

media kit 2016

The **Blue Mountains** **Record**

A fresh new look at all the best news and events from the beautiful Blue Mountains every week.

Blue Mountains Record – a cost effective vehicle for growing your business in the Blue Mountains.

Local People
Local Businesses
Local News

BLUE MOUNTAINS RECORD provides a genuinely affordable marketing solution for small businesses needing to grow their local customer base.

Advertising with Blue Mountains Record gives you access to traditional newspaper advertising in an affluent and desirable geographic location with the added benefit of dealing with a truly local and independent publisher.

Circulation and distribution:

The Blue Mountains Record is distributed via high visibility bulk drops.

Delivered to public, council and hospitality venues from Lapstone to Medlow Bath every Monday.



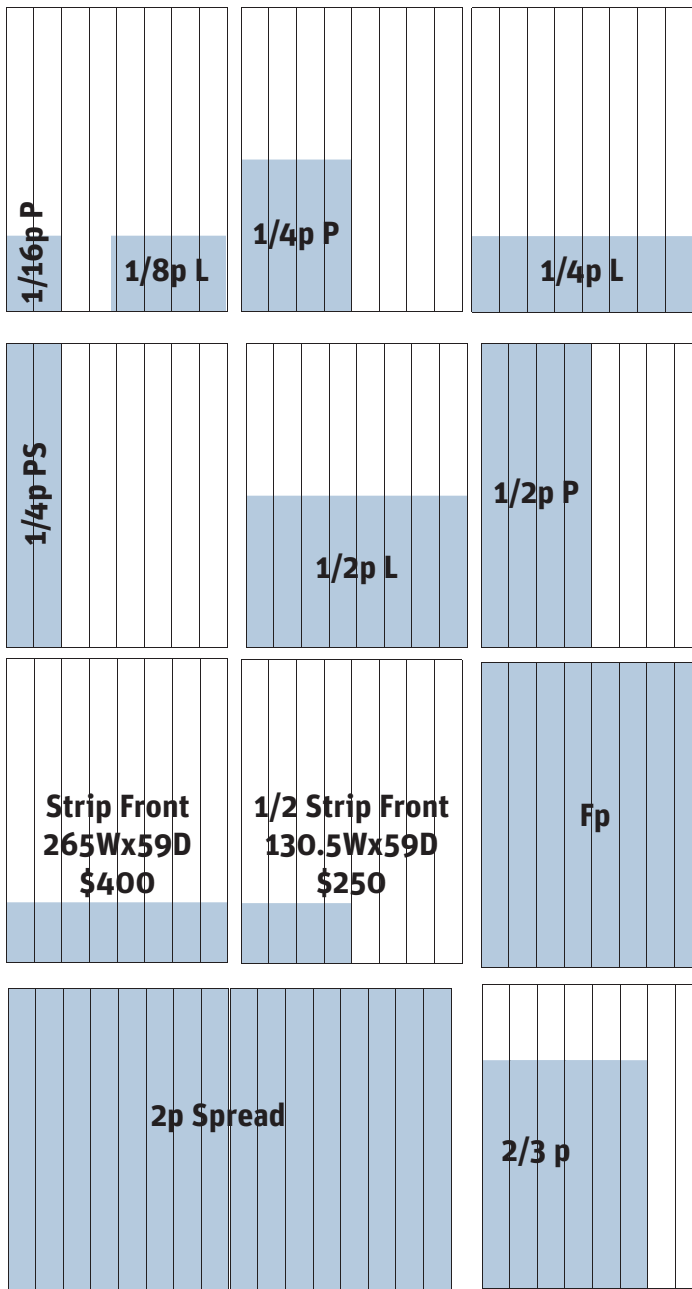
PROFESSIONAL DISTRIBUTION

For a full list of bulk drop locations throughout the Blue Mountains LGA, visit www.bluemountainsrecord.com.au or ask your Sales Executive



Map courtesy of bluemountainsaustralia.com

Advertising Rates & Sizes



Size (mm)	Rate (\$)
Full Page Landscape 240Wx330H	\$1000+GST
1/2 Page Landscape 240Wx163H	\$600+GST
1/2 Page Portrait 118Wx330H	\$600+GST
Quarter Page 118Wx163H	\$350+GST
Eighth Page 118Wx80H	\$250+GST
Sixteenth Page 57Wx80H	\$150+GST

Reduced pricing for longer-term campaigns may be negotiated.

