



COMMUNITY NEWSPAPER RATE CARD

2018-2019

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

Circulation:
24,756 businesses and households

Distribution:
First Tuesday of the month

Advertising:
advertising@glenorchygazette.com.au

Editorial:
editorial@glenorchygazette.com.au

HOBART OBSERVER

www.hobartobserver.com.au

Circulation:
24,600 businesses and households

Distribution:
Second Tuesday of each month

Advertising:
advertising@hobartobserver.com.au

Editorial:
editorial@hobartobserver.com.au

EASTERN SHORE SUN

www.easternshoresun.com.au

Circulation:
30,030 businesses and households

Distribution:
Third Tuesday each month

Advertising:
advertising@easternshoresun.com.au

Editorial:
editorial@easternshoresun.com.au

A SELECTION OF OUR STANDARD SIZES

OTHER SIZE OPTIONS ARE AVAILABLE UPON REQUEST AT \$9.00 PER COLUMN CM

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

Ad Design: Basic design fee \$25. Complex design fee \$50.

HALF PAGE

19cm x 7col
190mm H x 262mm W
\$1,197

1/6TH PAGE

15cm x 3col
150mm H x 110mm W
\$405

SMALL

8cm x 2col
\$144

Small dimensions:
80mm H x 72mm W

QUARTER PAGE

19cm x 4col
190mm H x 148mm W
\$684

SQUARE

10cm x 3col
100mm H x 110mm W
\$270

FULL PAGE

38cm x 7col
380mm H x 262mm W
\$2,394

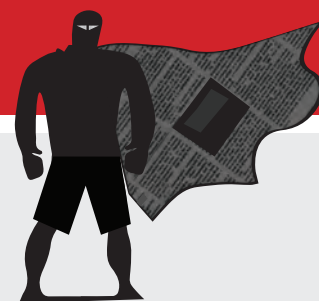
STRIP BANNER 6cm x 7col

60mm H x 262mm W \$378

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

Contact Carolyn on 6210 5201 or email carolyn.baker@cctas.com.au to book your space today!

ADVERTISING OPTIONS

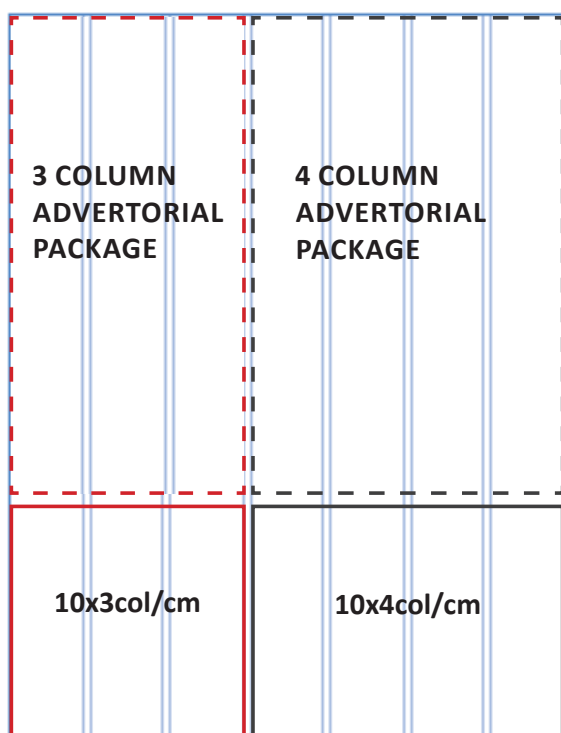


PACKAGE DEAL OVER MULTIPLE PLACEMENTS

	1 Placement	3 Placements 10% discount	6 Placements 15% discount	12 Placements 30% discount
Square 10cm x 3col	\$270.00	\$243.00	\$229.50	\$189.00
Strip Banner 6cm x 7col	\$378.00	\$340.20	\$321.30	\$264.60
1/6th of a Page 15cm x 3col	\$405.00	\$364.50	\$344.25	\$283.50
Quarter page 19cm x 4col	\$684.00	\$615.60	\$581.40	\$478.80
Half page 19cm x 7col	\$1,197.00	\$1,077.30	\$1,017.45	\$837.90
Full page 38cm x 7col	\$2,394.00	\$2,154.60	\$2,034.90	\$1,675.80

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: \$650
 4 column package: \$860
 Full page package: \$1530

For more advertorial options, contact Carolyn 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
TRADES 6x2 (60mm x 72mm)	\$71.40	\$64.26	\$60.69	\$49.98
TRADES 8x2 (80mm x 72mm)	\$95.20	\$85.68	\$80.92	\$66.64
TRADES 6x3 (60mm x 110mm)	\$107.10	\$96.39	\$91.04	\$74.97

Costs are inclusive of GST and per placement. All other sizes at \$5.95 inc GST per column/cm

CLASSIFIED RATES

LINE ADVERTISING \$12 – up to 25 words Each additional 1-4 words add \$1

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2018-2019 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	18th June	25th June	3rd July
August	23rd July	30th July	7th August
September	20th August	27th August	4th September
October	17th September	24th September	2nd October
November	22nd October	29th October	6th November
December	19th November	26th November	4th December
January	17th December	7th January	15th January
February	21st January	28th January	5th February
March	18th February	25th February	5th March
April	18th March	25th March	2nd April
May	22nd April	29th April	7th May
June	20th May	27th May	4th June

HOBART OBSERVER DISTRIBUTED 2ND TUESDAY OF THE MONTH

Issue	Advertising Booking/ Editorial Submission Deadline Monday COB	Press Ready Material Monday COB	Distributed
July	25th June	2nd July	10th July
August	30th July	6th August	14th August
September	27th August	3rd September	11th September
October	24th September	1st October	9th October
November	29th October	5th November	13th November
December	26th November	3rd December	11th December
January	7th January	14th January	22nd January
February	28th January	4th February	12th February
March	25th February	4th March	12th March
April	25th March	1st April	9th April
May	29th April	6th May	14th May
June	27th May	3rd June	11th 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	2nd July	9th July	17th July
August	6th August	13th August	21st August
September	3rd September	10th September	18th September
October	1st October	8th October	16th October
November	5th November	12th November	20th November
December	3rd December	10th December	18th December
January	14th January	21st January	29th January
February	4th February	11th February	19th February
March	4th March	11th March	19th March
April	1st April	8th April	16th April
May	6th May	13th May	21st May
June	3rd June	10th June	18th June



PLEASE NOTE

NB: All January publication deadline/distribution dates are two weeks later than normal due to Christmas/New Year.

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ADVERTISING FEATURES



SPECIAL ADVERTISING FEATURES

JANUARY

- TBA

FEBRUARY

- FITNESS

MARCH

- PRIME TIMES AUTUMN*
- EDUCATION

APRIL

- HOME IMPROVEMENTS

MAY

- WINTER HEATING

JUNE

- PRIME TIMES WINTER*

JULY

- FINANCE/TAX

AUGUST

- DENTAL HEALTH

SEPTEMBER

- PRIME TIMES SPRING*

OCTOBER

- PROPERTY

NOVEMBER

- CAMPING/OUTDOOR RECREATION

DECEMBER

- PRIME TIMES SUMMER*
- SUMMER BUSHFIRE AWARENESS

REGULAR MONTHLY FEATURES

- HEALTH, BEAUTY & LIFESTYLE
- A FINANCIAL MOMENT
- TRADES, SERVICES & CLASSIFIEDS
- PET TALK
- SPORT



**Prime Times is a quarterly feature for the over 50s.
Discounts available when booking in more than one issue.*

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