

HERALD

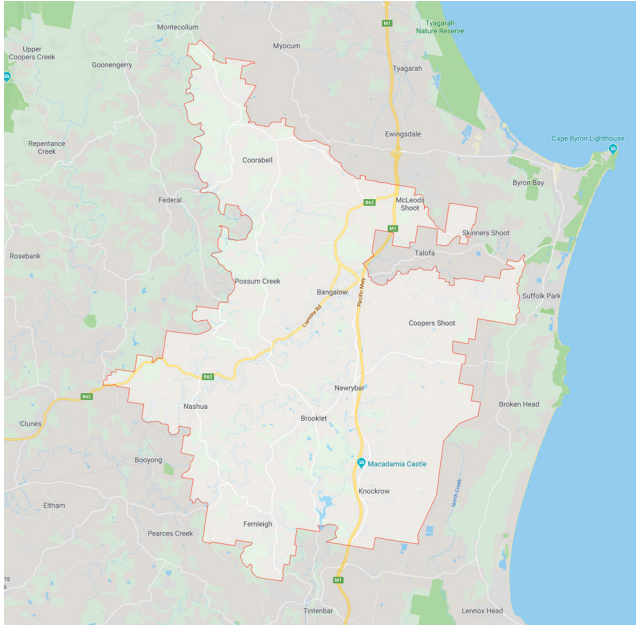
The Bangalow



Does the **2479** region know
who you are?

media kit

2021



For advertising enquiries contact:
Pippa Vickery
0409 606 555
advertising@bangalowherald.com.au

Advertising in The Bangalow Herald connects your business with our community.

The Bangalow Herald is a monthly print news magazine with a readership of over 6,000. The magazine provides effective local advertising opportunities for business aiming to reach residents and visitors in the 2479 postcode and beyond. We are an independent not-for-profit organisation. Our brand loyalty is high and our readership strong. We are an integral part of the social and economic fabric of the 2479 community and form an important part of a 22 year history of local independent news publications.

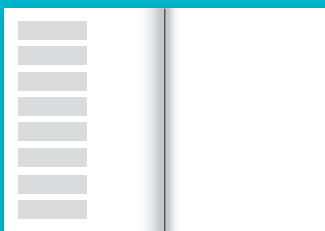
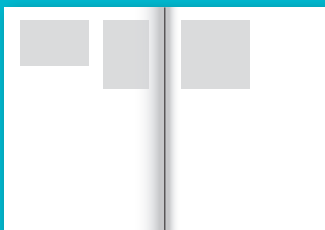
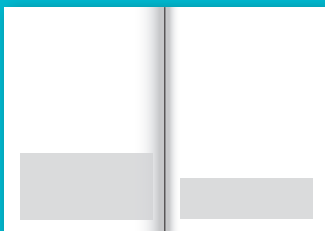
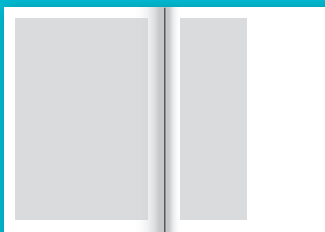
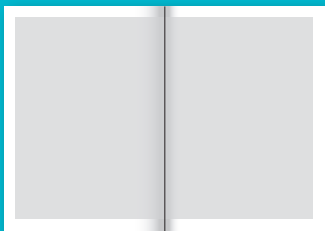
We deliver free of charge to the 2479 postal region which includes Bangalow, Binna Burra, Brooklet, Coopers Shoot, Coorabell, Fernleigh, Knockrow, McLeods Shoot, Nashua,

Newrybar and Possum Creek. Copies are distributed to key locations such as businesses, medical centres, garages, newsagents and local stores in the villages of Federal and Clunes. We supply three stands in the main street of Bangalow for visitors, including the Bangalow Post Office. We also offer a subscription service. We are currently building an active social media presence through Facebook and Instagram. We can help you design your advertisements for a small fee. We print 11 issues each calander year excluding January.

The Bangalow Herald can help you to promote your business to this dynamic and growing community.

Rates

Ad format	Size W x H (mm)	Single month	3 months 6% discount	5 months 12% discount	11 months 15% discount
Double Page Spread	190 x 275	\$1,500.00	\$4,230.00	\$6,600 00	\$14,000.00
Full Page	190 x 275	\$750.00	\$2,115.00	\$3,300.00	\$7,013.00
Half Page Vertical	90 x 275	\$450.00	\$1,269.00	\$1,980.00	\$4,208.00
Large Horizontal	190 x 90	\$305.00	\$860.00	\$1,342.00	\$2,852.00
Small Horizontal	190 x 45	\$200.00	\$564.00	\$880.00	\$1,870.00
Small Space Horizontal	90 x 60	\$95.00	\$268.00	\$418.00	\$888.00
Small Space Vertical	60 x 90	\$95.00	\$268.00	\$418.00	\$888.00
Small Space Square	90 x 90	\$140.00	\$395.00	\$616.00	\$1,309.00
Trades & Services	90 x 24	\$50	N/A	N/A	N/A.



Double Page Spread

Trim	420mm W	x	297mm H
Bleed	416mm W	x	303mm H
Image Safe Area	400mm W	x	277mm H

Full Page

Trim	210mm W	x	297mm H
Bleed	216mm W	x	303mm H
Image Safe Area	190mm W	x	277mm H

Half Page

Vertical	90mm W	x	275mm H
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Horizontal

Large	190mm W	x	90mm H
Small	190mm W	x	45mm H

Small Space

Horizontal	90mm W	x	60mm H
Vertical	60mm W	x	90mm H
Square	90mm W	x	90mm H

Trades & Services

90mm W x 24mm H

Material Submission

All artwork will only be accepted in the following electronic formats:

- **PDF:** High resolution 300dpi with image(s) and fonts embedded.
- **TIFF, JPEG:** High resolution 300dpi at 100% output size.
- **EPS:** High resolution vector art with imagery embedded, fonts outlined and colours converted to CMYK at 100% output size.

Files up to 15MB can be emailed. Please contact Pip Vickery for instruction for files larger than 15MB.

Deadline

Advertisements must be submitted by the 14th of each calendar month. We do not print a January issue.

Author's Corrections

Minor changes are acceptable but complete redesigns, rewrites or style changes will incur a surcharge.

Dimensions

Please ensure dimensions of advertisements are correct, and that adequate bleed has been allowed (Applicable Double Page and Full Page advertisements only).

Please avoid placing any text inside a 20mm gutter (down the centre) of a double page advertisement to avoid potential readability issues. It is the client's responsibility to supply correct material. An additional charge will result if incorrect artwork is received and alterations are required.

Conditions

As we are a not-for-profit community organisation, we ask that all invoices are paid within 7 working days of receipt of invoice. Accounts can be paid by EFT or cheque made payable to: *The Bangalow Herald*. Late payment will incur a 10% admin charge.

The Bangalow Herald does not publish advertorials or take requests to write editorial. We follow the MEAA Journalist Code of Ethics of Honesty, Fairness, Independence and Respect for the rights of others.