

DIGITAL Advertising Rates/Sizes



DIGITAL (Mobile, tablet, iPad, laptop, desktop)				Version: Aug 2023
LOCATION / TYPE	SIZES	DIMENSIONS ²	RUN TIME	PRICE PER RUN ¹
Home page - Top Banner	Leaderboard	728w x 90px	2 weeks	\$590
Home page - MREC	MREC (Medium Rectangle)	350w x 250px	4 weeks	\$390
Home Page - Public Notices	MREC (Medium Rectangle)	350w x 250px	1 week	\$190
All pages - Mid Page Banner	Leaderboard	728w x 90px	4 weeks	\$390
All pages - Footer Banner	Leaderboard	728w x 90px	4 weeks	\$290
All pages - MREC	MREC (Medium Rectangle)	350w x 250px	2 weeks	\$290
Embedded in specific article	MREC (Medium Rectangle)	350w x 250px	Annual	\$190
Radio/Podcast News ³	Variable	Variable	1 week	\$290
NFP (Not For Profit) Online Directory (text only)	30-40 words including URLs, emails, phone etc.	N/A	12 months	\$75 p.a.

Our digital advertising is a **highly effective** way of reaching locals in a targeted and honest fashion. As an advertiser you'll know your brand will be associated with **high quality local information**.

We believe our fixed rates offer a consistently excellent way for advertisers to plan, budget and assess their communications campaigns. We will not auction off your spot and you can plan and secure your campaigns months ahead with a fixed price.

Artwork - Advertisers typically provide their own artwork, however our graphic designer can design your artwork at your request (surcharge applies). If we design your advertisement for you, a proof of your advertisement will be emailed to you for confirmation before going to being uploaded to our website.

1. Prices do not include GST (please add 10%)
 2. GIF, JPG or PNG file format in 72dpi for web / Max file size is 1,000kb (for all types shaded in blue in above table)
 3. Radio/Podcast/Vlogcast news options (bookings are taken on a first serve basis):
 • 10-15 second audio 'sponsored by' message at top + 5 seconds at the tail of weekday news radio/podcast broadcasts (Central Coast's 96.3FM Coast FM and 93.3FM Radio Five-O-Plus). Eg: "this broadcast is sponsored by ..." (estimated audience 75,000)

Scan me for detailed information, samples, recommendations and payment.

Combine and succeed!
See page 2 for print ad rates and sizes

To book your digital advertisement scan the QR code above or go to coastcommunitynews.com.au/shop

PRINT Advertising Rates/Sizes



PRINT NEWSPAPER (full colour)			Version: Aug 2023
SIZES	LANDSCAPE SIZES ²	PORTRAIT SIZES ²	PRICE PER EDITION ¹
Front page (fifth) ²	260mm (w) x 75mm (h)	-	\$470
Front page (quarter) ²	260mm (w) x 90mm (h)	-	\$590
Back page ²	Third, quarter or fifth page	-	Regular +10%
Full page	-	260mm (w) x 380mm (h)	\$1,240
Half page	260mm (w) x 190mm (h)	-	\$790
Third page	260mm (w) x 120mm (h)	-	\$590
Quarter page	260mm (w) x 90mm (h)	130mm (w) x 190mm (h)	\$490
Fifth page	260mm (w) x 75mm (h)	-	\$390
Eighth page	-	85mm (w) x 150mm (h)	\$290
Twelfth page	85mm (w) x 90mm (h)	-	\$190
In Memoriam (Small)	-	40mm (w) x 80mm (h)	\$150
In Memoriam (Medium)	-	40mm (w) x 100mm (h)	\$170
In Memoriam (Large)	-	40mm (w) x 120mm (h)	\$190
In Memoriam (Extra Large)	-	40mm (w) x 150mm (h)	\$220

- To book your advertisement email sales@centralcoastnews.net (please put the name of advertisement in subject) or call 0493 641 652 during office hours for more information.
- Artwork is required **no later than COB Monday** on the week of publication
- We can design your artwork at your request (surcharge may apply). If we design your advertisement for you, a proof of your advertisement will be emailed to you for confirmation before going to print.



1. Prices do not include GST (please add 10%)
 2. Please supply artwork in high resolution PDF in CMYK. JPEG and PNG files are also accepted in CMYK if you cannot produce a PDF file.
 3. Premium locations



Current rates & sizes
Scan this QR code for the most up to date rates and sizes for digital and print, or visit: coastcommunitynews.com.au/advertising-rates