

Hervey Bay Independent

2010/2011

HERVEY BAY'S WIDEST CIRCULATING FREE WEEKLY

Focusing on the local leisure & news reading market, The Hervey Bay Independent features stylish tailor made sections and great special features on local living. The product is a fresh, modern weekly publication for a growing region.

The Hervey Bay Independent is proudly locally-owned and-operated - situated in the heart of the Hervey Bay central business district.

Unlike other local print media, whose profits feed into a multinational corporation, we are truly a member of the local community, keeping money in the local economy where it belongs.

The Hervey Bay Independent heralds a new era in print advertising in the Hervey Bay region, providing a real media alternative for local businesses.

The Hervey Bay Independent enjoys a week-long shelf life, ensuring that advertisers receive maximum exposure to local consumers, through a publication which is designed first and foremost to be "an easy read".

Exclusively home delivered each Friday to more than 22,000 homes, The Hervey Bay Independent offers unique pre-weekend exposure to the expanding Hervey Bay market, tapping into the higher readership end of the week.

The product is printed in a high quality, full colour, trimmed and stapled format, allowing it to be picked up and read countless times during the week, without falling apart.



22,000 FREE Copies
Delivered Thursday & Friday prior to prime weekend readership period

2010/2011 Rates & comparisons



Display advertising rates

Rate structure per column cm exclusive of GST.

Casual	\$9.55 per col cm
500cm	\$9.05 per col cm
1,000cm	\$8.55 per col cm
2,500cm	\$7.90 per col cm
5,000cm	\$7.55 per col cm
10,000cm	\$7.05 per col cm
15,000cm	\$6.45 per col cm

Loadings

Prime Position front	100%
Prime Position EGN	+30%
Full Colour	Included in all

Classifieds

Private	12 words	\$10
Business	12 words	\$15

Display Classified

\$25 1 Wide Column cm

Trade & Services Directory

\$9.50 1 Wide Column cm
8 weeks minimum prepaid

Column sizes

Hervey Bay Independent is a tabloid publication, trimmed and stapled. Page size 38cm tall x 7 columns

1 column	3.57cms
2 columns	7.15cms
3 columns	10.7cms
3½ columns	12.5cms
4 columns	14.3cms
5 columns	17.9cms
6 columns	21.4cms
7 columns	25cms

Deadlines

Display Booking	Thursday	5pm
Display Material	Friday	4pm
Classifieds	Monday	noon
Real Estate	Monday	noon
Supplied material	Monday	noon

Material Specifications

Via email: high resolution PDF, JPEG, TIFF or EPS (File be maximum of 4MB if emailing).CMYK or spot where applicable. If in doubt, please ask first.

Letterbox Delivery

Thursday

The front cover image will take your business to a new level. It is the premium opportunity

Front cover - standard and deluxe packages. 22,000 Free Copies - Full Colour Advertising

You can take part with our exclusive standard front cover image package, with bookings now open for dates across the next 12 months.

For an investment of \$1750* you will receive the following:

- Front cover image
- Internal editorial story (half page)
- Internal half page advertisement in full colour

We also offer an exclusive deluxe package for our front cover bookings with an investment of \$4500*. This offer includes the following:

- Front cover image
- Internal editorial story (half page)
- Internal half page advertisement in full colour on same week as cover
- Internal half page advertisement for subsequent 4 weeks

To book a front cover package, for any date over the next 12 months, talk to your personal sales consultant on 4124 1000.



* rates subject to gst