



COAST NEWS

COMMUNITY



2024 MEDIA KIT



DIGITAL ADVERTISING

(Mobile, tablet, iPad, laptop, desktop, Radio)



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**.

- To book your advertisement, please either:
 - Email sales@centralcoastnews.net
 - Call 0493 641 652 on Tuesday, Wednesday (am), Thursday (am) and Friday (am)
- Advertisers typically provide their own artwork, however our Graphic Designer can design your artwork (surcharge applies). A proof of your advertisement will be emailed for your review and approval before being uploaded to our website.



Radio/
Podcast News ³
\$305¹

10-15 second audio 'sponsored by' message at top + 5 seconds at the tail of weekday news broadcasts via radio/podcast platforms



NFP (Not For Profit)
Online Directory
\$80 p.a.¹

Text only: 30-40 words including URLs, emails, phone etc.
Also published quarterly in newspaper

Artwork format: JPG, GIF or PNG file format in RGB and 72 dpi for web. Max file size is 1,000kb.

LEADERBOARD SIZE - 728px (w) x 90 (h)

LOCATION / TYPE	RUN TIME	PRICE PER RUN ¹
Home page - Top Banner	2 weeks	\$590 ¹
All pages - Mid Page Banner	4 weeks	\$390 ¹
All pages - Footer Banner	4 weeks	\$290 ¹



MREC (MEDIUM RECTANGLE) SIZE - 350px (w) x 250 (h)

LOCATION / TYPE	RUN TIME	PRICE PER RUN ¹
Home page	4 weeks	\$390 ¹
Home Page - Public Notices ²	1 week	\$190 ¹
All pages (other than home page)	2 weeks	\$290 ¹
Embedded in specific article	Annual	\$190 ¹



1. Prices are exclusive of GST (please add 10%)

2. Must be information alerting readers of activities that may cause a them to take action. Eg. road closures, 1080 baiting, planned police operations

3. Radio/Podcast/Vlogcast News Options (bookings are taken on a first serve basis):

NEWSPAPER (PRINT) ADVERTISING

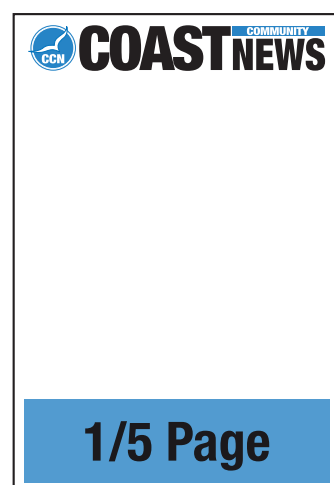


We publish over **27,000** physical newspapers per week, available from over **100** distribution points across the Central Coast.

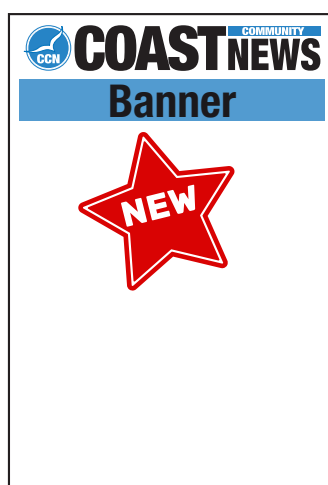
The **digital version** of our newspaper is in a flip book format and can be read online at any time - coastcommunitynews.com.au/coast-community-news

- To book your advertisement, please either:
 - Email sales@centralcoastnews.net
 - Call 0493 641 652 on Tuesday, Wednesday (am), Thursday (am) and Friday (am)
- Artwork is required **no later than EOD Tuesday** on the week of publication
- Our Graphic Designer can design your artwork (surcharge applies). A proof of your advertisement will be emailed for your review and approval before going to print.

