# VALLEY MESSENGER

## DELIVERED FREE OF CHARGE

To outlets throughout the Clarence Valley

## PUBLISHED EVERY SECOND WEDNESDAY

## THOUSANDS READ THE VALLEY MESSENGER ONLINE

valleymessenger.com.au

## IT'S THE THRILL OF THE SEARCH

The Valley Messenger advertising works because people are looking for your advert. People read newspapers for the news, they read the Valley Messenger for the ads!

## DISTRIBUTION

The Valley Messenger is distributed to the counters of local businesses around the district, including:

- Grafton
- Maclean
- Yamba
- Iluka
- Ulmara
- Glenreagh
- Lawrence
- Junction Hill
- Wooli
- Minnie Waters
- Coutts Crossing
- Jackadgery

## ADVERTISING FOR ANY BUDGET

| LINE ADS | B&W DISPLAY ADS | COLOUR DISPLAY ADS |
|---|---|---|
| FROM | FROM | FROM |
| $11.00 | $30.00 | $40.00 |
| incl. GST | exc. GST | exc. GST |

*FREE line ads for private advertisers. T&C's apply.

## BOOK YOUR AD - CONTACT US TODAY!

(02) 6642 7797
www.valleymessenger.com.au
advertise@valleymessenger.com.au

# RATE CARD - INC. GST

VALLEY MESSENGER

## DISPLAY ADVERTISING

### BLACK & WHITE

| HEIGHT | WIDTH 102mm | WIDTH 208.5mm |
|---|---|---|
| x18mm | N/A | $30.00 strip |
| x35mm | $30.00 | $60.00 |
| x75mm | $60.00 | $130.00 |
| x100mm | $84.00 | $168.00 |
| x135mm | $105.00 quarter page | $210.00 half page |
| x175mm | $125.00 | $250.00 |
| x210mm | $149.00 | $285.00 |
| x298mm | $210.00 half page (vertical) | $365.00 full page |

### FULL COLOUR - FRONT COVER

| DIMENSIONS | |
|---|---|
| 72mm x47mm | $119.00 |
| 208.5mm x 56.5mm (banner) | $320.00 |

### FULL COLOUR - INTERNAL ADS

| HEIGHT | WIDTH 102mm | WIDTH 208.5mm |
|---|---|---|
| x18mm | N/A | $40.00 strip |
| x65.5mm | $104.00 eighth page | $200.00 quarter page banner |
| x135.5mm | $200.00 quarter page | $365.00 half page |
| x275mm | $365.00 full page (vertical) | N/A |
| x298mm | N/A | $720.00 full page |

### FULL COLOUR - BACK COVER

| DIMENSIONS | |
|---|---|
| 208.5mm x 297mm | $968.00 full page |

## LINE ADVERTS

### WORD-ONLY CLASSIFIEDS

| WORDS | INCL. GST |
|---|---|
| Up to 20 | $11.00 |
| 21 - 30 | $14.00 |
| 31 - 40 | $17.00 |
| 41 - 50 | $20.00 |
| 51 - 60 | $23.00 |
| 61 - 70 | $26.00 |
| 71 - 80 | $29.00 |
| 81 - 90 | $32.00 |
| 91 - 100 | $35.00 |

## DEADLINES

### DISPLAY ADVERTS

All bookings and artwork must be received by 4pm Friday before publication to secure placement. Non-account holders must complete payment on booking.

### LINE ADVERTS

Book line ads online by midnight Sunday before publication to secure placement. Non-account holders must complete payment on booking.

advertise@valleymessenger.com.au

### COMMUNITY DIARY/SPACE

Book by 4pm Friday before publication.

community@valleymessenger.com.au

## DISCOUNTS

| COLOUR DISPLAY ADS | |
|---|---|
| 4 ads over 8 weeks | = 10% |
| 8 ads over 16 weeks | = 15% |
| 12 ads over 24 weeks | = 20% |

| BLACK & WHITE DISPLAY ADS | |
|---|---|
| 4 ads over 8 weeks | = 10% |

| LINE ADS |
|---|
| Place 5 line ads, get the 6th free |

**GET NOTICED!**
**PLACE YOUR ADVERTISEMENT TODAY**

(02) 6642 7797
valleymessenger.com.au
advertise@valleymessenger.com.au

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**102mm x 35mm**

$30 inc. GST

**102mm x 75mm**

$60 inc. GST

**102mm x 100mm**

$84 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

### QUARTER PAGE

**102mm x 135mm**

$105 inc. GST

### STRIP

**208.5mm x 18mm**

$30 inc. GST

**208.5mm x 35mm**

$60 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**102mm x 175mm**

$125 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**102mm x 210mm**

$149 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**208.5mm x 75mm**

$130 inc. GST

**208.5mm x 100mm**

$168 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**208.5mm x135mm**

$210 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**208.5mm x175mm**

$250 inc. GST

# BLACK & WHITE DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**208.5mm x 210mm**

$285 inc. GST

# FULL COLOUR DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**FRONT PAGE**
**72mm x 47mm**
$119 inc. GST

**FRONT PAGE BANNER**
**208.5mm x 56.5mm**
$320 inc. GST

# FULL COLOUR DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**EIGHTH PAGE**
**102mm x 65.5mm**
$104 inc. GST

**QUARTER PAGE**
**102mm x 135.5mm**
$200 inc. GST

**STRIP** **208.5mm x 18mm** $40 inc. GST

# FULL COLOUR DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**QUARTER PAGE BANNER**

**208.5mm x 65.5mm**

$200 inc. GST

**HALF PAGE**

**208.5mm x 135.5mm**

$365 inc. GST

# FULL COLOUR DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

VALLEY MESSENGER

**FULL PAGE**

**102mm x 275mm**

$365 inc. GST

# FULL COLOUR DISPLAY ADVERTS

## PRICING & TO-SCALE EXAMPLES

### BACK COVER

208.5mm x 297mm

$968 inc. GST

VALLEY MESSENGER