

# NORTH-EASTERN ADVERTISER

A PROUD LOCALLY OWNED AND OPERATED WEEKLY NEWSPAPER SINCE 1909

## ADVERTISING RATE CARD

**Email:** [advertising@northeasternadvertiser.com](mailto:advertising@northeasternadvertiser.com)

**Website:** [www.northeasternadvertiser.com](http://www.northeasternadvertiser.com)

**Office:** 24A King Street, Scottsdale, 7260, TAS  
P.O. Box 195

**Phone:** (03) 6352 2642

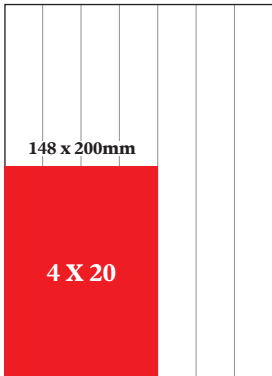
**Contact Rachel Williams:** 0409 861 838



PRICES EFFECTIVE AS OF JULY 2023



# Display Advertising Rates – \$6.25 per column centimetre inc GST

 <p>73 x 60mm <b>2 X 6</b></p> <p>• \$75</p>	 <p>73 x 80mm <b>2 X 8</b></p> <p>• \$100</p>	 <p>73 x 100mm <b>2 X 10</b></p> <p>• \$125</p>	 <p>110 x 100mm <b>3 X 10</b></p> <p>• \$187.50</p>	 <p>110 x 140mm <b>3 X 14</b></p> <p>• \$262.50</p>
 <p>148 x 150mm <b>4 X 15</b></p> <p>• \$375</p>	 <p>110 x 200mm <b>3 X 20</b></p> <p>• \$375</p>	 <p>262 x 80mm <b>7 X 8</b></p> <p>• \$350</p>	 <p>148 x 200mm <b>4 X 20</b></p> <p>• \$500</p>	 <p>186 x 280mm <b>5 X 28</b></p> <p>• \$875</p>
 <p>262 x 100mm <b>BACK PAGE 7 X 10</b></p> <p>• \$437.50</p>	 <p>262 x 200mm <b>7 X 20</b></p> <p>• \$875</p>	 <p>262 x 380mm <b>7 X 38</b></p> <p>• \$1,500</p>	 <p>262 x 60mm <b>FRONT PAGE 7 X 6</b></p> <p>• \$400</p>	 <p><b>ADVERTORIAL PACKAGE*</b> Advert PLUS free photo and editorial.</p> <p>3 X 14</p> <p>• \$375</p>

\* Ad sizes above should be read as X columns wide by X centimetres high. All prices include colour, design and GST.

**Our advertorial package is offered as a one-time deal to new businesses and new clients.**

## Booking and Artwork Deadlines

Advertisements need to be booked (or cancelled) by Monday at 10am the week of publication, at the latest, by contacting the Advertising Administrator.

**phone:** (03) 6352 2642

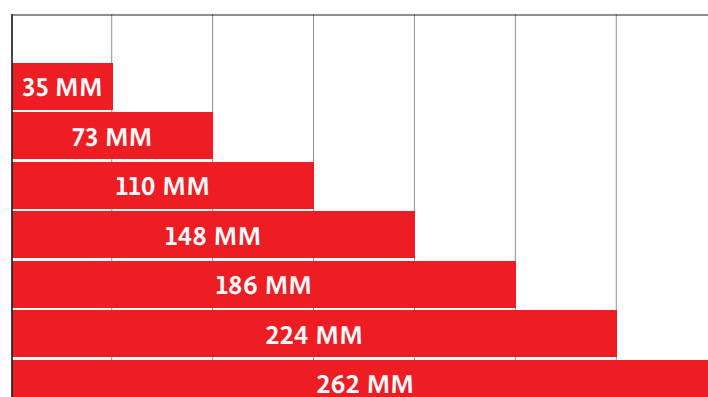
**email:** [advertising@northeasternadvertiser.com](mailto:advertising@northeasternadvertiser.com)

**www.northeasternadvertiser.com**

If you are supplying your own ad art it must be recieved as a PDF press-ready file, accurate to the dimensions booked, by Monday 2pm, unless pre-arranged. If your artwork is coming late, please call the office at the number above.