Rates are valid from **01.01.2016**

All rates exclude GST
All advertising is subject to our Advertising Terms & Conditions
Size = width x height

DEADLINES

Booking & Cancellation
Deadline - Wednesday 12 noon
Material Deadline - Thursday 12 noon
Final Approval - Friday 12 noon

SUPPLYING ARTWORK

Create your file

- Supply your files at the correct size (see opposite)
- Supply file as CMYK only
- Flatten transparencies and layers
- Supply file as either print-ready PDF files or Adobe Photoshop files (PSD)

- Embed all fonts in the final PDF file

Graphics

- Use the **ISONewspaper26v4.icc ICC** colour profile in Adobe Photoshop
- Total ink weight limit must not exceed 240% anywhere in your file
- Colour images must be 250dpi at their correct size
- DON'T use low-res images from the internet
- DON'T use images scanned from newspapers and magazines
- Save all images in TIFF or EPS format

Text

- Use vector fonts
- DON'T use raster fonts

when we say we're **local** | **we mean it.**

The Blue Mountains Record

Suite 2 / 42-44 Abel Street • Jamisontown NSW 2750
Phone: 4722 2998

Call our sales team today on **4722 2998**

Alternatively, email us at:-

ADVERTISING

Karlee Hansen

Karlee.Hansen@westernweekender.com.au

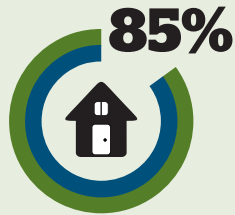
ARTWORK & PRODUCTION

Karlee.Hansen@westernweekender.com.au

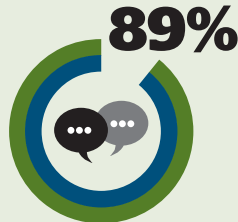
Australian Community Newspapers

4.8M

AUSTRALIANS READ
A LOCAL PAPER EACH WEEK^[5]

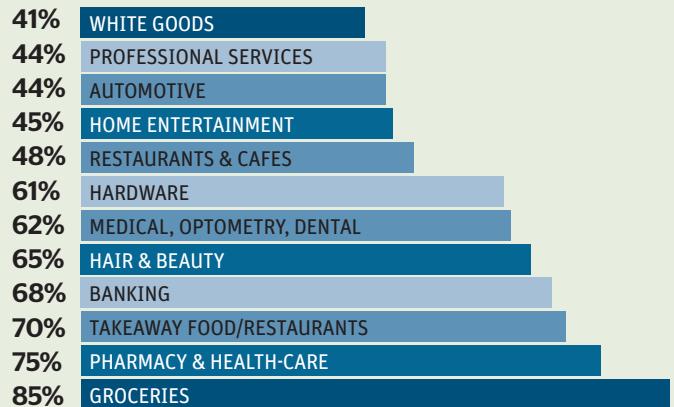


believe their local community is important to them^[5]



like to know what's going on in their local community^[5]

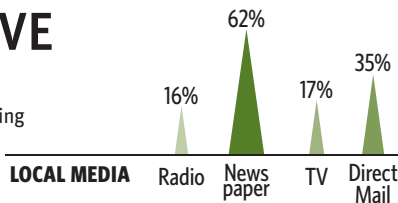
COMMUNITY PAPER READERS SHOP LOCALLY^[2]



10 REASONS TO ADVERTISE IN YOUR LOCAL PAPER

1 EFFECTIVE

"I have visited a store/business because of advertising in this source."^[2]



2 AFFORDABLE

From just \$20 per day, a sustained local paper ad campaign reaches more prospects at a lower overall cost than all other media advertising.

