



# COMMUNITY NEWSPAPER RATE CARD

**2017-2018**

Corporate Communications' community newspapers reach more than 75,000 homes across the municipalities of Glenorchy, Hobart, Clarence and parts of Sorell.

Delivered free, this is an exceptionally cost effective way of getting your message on the doorsteps of homes and businesses in your local area.

## **GLENORCHY GAZETTE**

[www.glenorchygazette.com.au](http://www.glenorchygazette.com.au)

**Circulation:**  
24,756 businesses and households

**Distribution:**  
First Tuesday of the month

**Advertising:**  
[advertising@glenorchygazette.com.au](mailto:advertising@glenorchygazette.com.au)

**Editorial:**  
[editorial@glenorchygazette.com.au](mailto:editorial@glenorchygazette.com.au)

## **HOBART OBSERVER**

[www.hobartobserver.com.au](http://www.hobartobserver.com.au)

**Circulation:**  
24,600 businesses and households

**Distribution:**  
Second Tuesday of each month

**Advertising:**  
[advertising@hobartobserver.com.au](mailto:advertising@hobartobserver.com.au)

**Editorial:**  
[editorial@hobartobserver.com.au](mailto:editorial@hobartobserver.com.au)

## **EASTERN SHORE SUN**

[www.easternshoresun.com.au](http://www.easternshoresun.com.au)

**Circulation:**  
30,030 businesses and households

**Distribution:**  
Third Tuesday each month

**Advertising:**  
[advertising@easternshoresun.com.au](mailto:advertising@easternshoresun.com.au)

**Editorial:**  
[editorial@easternshoresun.com.au](mailto:editorial@easternshoresun.com.au)

## **A SELECTION OF OUR STANDARD SIZES**

**OTHER SIZE OPTIONS ARE AVAILABLE UPON REQUEST AT \$8.80 PER COLUMN CM**

**Position Loadings:** Front page 100%, back page 50% any other specified page 10%

**Ad Design:** Basic design fee \$24. Complex design fee \$50.

### **HALF PAGE**

19cm x 7col  
190mm H x 262mm W  
\$1170.40

### **1/6TH PAGE**

15cm x 3col  
150mm H x 110mm W  
\$396

### **SMALL**

8cm x 2col  
\$140.80

Small dimensions:  
80mm H x 72mm W

### **QUARTER PAGE**

19cm x 4col  
190mm H x 148mm W  
\$668.80

### **SQUARE**

10cm x 3col  
100mm H x 110mm W  
\$264

### **FULL PAGE**

38cm x 7col  
380mm H x 262mm W  
\$2340.80

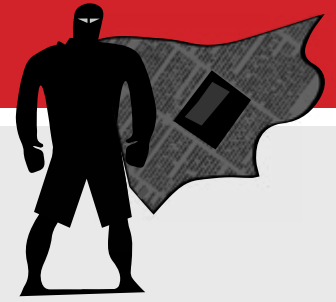
### **STRIP BANNER** 6cm x 7col

60mm H x 262mm W \$369.60

All prices are full colour, inc GST and are per placement. Sizes shown not to scale.

Contact Tracey on 6210 5201 or email [tracey.wright@cctas.com.au](mailto:tracey.wright@cctas.com.au) to book your space today!

# ADVERTISING OPTIONS

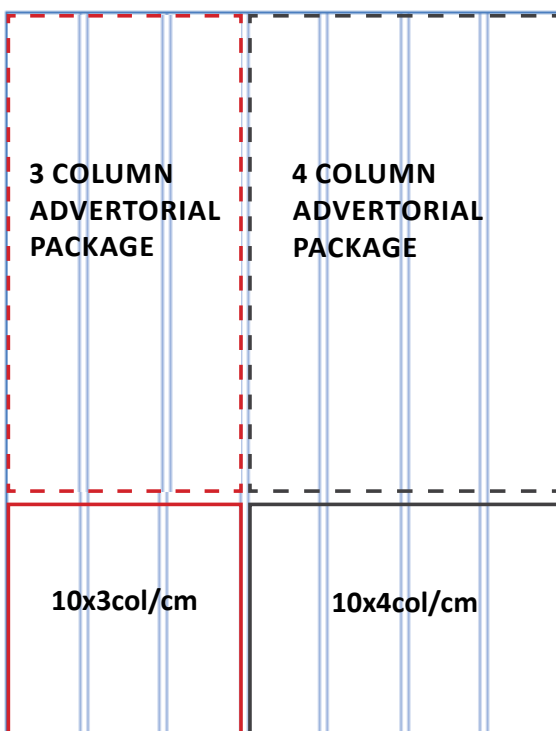


## PACKAGE DEAL OVER MULTIPLE PLACEMENTS

	1 Placement	3 Placements 10% discount	6 Placements 15% discount	12 Placements 30% discount
Square 10cm x 3col	\$264.00	\$237.60	\$224.40	\$184.80
Strip Banner 6cm x 7col	\$369.60	\$332.64	\$314.16	\$258.72
1/6th of a Page 15cm x 3col	\$396.00	\$356.40	\$336.60	\$277.20
Quarter page 19cm x 4col	\$668.80	\$601.92	\$568.48	\$468.16
Half page 19cm x 7col	\$1,170.40	\$1,053.36	\$994.84	\$819.28
Full page 38cm x 7col	\$2,340.80	\$2,106.72	\$1,989.68	\$1,638.56

Prices per placement, including GST and colour. Packages can be taken across multiple papers. Conditions may apply.

