



COAST NEWS

COMMUNITY



2025

MEDIA KIT



BE THE STORY WITH CCN

At Coast Community News, we don't just tell the Central Coast story — we make you part of it. Our unparalleled network of platforms — from our trusted print edition and high-traffic website to our growing radio, email, and social channels — gives your brand the opportunity to be woven into the daily narrative of life on the Coast.

While other regional papers have disappeared, we've doubled down.

Despite all the odds, CCN remains the Coast's **only weekly print newspaper**, delivered free and supported by tens of thousands of loyal readers and local businesses.

It's more than a paper — it's the heartbeat of the region.

Each week, tens of thousands turn to CCN for local stories that matter — stories they can trust. And each month, our website's 30,000 archived local stories generate more than 2.1 million Google search results, showcasing the Coast's people, businesses, and achievements on a national stage.

For advertisers, that means more than visibility — it means credibility.

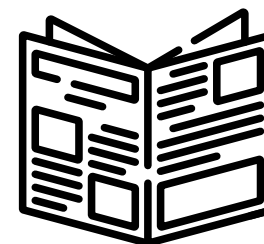
Partnering with CCN lets you connect with an engaged, curious audience that values trusted local content over fleeting digital noise. Whether it's a feature story, a sponsored piece, or a smart multi-platform campaign, we help you become part of the conversation — not just another ad on a quickly forgotten social post.

Join CCN and be the story that locals talk about, share, and remember.

David Abrahams
Managing Editor

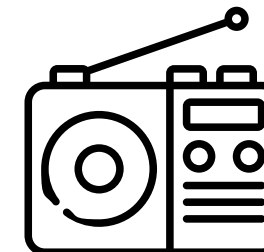


62,000+
READERS
WEEKLY



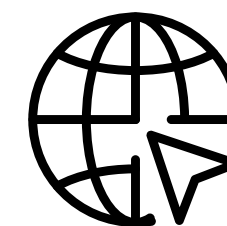
PRINT*

72,000+
LISTENERS
WEEKLY

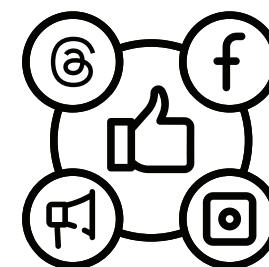


RADIO**

100,000+
READERS
WEEKLY



WEBSITE



Each 28 days CCN's Meta
(Facebook, Instagram & Threads)
assets are read by

120K+ LOCAL PEOPLE

**

coast fm963

The latest news at:
7:30am, 8:30am, 9:30am, 10:30am & 11:30am
96.3FM Coast FM
www.coastfm.org.au

All figures are an average per and are accurate as of June 2025

* Includes online flip book version

DIGITAL (WEBSITE) 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**.

See page 10-11 for how to book your advertisement + artwork specifications

For more information contact our Sales Manager on **0493 641 652** on Tuesday, Wednesday (am), Thursday (am) and Friday (am) or email sales@centralcoastnews.net

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
- 50% Female
- 50% Male

DEVICES

An average of the devices used to visit our website:

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

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

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

LOCATION / TYPE	RUN TIME	PRICE PER RUN ¹
Home page - Top Banner	2 weeks	\$635 ¹ (for full 2 weeks)
All pages - Mid Page Banner	4 weeks	\$425 ¹ (for full 4 weeks)
All pages - Footer Banner	4 weeks	\$299 ¹ (for full 4 weeks)



MREC (MEDIUM RECTANGLE) SIZE - 300px (w) x 250 (h)

LOCATION / TYPE	RUN TIME	PRICE PER RUN ¹
Home page	4 weeks	\$425 ¹ (ie. \$106.25 ¹ per week)
All pages (other than home page)	2 weeks	\$315 ¹ (ie. \$76.25 ¹ per week)
Public Notices ²	2 weeks	\$205 ¹ (ie. \$102.50 ¹ per week)



Please add \$120¹ for a statistical report:
Includes page views, number of users, number of click-throughs, device percentages and demographic percentages.

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 publish over **20,000** physical newspapers every Thursday (with the exception of Easter and Christmas) and are available from hundreds of distribution points across the **Central Coast**.

