

COMMUNITY NEWSPAPER RATE CARD



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

Circulation: 24,385 businesses and households
 Distribution: First Tuesday of the month
 Advertising: advertising@glenorchygazette.com.au
 Editorial: editorial@glenorchygazette.com.au
www.glenorchygazette.com.au

Hobart Observer

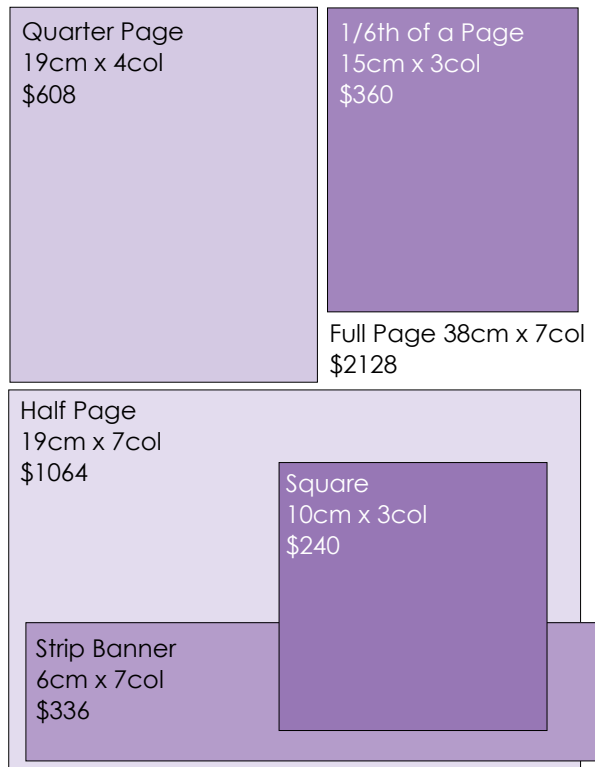
Circulation: 24,888 businesses and households
 Distribution: Second Tuesday of each month
 Advertising: advertising@hobartobserver.com.au
 Editorial: editorial@hobartobserver.com.au
www.hobartobserver.com.au

Eastern Shore Sun

Circulation: 29,127 businesses and households
 Distribution: Third Tuesday each month
 Advertising: advertising@easternshoresun.com.au
 Editorial: editorial@easternshoresun.com.au
www.easternshoresun.com.au

For more information about our community newspapers or to arrange a booking please contact:

Tracey Wright on 6210 5201



A selection of our standard sizes (as above) - other size options are available.
 (sizes shown not to scale)

All prices are quoted full colour, ex GST and are per edition.

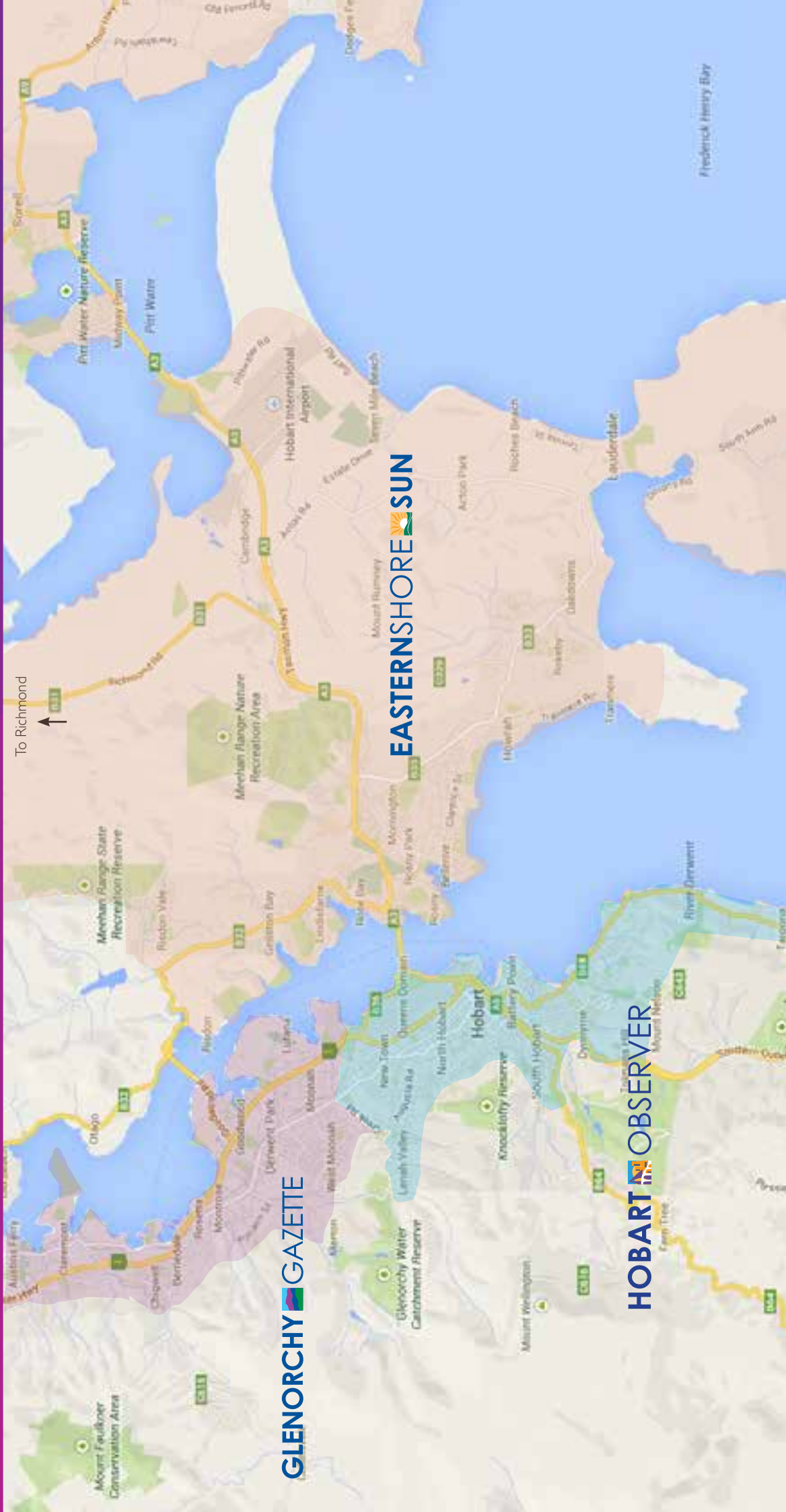
The column cm rate is \$8.00 + GST.
 Prices are effective as at 1/7/2015.

