

DUBBO PhotoNews

"Capturing the Spirit of Dubbo"

**Now with more reach and more readers...
we're Dubbo's favourite pick-me-up newspaper!**

Dubbo Photo News is now Dubbo's favourite newspaper. This is evidenced by a stream of demand-driven circulation increases since first launching in June 2005 with a mere 4,000 copies. Today 12,000 copies are printed and picked up each week.

Dubbo Photo News features full colour throughout. It is a tabloid newspaper, stitched and trimmed and printed on quality 52 gsm newsprint – giving it a more professional feel than old-style newspapers printed on 42/45 gsm and not stitched.

The content of Dubbo Photo News has widespread appeal and features community news, comment, stories and information of interest to the local population as well as an extensive collection of colourful photos depicting life and achievements in Dubbo.

Copies are picked up free each week from dispensing stands in prominent locations across Dubbo. Dubbo Photo News is published each Thursday and as at January 1, 2011, the circulation is 12,000.

Don't just take our word for it – ask a local about Dubbo Photo News and we're confident they tell you it's Dubbo's favourite local paper!



Display Advertising (7 column format)

							Page Size 380mm
1	2	3	4	5	6	7	Columns
34	72	110	148	186	224	262	width in mm

Rate	GST	Rate inc GST	Display rate
10.00	1.00	11.00	

Classified Advertising (4 column format)

				Page Size 380mm
1	2	3	4	Columns
62	128	196	262	width in mm

Rate based on 8 columns	GST	Rate inc GST	Display rate
12.00	1.20	13.20	

Advertising rates (pccm) effective January 1, 2011

Display advertising bookings close Friday 3pm prior to publication date.

Classified advertising bookings close Tuesday 2pm prior to publication date.

Agency Commission is calculated at 10% of the booking cost.

Preferred page placements incur the following loadings: Page 2: 25%, Page 3: 33%, Page 5: 25%, Back page: 33%, Other preferred positions: 20% loading.

Cancellations will only be accepted up until 9am Monday prior to publication.

Material must be delivered electronically via CD or email. Please deliver to our street address, or email production@panscott.com.au

Advertisements that copy editorial style must carry the word "Advertisement" at the top of copy no smaller than 10pt.

Terms & conditions apply for all material submitted. Contact our office for details. We reserve the right to refuse material at our discretion.

DUBBO PhotoNews

89 Wingewarra Street

Dubbo NSW 2830

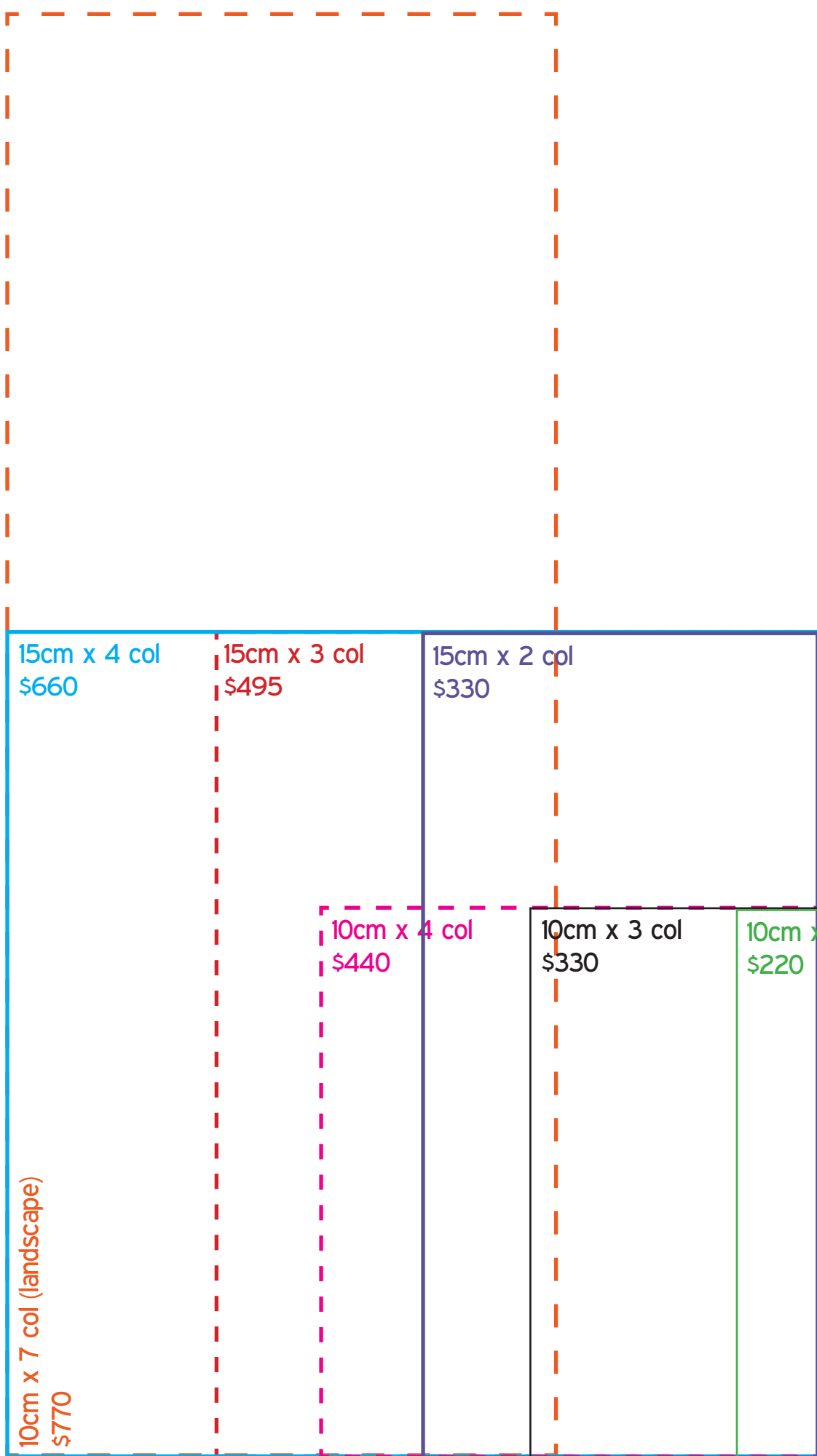
Tel 02 6885 4433

Fax 02 6885 4434

Email sales@panscott.com.au

Ad Sizes/Rates at a glance

for **DUBBO PhotoNews**



As well as special local rates:

Half Page:
19cm x 7 col
\$695

Full Page:
38cm x 7 col
\$1195

Ad Sizes/Rates at a glance

for **DUBBO PhotoNews** continued.

26cm x 5 col (Half Page Portrait)

\$1430

20cm x 5 col
\$1100

20cm x 4 col
\$880

20cm x 3 col
\$660

20cm x 2 col
\$440