Ad design by our in-house graphic designer is **FREE** with any booking.

### Column Widths





# Editorial Promotions

## ARE YOU LOOKING FOR EDITORIAL?

How do you tell the North-East about your business?

How do you promote your product or event?

**SIMPLY CONTACT US TODAY.**

We can publish editorial which includes professionally-written copy and images to accompany your pre-purchased advertisement.

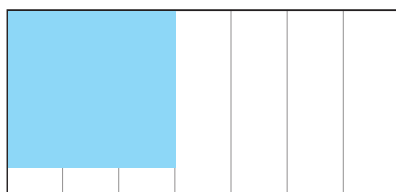
Called “Advertorials,” they can be useful for providing greater details about your business, service or event.

You can also include the advertising support of other businesses, suppliers and supporters to increase the size of your promotion.



## MARKETPLACE

### Classifieds



Classifieds are our plain-text ads and price is calculated by the number of words used. The first 10 words are \$10 and any additional words are 60c each.

Classifieds are often used to promote wanted or for sale items, services, garage sales and real estate but can also suit other miscellaneous ads.

WORDS	PRICE
\$ 10.00	1-10
\$ 10.60	11
\$ 11.20	12
\$ 11.80	13
\$ 12.40	14
\$ 13.00	15
\$ 13.60	16
\$ 14.20	17
\$ 14.80	18
\$ 15.40	19
\$ 16.00	20

Payment for classifieds is required before printing commences. Arrange payment before Tuesday at 2pm of publication week.

### Public Notices

Public notices span one column and price is calculated \$6.25 per centimetre in height. The below example is 4cm tall and therefore costs \$25



### BOOKING CLASSIFIEDS AND PUBLIC NOTICES

All copy, logos and photos must be received by Tuesday at noon the week of publication.

### Dorset Services Guide

The price for a DSG depends on the frequency of insertions.

**Weekly** - \$30

**Fortnightly** - \$32

**Monthly** \$36

**Casual** - \$40

Will be designed in-house.

**PRINTING & DESIGN**  
**NORTH-EASTERN ADVERTISER**  
**PRINTING & DESIGN**  
Need some work printed or designed? Get in touch!  
We have an in-house graphic designer here to work for you.  
Contact us on (03) 6352 2642 or at [admin@northeasternadvertiser.com](mailto:admin@northeasternadvertiser.com) for more information.

## Inserts

\$250.00 per thousand inserts. Full print circulation coverage will require 2,000 copies and **MUST** be delivered to The Print Centre, 235 George Town Rd, Rocherlea, TAS, 7248 one week prior to insertion. Typically inserts will be a single A4 sheet but other formats can be arranged. A digital copy of the insert will also be attached to our large database email subscriptions.

# PAYMENT OPTIONS

## FOR PUBLIC NOTICES, DSGS AND DISPLAY ADS

### BY ACCOUNT

By arrangement within 14 days. Get in touch for more details.

### IN PERSON

We accept cash and EFTPOS payments at our office, 24A King St, Scottsdale, TAS, 7260.

### BY MAIL

Pay via cheque to P.O. Box 195, Scottsdale, Tasmania.

### DIRECT DEPOSIT

Millwood Media Family Trust

Westpac Scottsdale Branch

BSB: 037-615

Account: 253 900

Include your trading name and/or invoice number.

### PLEASE NOTE:

Late payments incur a service fee.

### TO SUBSCRIBE:

Scan the QR code on this page or follow the links on our website.



The image shows a modern workspace with a large iMac, a laptop, and a smartphone, all displaying the North-East Advertiser website. To the left of the iMac is a potted plant with large green leaves. To the right of the iMac is a QR code with a 'SCAN ME' button below it. The website displayed on the devices features the 'ADVERTISER' logo, navigation links (ADVERTISE, NEWS, EVENTS, GALLERIES, ABOUT US, CONTACT, SUBSCRIBE, LOGIN), and several news articles with images. The text at the bottom of the website reads: 'We are a locally owned weekly newspaper and publisher based in North-East Tasmania. All the North Eastern Advertiser we take pride in being an independently owned and operated newspaper run by a dedicated team of hand-picked staff.'

**www.northeasternadvertiser.com**