Front Page²


1/5 Page

260mm (w)
75mm (h)
\$490¹

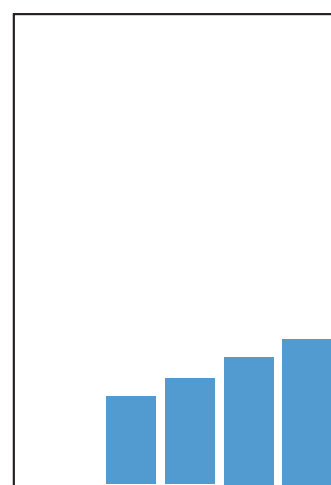


260mm (w)
30mm (h)
\$350¹

Back Page²

Add a 10% surcharge
(third, quarter or fifth sizes)

In Memoriam

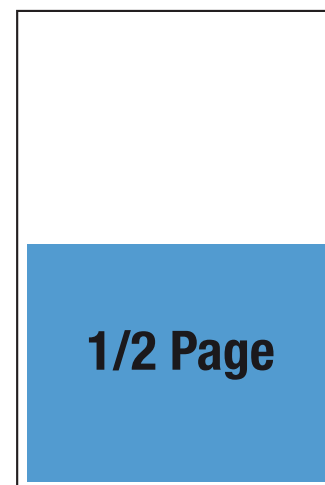


40mm (w) - 1 column
Heights vary

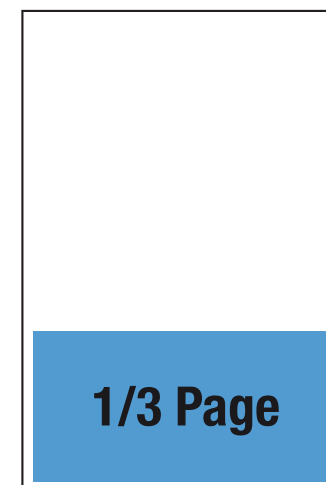
SIZES	Height	PRICE ¹
Small	80mm (h)	\$155 ¹
Medium	100mm (h)	\$175 ¹
Large	120mm (h)	\$200 ¹
X Large	150mm (h)	\$230 ¹

Artwork format: High resolution PDF in CMYK.

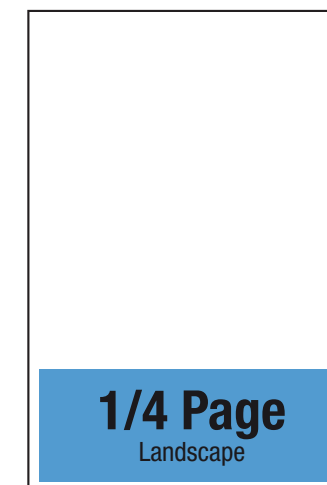
JPEG and PNG files are accepted in CMYK at 300dpi if you cannot produce a PDF file.