The **digital version** of our newspaper is in flip book format and can be read online at any time at:

coastcommunitynews.com.au/coast-community-news

See page 10-11 for how to book your advertisement + artwork specifications

For more information contact our Sales Manager on **0493 641 652** on Tuesday, Wednesday (am), Thursday (am) and Friday (am) or email sales@centralcoastnews.net

Early General News (EGN)²

To guarantee a spot in EGN: Add 20% surcharge

Business Directory

CLASSIFIEDS TEXT ONLY: \$30¹

- Limited to 2 lines of text over 2 columns (width of 'Classie')
- Estimate maximum characters: 100-115 characters including spaces
- Must commit to a minimum of 12 editions
- Example show below:

PRESSURE WASHER: We clean what others can't—mould, grime, stains, and more - 0411 222 333

Back Page²

Back Page advertisement: Add a 10% surcharge

What's On Listing

WHAT'S ON LISTING TEXT ONLY: \$30¹

- Your listing will be highlighted (yellow background) + **BOLDED AND CAPITALISED**
 - Text is limited to event name, date, start time and venue
 - Must commit to minimum 12 editions
 - Will be listed online as well as in print.
- See current listing here:
coastcommunitynews.com.au/whats-on/

COAST COMMUNITY NEWS
Banner
260mm (w)
30mm (h)
\$380¹
Front Page²
1/5 Page

260mm (w)
75mm (h)
\$530¹

Full Page

260mm (w)
380mm (h)
\$1,405¹

1/2 Page

260mm (w)
186mm (h)
\$895¹

1/3 Page

260mm (w)
120mm (h)
\$670¹

1/4 Page
Landscape

260mm (w)
92mm (h)
\$555¹

1/4 Page
Portrait
1/8 Page

128mm (w)
186mm (h)
\$555¹
84mm (w)
150mm (h)
\$330¹

1/5 Page

260mm (w)
75mm (h)
\$442.50¹

1/16 Page
Classie

84mm (w)
73mm (h)
\$175¹
or
\$125³
84mm (w)
35mm (h)
\$89³

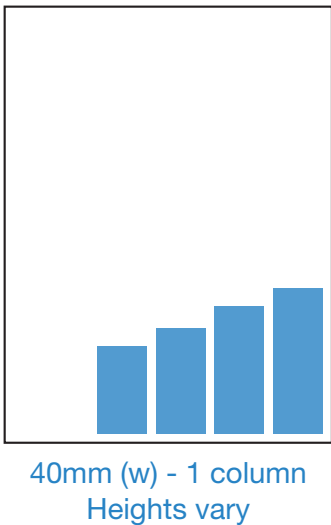
NOTE: New clients and premium locations must be paid in advance before your advertisement can go to print

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.

IN MEMORIAM / DEATH NOTICES



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

* Graphic design fee and placement on our website included in price

RADIO ADVERTISING



Our current radio partnership is with Coast FM 96.3. They receive over 72,000 listeners weekly.

Please email or call the Station Manager for prices, options and availability:

0412 190 329 or stationmanager@coastfm.org.au



The latest news at:
7:30am, 8:30am, 9:30am, 10:30am & 11:30am
96.3FM Coast FM
www.coastfm.org.au

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

DIGITAL/SOCIALS SPOTLIGHT UPGRADE

Want to amplify your event, announcement or campaigns across our trusted channels?

PACKAGE	CONTENT & BOOST	ADDITIONAL FEATURES	PRICE
Basic Boost	300–400-word article/ event preview - At least 1 image with article - Website & print publication - Facebook/Instagram boost (\$50 ad spend)		\$350 ¹
Spotlight Package	Includes all Basic Boost features	\$100 ad spend - Featured placement in weekly email newsletter	\$550 ¹
Premium Feature	Includes all Spotlight Package features	- Mention on CCN Radio - Canva video clip or animated post - Priority scheduling - Optional post-event editorial follow-up"	\$750 ¹

Spotlight Eligibility Guidelines

- Available only to active advertisers (in print) or community partners
- Content must align with CCN editorial standards and local relevance
- Article length capped at 400 words unless negotiated
- Posts may be marked as ‘Sponsored Content’ or ‘Partner Content’
- Audience engagement not guaranteed; reach metrics will be provided upon request
- Advertiser must provide high-resolution, unedited, clear images (no text added)
- Schedule boosts during peak engagement times (Tuesday-Thursday mornings)

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

BOOK YOUR ADVERTISEMENT

Advertisers typically provide their own artwork, however our Graphic Designer can design your artwork. A surcharge applies and will depend on how much work is involved.

A proof of your advertisement will be emailed for your review and approval before going to print or being uploaded to our website.

To book your advertisement send us the following information by email - sales@centralcoastnews.net

1. Advertisement size(s)
2. What edition(s) you would like your advertisement to appear in if applicable (see our print schedule here - coastcommunitynews.com.au/print-schedule)
3. Billing Business name (or full name if you are a sole trader)
4. Billing email address
5. Contact phone number (mobile preferred)
6. Physical address (for digital invoice purposes only)
7. Artwork (if applicable) - See adjacent page for requirements
8. Start and end date (digital only)
9. URL/Website for click-through (digital only) - It is recommended to provide a UTM website to track activity, especially if you are not purchasing the statistical report.



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, classifieds 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.