



# COMMUNITY COAST NEWS



# 2025

# 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](mailto: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.

See page 7 for artwork specifications

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

LOCATION / TYPE	RUN TIME	PRICE PER RUN <sup>1</sup>
Home page - Top Banner	2 weeks	\$620 <sup>1</sup> (ie. \$310 <sup>1</sup> per week)
All pages - Mid Page Banner	4 weeks	\$410 <sup>1</sup> (ie. \$102.5 <sup>1</sup> per week)
All pages - Footer Banner	4 weeks	\$305 <sup>1</sup> (ie. \$76.25 <sup>1</sup> per week)



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

LOCATION / TYPE	RUN TIME	PRICE PER RUN <sup>1</sup>
Home page	4 weeks	\$410 <sup>1</sup> (ie. \$102.5 <sup>1</sup> per week)
All pages (other than home page)	2 weeks	\$305 <sup>1</sup> (ie. \$76.25 <sup>1</sup> per week)
Home Page - Public Notices <sup>2</sup>	1 week	\$200 <sup>1</sup>



**Please add \$120<sup>1</sup> for a statistical report:**  
Includes page views, number of users, number of click-throughs, device percentages and demographic percentages.

## DEMOGRAPHIC

A rough estimate of the demographic that visit our website:

- 10% 18-24 year olds
- 20% 25-34 year olds
- 20% 35-44 year olds
- 20% 45-54 year olds
- 30% 55+ year olds

**100K+**  
VISITS  
WEEKLY



*\* average per week as of November 2024*

## DEVICES

- 60-65% Mobile
- 5% Tablet
- 25-30% Desktop/laptop

**Combine and succeed!**  
See folowing pages for print ad rates and sizes

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

**NEWSPAPER (PRINT) ADVERTISING**



We reach over **62,000** readers a week.\*  
And publish over **20,000** physical newspapers per week, available from hundreds of 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](http://coastcommunitynews.com.au/coast-community-news)

- To book your advertisement, please either:
  - Email [sales@centralcoastnews.net](mailto:sales@centralcoastnews.net)
  - Call 0493 641 652 on Tuesday, Wednesday (am), Thursday (am) and Friday (am)
- 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.

See page 7 for artwork specifications

**Front Page<sup>2</sup>**

**COASTNEWS** COMMUNITY  
**Banner**  
260mm (w)  
30mm (h)  
\$370<sup>1</sup>

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**1/5 Page**

260mm (w)  
75mm (h)  
\$515<sup>1</sup>

**Back Page<sup>2</sup>**

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

**In Memoriam/Death Notices**

See following spread

**Combine digital and print advertising and SAVE!**  
Call or email with the sizes you wish to book to get a pricing.

**Full Page**

260mm (w)  
380mm (h)  
\$1,365<sup>1</sup>

**1/2 Page**

260mm (w)  
190mm (h)  
\$870<sup>1</sup>

**1/4 Page**  
Landscape

260mm (w)  
90mm (h)  
\$540<sup>1</sup>

**1/4 Page**  
Portrait

128mm (w)  
190mm (h)  
\$540<sup>1</sup>

**1/3 Page**

260mm (w)  
120mm (h)  
\$650<sup>1</sup>

**1/5 Page**

260mm (w)  
75mm (h)  
\$430<sup>1</sup>

**1/8 Page**

84mm (w)  
150mm (h)  
\$320<sup>1</sup>

**1/12 Page**

84mm (w)  
90mm (h)  
\$210<sup>1</sup>  
or  
\$155<sup>3</sup>

**1/16 Page**

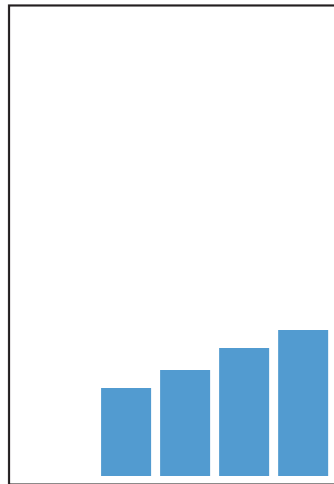
84mm (w)  
73mm (h)  
\$170<sup>1</sup>  
or  
\$125<sup>3</sup>

**Classie**

84mm (w)  
35mm (h)  
\$90<sup>3</sup>

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.  
\* Based on estimated average weekly readership (print and online flipbook version) as of 20 Nov 2024

## IN MEMORIAM / DEATH NOTICES



40mm (w) - 1 column  
Heights vary

SIZES	Height	PRICE <sup>1</sup>	APPROX CAPACITY
Small	80mm	\$155 <sup>1</sup>	40 words (250 characters)
Medium	100mm	\$175 <sup>1</sup>	60 words (350 characters)
Large	120mm	\$200 <sup>1</sup>	80 words (450 characters)
X Large	150mm	\$230 <sup>1</sup>	125 words (525 characters)

\* Graphic design fee included in price

## OTHER OPTIONS



### Radio News

Price on application due to availability

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.<sup>1</sup>

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

## ARTWORK REQUIREMENTS



### NEWSPAPER - PRINT

- Deadline - Artwork is required **no later than EOD Tuesday** on the week of publication.
- Print-ready file supplied as PDF (max size 10MB).
- No bleed or crop marks.
- All images used in artwork to be converted to CMYK colour mode and saved at 300dpi. Web images in low resolution will result in the artwork not printing well.
- Minimum font size is 8pt, but 10pt is recommended as the minimum.

*Note: RGB colours and JPEG or PNG files are accepted, but at the advertiser's own risk - the advertisement may not print as expected.*



### DIGITAL - WEBSITE

- JPG, GIF or PNG file format (max size 1,000KB).
- Artwork to be converted to RGB colour mode and saved at 72dpi (for web).
- Deadline - Artwork is required **two business days before start date** of the advertisement.
- Keep your advertisement simple with minimal/large text. Most readers will be viewing your advertisement on a mobile device
- Supply a website (URL) for click-through (we suggest putting a 'click here' button/icon on your artwork). We also recommend using a UTM (Urchin Tracking Module) at the end of your URL to help you track the metrics and performance of your digital advertisement.

## 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, libalialist, 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.*