## ADVERTORIAL PACKAGE DEALS



### BRING YOUR MESSAGE HOME WITH AN ADVERTORIAL PACKAGE:

Guaranteed editorial placed above your advertisement over 3 or 4 columns of a full page.

Or you can grab the whole page!

3 column package: \$640  
 4 column package: \$750  
 Full page package: \$1500

For more advertorial options, contact Tracey on the details below.

Prices per placement, including GST. Packages can be taken across multiple papers. Conditions may apply.

## ADVERTISING TERMS & CONDITIONS:

When required, a proof of your advertisement will be emailed to you prior to publication printing for your approval.

No responsibility will be taken for mistakes made by the advertiser.

Cancellations are permitted prior to the advertising bookings deadlines which are located on rate card and online.

Cancellation after this date will result in a charge of 50% of your advertisement cost.

Payment is due on the date specified on the invoice and interest will be charged on overdue accounts at 6.5% pa until payment is received in full. You agree to pay all costs and expenses (including all legal costs and expenses) incurred as a result of your failure to pay (including the cost of debt recovery).

Any disputes regarding invoices MUST be raised within 14 days of receiving invoices or you will be liable to pay the full amount invoiced.

### SUPPLIED MATERIAL

Press Ready PDF

CMYK

Fonts outlined

### COLUMN WIDTHS

1 column: 34mm  
 2 column: 72mm  
 3 column: 110mm  
 4 column: 148mm  
 5 column: 186mm  
 6 column: 224mm  
 7 column: 262mm

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# TRADES, SERVICES & CLASSIFIEDS



## SPECIAL TRADES & SERVICES PACKAGES

	1 Placement	3 Placements 10% discount	6 Placements 15% discount	12 Placements 30% discount
<b>TRADES 6x2</b> (60mm x 72mm)	\$69.60	\$62.64	\$59.16	\$48.72
<b>TRADES 8x2</b> (80mm x 72mm)	\$92.80	\$83.52	\$78.88	\$64.96
<b>TRADES 6x3</b> (60mm x 110mm)	\$104.40	\$93.96	\$88.74	\$73.08

Costs are inclusive of GST and per placement. All other sizes at \$5.80 inc GST per column/cm

## CLASSIFIED RATES

LINE ADVERTISING \$11 – up to 25 words Each additional 1-4 words add \$1

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# 2017-2018 ADVERTISING DEADLINES

## **GLENORCHY GAZETTE** *DISTRIBUTED 1ST TUESDAY OF THE MONTH*

Issue	Advertising Booking/ Editorial Submission Deadline Monday COB	Press Ready Material Monday COB	Distributed
July	19th June	26th June	4th July
August	17th July	24th July	1st August
September	21st August	28th August	5th September
October	18th September	25th September	3rd October
November	23rd October	30th October	7th November
December	20th November	27th November	5th December
January	18th December	8th January	16th January
February	22nd January	29th January	6th February
March	19th February	26th February	6th March
April	19th March	26th March	3rd April
May	16th April	23rd April	1st May
June	21st May	28th May	5th June

## **HOBART OBSERVER** *DISTRIBUTED 2ND TUESDAY OF THE MONTH*

Issue	Advertising Booking/ Editorial Submission Deadline Monday COB	Press Ready Material Monday COB	Distributed
July	26th June	3rd July	11th July
August	24th July	31st July	8th August
September	28th August	4th September	12th September
October	25th September	2nd October	10th October
November	30th October	6th November	14th November
December	27th November	4th December	12th December
January	8th January	15th January	23rd January
February	29th January	5th February	13th February
March	26th February	5th March	13th March
April	26th March	2nd April	10th April
May	23rd April	30th April	8th May
June	28th May	4th June	12th June

## **EASTERN SHORE SUN** *DISTRIBUTED 3RD TUESDAY OF THE MONTH*

Issue	Advertising Booking/ Editorial Submission Deadline Monday COB	Press Ready Material Monday COB	Distributed
July	3rd July	10th July	18th July
August	31st July	7th August	15th August
September	4th September	11th September	19th September
October	2nd October	9th October	17th October
November	6th November	13th November	21st November
December	4th December	11th December	19th December
January	15th January	22nd January	30th January
February	5th February	12th February	20th February
March	5th March	12th March	20th March
April	2nd April	9th April	17th April
May	30th April	7th May	15th May
June	4th June	11th June	19th June

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