Ad Set up costs: One off fee of 25% of media spend for basic design. For more options contact Tracey.

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

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

DISTRIBUTION AREAS FOR HOBART OBSERVER, EASTERN SHORE SUN AND GLENORCHY GAZETTE



To Richmond
↑

GLENORCHY  **GAZETTE**

EASTERN SHORE  **SUN**

HOBART  **OBSERVER**



Advertising: Call Tracey Wright on **6210 5201** or email her on tracey.wright@ccitas.com.au for more information or to book your space.



CORPORATE
communications

ADVERTISING PACKAGE DEALS

Advertising Package Deals	1 edition	3 editions 10% discount	6 editions 15% discount	12 editions 30% discount
Square 10cm x 3col	\$240	\$216	\$204	\$168
Strip Banner 6cm x 7col	\$336	\$302.40	\$285.60	\$235.20
1/6th of a Page 15cm x 3col	\$360	\$324	\$306	\$252
Quarter page 19cm x 4col	\$608	\$547.20	\$516.80	\$425.60
Half page 19cm x 7col	\$1064	\$957.60	\$904.40	\$744.80
Full page 38cm x 7col	\$2128	\$1915.20	\$1808.80	\$1489.60

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

Ad size examples

Quarter Page 19cm x 4col \$608	1/6th of a Page 15cm x 3col \$360
Full Page 38cm x 7col \$2128	

Half Page 19cm x 7col \$1064	Square 10cm x 3col \$240
Strip Banner 6cm x 7col \$336	

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2016-2017 PAPER DEADLINES

Glenorchy Gazette			
Distributed - 1st Tuesday of the month			
Issue	Booking/Editorial Deadline Monday - COB	Press Ready Material Monday - COB	Distributed
July	20th June	27th June	5th July
August	18th July	25th July	2nd August
September	22nd August	29th August	6th September
October	19th September	26th September	4th October
November	17th October	24th October	1st November
December	14th November	21st November	29th November
January	5th December	12th December	20th December
February	23rd January	30th January	7th February
March	20th February	27th February	7th March
April	20th March	27th March	4th April
May	17th April	24th April	2nd May
June	22nd May	29th May	6th June

Hobart Observer			
Distributed - 2nd Tuesday of the month			
Issue	Booking/Editorial Deadline Monday - COB	Press Ready Material Monday - COB	Distributed
July	27th June	4th July	12th July
August	25th July	1st August	9th August
September	29th August	5th September	13th September
October	26th September	3rd October	11th October
November	24th October	31st October	8th November
December	21st November	28th November	6th December
January	2nd January	9th January	17th January
February	30th January	6th February	14th February
March	27th February	Monday 6 March	14th March
April	27th March	3rd April	11th April
May	24th April	1st May	9th May
June	29th May	5th June	13th June

Eastern Shore Sun			
Distributed - 3rd Tuesday of the month			
Issue	Booking/Editorial Deadline Monday - COB	Press Ready Material Monday - COB	Distributed
July	4th July	11th July	19th July
August	1st August	8th August	16th August
September	5th September	12th September	20th September
October	3rd October	10th October	19th October
November	31st October	7th November	15th November
December	28th November	5th December	13th December
January	9th January	16th January	24th January
February	6th February	13th February	21st February
March	6th March	13th March	21st March
April	3rd April	10th April	18th April
May	1st May	8th May	16th May
June	5th June	12th June	20th June