTISING PROSPECTUS ::



For advertising information contact:
Krista Brown | P: 07 49272055
E: kristabrown@capricornenterprise.com.au

Advertising closes Wednesday 10th November 2021



A marketing initiative by

**CAPRICORN
ENTERPRISE**
Region of Innovation



ABOUT THE GUIDE

The 2022 Yeppoon & Capricorn Coast Insider's Guide (A5) is a primary piece of marketing collateral produced by Capricorn Enterprise and it is the official tourism and lifestyle guide for the Capricorn Coast Destination. The 2022 Guide represents all of the Capricorn Coast precincts (including Rockhampton) and is intended for tactical use to disperse visitors/customers throughout our region and increase their length of stay.

WHAT'S NEW IN 2022?

→ ***MORE User Generated Content (UGC)!***

Capturing the attention of today's savvy travelers requires a more dynamic and personalized approach. The 2021 edition of the guide was received very well, showcasing imagery that is almost entirely (top quality) User Generated Content (i.e. images from Instagram, etc)! This popular imagery will continue in the 2022 brochure and will allow visitors to see the beauty of our destination through the eyes of other travelers.

→ ***MORE pages = more content!***

Due to the popularity of the content in the 2020/21 guide we are increasing the 2022 page count by at least an additional 4 – 8 pages. The guide will keep all the existing popular content including **Food Tips, Must See Art, Most Shareable Photo Spots, Beach Menu**, etc and add extra content for **Taste Capricorn Coast**, and **Live Capricorn Coast**.

WHY SHOULD I ADVERTISE?

- ✓ Value for money. 12 month shelf life.
- ✓ Big Print Run = 40,000 copies circulated.
- ✓ Displayed in ALL accredited Information Centres across Queensland.
- ✓ Distributed to local accommodation houses, tourist attractions and local businesses.
- ✓ Distributed directly to households in targeted Central Queensland locations
- ✓ Included in all Information, Event & Relocation Packs mailed out by the Capricorn Coast Visitor Information Centre.
- ✓ Available to view and read online as an e-mag on Capricornholidays.com.au, LiveCapricornCoast.com.au, and Queensland.com
- ✓ Direct link to your website from online guide on visitcapricorn.com.au and LiveCapricornCoast.com.au

READY TO BOOK YOUR ADVERT?

Bookings for 2022 are all online. Visit CapricornEnterprise.com.au/advertising or [click here](#)

ADVERTISING SAMPLES & SPECIFICATIONS

AD SIZES

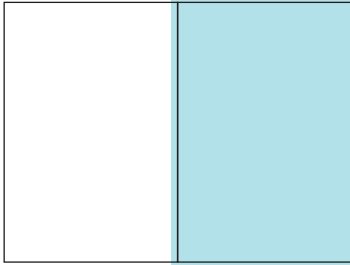
* Formatted adverts are required to adhere to a set layout/design – no changes are permitted.
All pricing includes GST

FULL PAGE DISPLAY AD

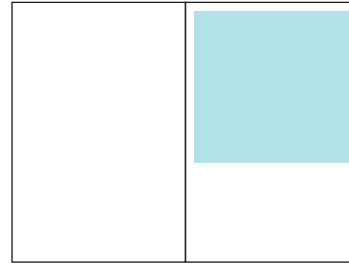
\$1550

2/3 PAGE FORMATTED AD

\$1100



Trim Size:
148mm (W) x 210mm (H)
Type area:
128mm (W) x 190mm (H)
Bleed:
158mm (W) x 220mm (H)



2/3 PAGE
138mm (W) x 124mm (H)

Premium placement + \$550

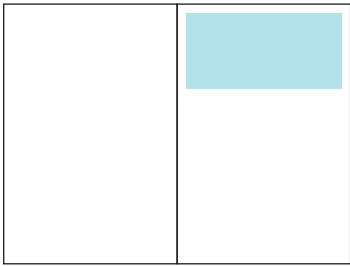
Includes artwork, formatted* style only
(3 x Images, Contact Details, 130 -140 words text)

1/3 PAGE FORMATTED AD

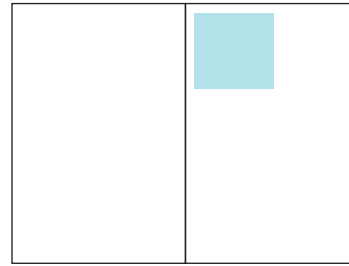
\$560

1/6 PAGE FORMATTED AD

\$295



1/3 PAGE
138mm (W) x 60mm (H)



1/6 PAGE
66.5mm (W) x 60mm (H)

Includes artwork, formatted* style only
(1 x Image, Contact Details, 60-70 words text)

Includes artwork, formatted* style only
(1 x Image, Contact Details, 35 words text)

READY TO BOOK YOUR ADVERT?

Bookings for 2022 are all online. Visit CapricornEnterprise.com.au/advertising or [click here](#)

WHERE TO GO

Krachers Bar & Grill
20 BOWLS STREET, YEPPPOON
P: 07 4925 0242
W: www.krachers.com.au

Krachers Bar & Grill is a friendly neighbourhood club conveniently located in the heart of Yeppoon. With ample parking and a quiet location it's an ideal place to escape the hustle of the main street.

The family bistro is open for lunch and dinner Tuesday through to Sunday every week and features a 'hides' area to ensure they're entertained while you relax.