1/2 Page

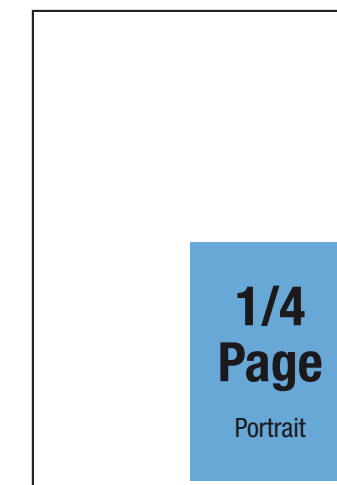
260mm (w)
190mm (h)
\$830¹


1/3 Page

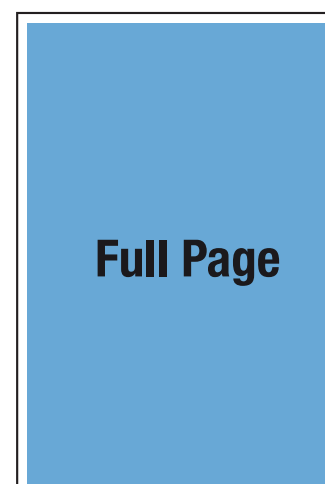
260mm (w)
120mm (h)
\$620¹


1/4 Page
Landscape

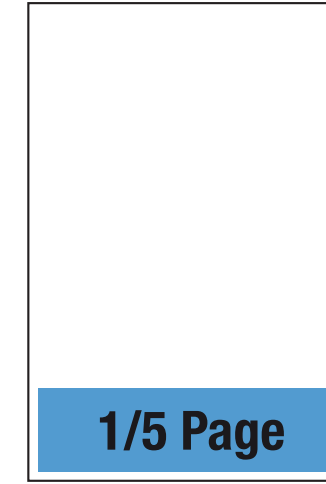
260mm (w)
90mm (h)
\$515¹


1/4 Page
Portrait

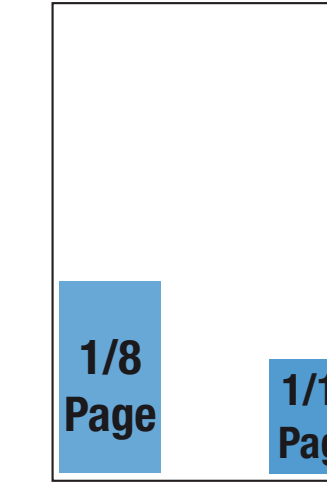
130mm (w)
190mm (h)
\$515¹


Full Page

260mm (w)
380mm (h)
\$1,300¹


1/5 Page

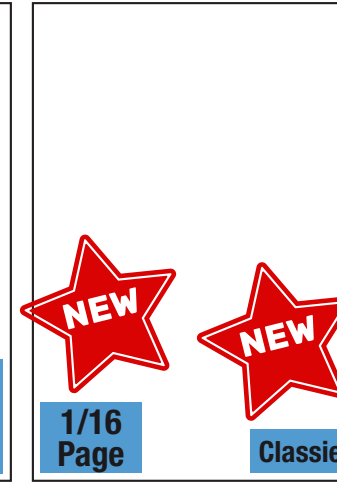
260mm (w)
75mm (h)
\$410¹


1/8 Page

85mm (w)
150mm (h)
\$305¹

1/12 Page

85mm (w)
90mm (h)
\$200¹
or
\$150³


1/16 Page

85mm (w)
70mm (h)
\$160¹
or
\$120³

Classic

85mm (w)
35mm (h)
\$85³

1. Prices are per edition and are exclusive of GST (please add 10%)

2. Premium locations

3. Price per edition (excluding GST) when you book four (4) or more advertisements.

TERMS AND CONDITIONS

Payments

- *Our prices do not include agency commission.*
- *New customers, premium locations, full page advertisements and special offers must be paid in advance of scheduled publication before your advertisement can go to print.*

Cancellation and Changes

- *The Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted.*
- *It is your responsibility to ensure that the booking confirmation and proof (if applicable) are correct. Any changes to your advertisement or booking confirmation must be notified at least two (2) days before scheduled publication (ie. End of day on Tuesday if the publication is scheduled for a Thursday). Failure to do so may result in the incorrect advertisement being published.*
- *Once you have made a booking, we will save a space for that advertisement as per the edition(s) in the booking confirmation. If we have not received your artwork by midday, on the day before the agreed publication date you will be invoiced for that edition.*
- *A cancellation fee will apply if we are not notified by email end of day on Friday the week before the publication date.*
- *Rates and conditions of advertising in the Newspaper are subject to change without notice.*

Publisher's Liability

- *Publisher reserves the right to reject an advertisement if 1) payment has not been received before scheduled publication (new customers, premium locations, full page advertisements and special offers must be paid in advance of scheduled publication) or your account is in arrears 2) we believe the advertisement contains content that is considered offensive, racist, fraudulent, unlawful, defamatory, profane, libelous, sexist, abusive, threatening, hateful or otherwise objectionable.*
- *Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Newspaper in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an weather event, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.*
- *Publisher does not guarantee positioning of advertisements in the Newspaper.*
- *The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error.*
- *In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.*

Miscellaneous

- *Advertising agency and advertiser each represents and warrants that each advertisement submitted by it for publication in the Newspaper or website contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher.*
- *Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation.*
- *Publisher's acceptance of an advertisement for publication in the Newspaper does not constitute an endorsement of the product or service advertised.*
- *No advertiser or agency may use the Newspaper's name or logo without Publisher's prior written permission for each such use.*
- *The word "Advertisement" will be placed above all advertisements that is of a political nature.*