3 ENGAGED AUDIENCES

8 in 10 local paper readers actively look at the ads when reading the paper^[1]. Unlike other forms of advertising, local paper advertising is not an annoyance for consumers. To the readers, the ads are as important as the news.



4 INSTANT REACH

Delivered to high profile locations across the mountains means your ad is seen by your entire local market, within days of placing your ad.

5 BUILD BRAND AWARENESS

With a sustained local paper ad campaign your brand will be in front of readers all year long. When a reader needs your product or service, they will think of you first.



6 EVEN SMALL ADS WORK

An ad as small as 1/8 of a page can be just as effective as a large ad^[3]. More important is the offer, the copy and the creative aspect of the ad.

7 HIGHLY TARGETED

Easily target your customer base by placing your ad in the appropriate section of the paper (entertainment, seniors, sports etc).

8 DRIVES READERS TO YOUR WEBSITE

Print and the internet work very well together. Print is the "push" that complements the web's "pull".



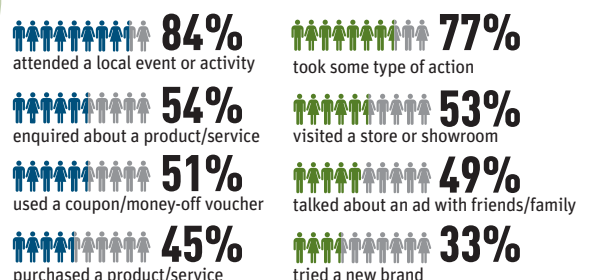
44% OF AUSTRALIAN ADULTS WENT TO A SITE AFTER SEEING A LOCAL PAPER AD^[2]

9 INCREASES BRAND CREDIBILITY

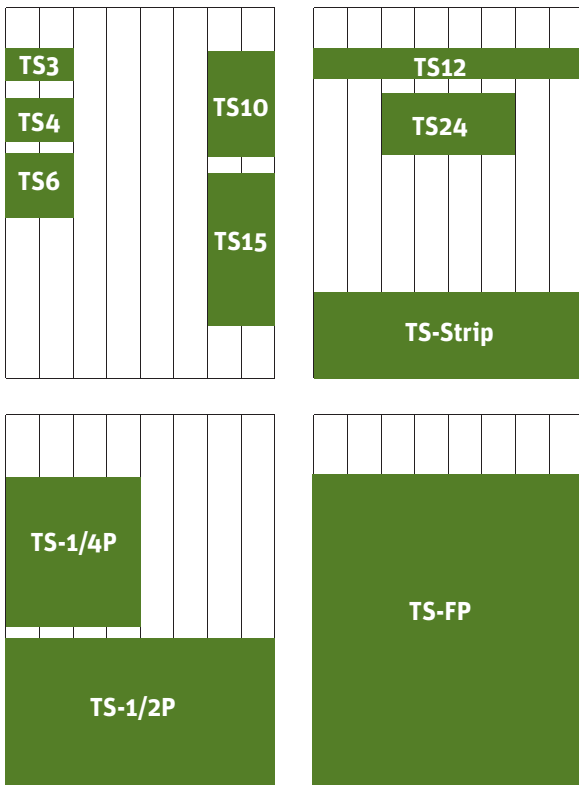
Consumers trust their local paper more than any other media^[2]. The newspaper editorial environment adds instant credibility to your brand.

10 RESULTS

In 2013, as a result of seeing an ad in a local paper, readers^[2]:



Trades & Classifieds Rates & Sizes



Size (mm)	Rate (\$)
TS3 63.25Wx30H	\$20+GST
TS4 63.25Wx40H	\$30+GST
TS6 63.25Wx60H	\$40+GST
TS10 63.25Wx100H	\$150+GST
TS12 265Wx30H	\$180+GST
TS15 63.25Wx145H	\$175+GST
TS24 135Wx60H	\$180+GST
TS-Strip 265Wx85H	\$240+GST
TS-1/4P 135Wx145H	\$240+GST
TS-1/2P 265Wx145H	\$400+GST
TS-FP 265Wx306H	\$700+GST

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