The bar is a popular area in the afternoons and the venue is home to Yeppoon Bowls Club so try some casual or social bowls when you visit.

The large outdoor area is perfect for functions and the gaming lounge inside provides a private space to relax. Try your luck in the weekly membership draw or regular raffles.

With meal specials most nights, it's the perfect place to dine for lunch or dinner. Our friendly staff will make you feel right at home in our Club.

- Courtesy Bus
- Friendly Bowls Club
- Private Gaming Lounge
- Bar open from 10am daily

Freedom Fast Cats
JOHN HOWES DRIVE, ROSSLYN BAY
P: 07 4925 6888
W: www.freedomfastcats.com

Immerse yourself in the crystal clear waters on one of our snorkel tours at Great Keppel Island. Swim alongside a turtle, amidst our colourful reef and diverse ecosystem.

Our Adventure package includes: meals, glass bottom boat cruise, boom-net ride, snorkel tour (inc. equipment) and supervision from our certified crew.

Your visit to Great Keppel Island with Freedom Fast Cats will be a highlight of your trip. For other cruise options please visit our webpage.

WHERE TO GO

Capricorn Caves
30 OLSENS CAVES ROAD, THE CAVES
P: 07 4934 2883
W: www.capricorncaves.com.au

Discover an ancient Australian landscape where caves honeycomb a limestone ridge. Nature based experiences depart daily ranging from wheelchair accessible Cathedral Cave Tours, adventure caving explorations or take a walk back in time on the fossil tour.

Spend the night in tranquility, this bush retreat features a caravan park and secluded two bedroom fully self-contained cabins.

Open 7 days 9:00am to 5:00pm.

Cooperie Crocodile Farm
9 SAVAGE ROAD, COOPERIE
P: 07 4934 1969
W: www.cooperiecrocodilefarm.com.au

LEARN - TASTE - EXPERIENCE

Cooperie is QLD's oldest commercial crocodile farm and holds around 5,000 crocodiles.

- Guided Tours get you up-close to these living dinosaurs
- Tours operate at 10:30am & 1:00pm - 7 days a week
- Have your photo taken holding a small crocodile (free)
- Croc Bistro - Tour guests only (costs apply) 12 - 1pm daily
- Gift Shop - Crocodile skin products available
- See baby crocs hatching (March - May)
- Learn about the fascinating behaviour of crocodiles

Cooperie Park Wildlife Sanctuary
9 STONES ROAD, YEPPPOON (via Woodbury Road)
P: 07 4934 8940
W: www.cooperiepark.com.au

Get up close and personal with our wonderful wildlife. Cuddle a koala, hold a crocodile, snake or lizard, play with birds, interact with playful monkeys and hand feed kangaroos!

- Over 300 Animals
- Animal Show at 1pm daily
- BBQ Area and Pool
- Open daily from 10am - 3pm

We are only a 15 minute drive north from Yeppoon Main Beach.

WHERE TO STAY

NRMA Capricorn Yeppoon Holiday Park

Enjoy a range of facilities including waterslide, pool, bouncing pillow, outdoor cinema and camp kitchen, plus accommodation options for everyone with cabins and sites.

Our park is located just moments from Yeppoon and a short stroll to Mulumbin Beach.

WILLINGWAY, MULAMBIN
P: 07 4934 6484
W: www.nrmayeppoon.com.au

Discover Parks Coolwaters Yeppoon

Find yourself surrounded by tropical bushland, a calm lake and pristine beachfront. The fun begins right outside your cabin or site with a water park, BMX track, jumping pillow, resort style pool, or a layan on Causeway Label Economy to deluxe options to suit all budgets.

760 SCENIC HIGHWAY, KINKA BEACH
P: 07 4921 8905
W: www.discoverholidayparks.com.au/coolwaters

Capricorn Caves Tourist Park

Our caravan park is a peaceful retreat nestled in a bushland setting. Our modern amenities, barbecues and common area (with television) will leave you feeling very much at home. Self-contained 2 bedroom cabins are also available. Guided Cave Tours available from 9am - 4pm.

30 OLSENS CAVES ROAD, THE CAVES
P: 07 4934 2883
W: www.capricorncaves.com.au

WHERE TO STAY

Fisherman's Beach Holiday Park

Perfectly situated next to the beach, tucked behind a sheltered sand dune and walking distance to Emu Park town centre. Boasting sea breezes and direct beach access, this is the perfect base to explore Emu Park, the Capricorn Coast and Keppel Bay Islands. Member of 'Top Parks'.

67 PATINSON STREET, EMU PARK
P: 07 4929 6202
W: www.fishermansbeachpark.com.au

Poinciana Tourist Park

Park features powered and unpowered sites, self-contained cabins, BBQ area, camp kitchen, swimming pool and is pet friendly. Ideally located only 2km from the CBD, 200m to Cootee Bay Beach, and 100m to a variety of shops. Marina and Rosslyn Bay Harbour are a short 4min drive.

9 SCENIC HIGHWAY, COOEEE BAY (via Percy Ford Street)
P: 07 4929 1801
W: www.poincianaoutspark.com.au

Visitor Information Centre

Want insider tips on the best places to see? Pop in and chat to a local at the Capricorn Coast Visitor Information Centre. We can book your tours and accommodation while you wait.

Open 7 days from 9am - 5pm
Free Wi-Fi

ROSS CREEK, SCENIC HIGHWAY, YEPPPOON
P: 1800 075 785
W: www.visitcapricorn.com.au