

Dubbo's favourite newspaper



ADVERTISING RATES as of July 2016

DUBBO
PhotoNews

Dubbo's People Paper. Locally owned. Independent. Respected.

Rates

Display Advertising - 7 column format

Columns: 1: 34mm. 2: 72mm. 3: 110mm. 4: 148mm. 5: 186mm. 6: 224mm. 7: 262mm. **Height:** 380mm

Colour: 12.5% surcharge

Casual Rate: \$12.60 pccm (excl. GST) \$13.86 (incl. GST)

Volume Discounts (For 12-month contract)

2000cm: \$9.00 (excl. GST) \$9.90 (incl. GST)

3500cm: \$8.00 (excl. GST) \$8.80 (incl. GST)

6500cm: \$7.00 (excl. GST) \$7.70 (incl. GST)

10000cm: \$6.00 (excl. GST) \$6.60 (incl. GST)

Classified Advertising - 4 Column format

Column widths: 1 column: 62mm. 2: 128mm. 3: 196mm. 4: 262mm

Colour: 12.5% surcharge

Casual Rate: \$15 pccm (excl. GST) \$16.50 (incl. GST)

INSERTS: \$145.45 per thousand (excl. GST) \$160 per thousand (incl. GST). 12,000 required for complete print run, minimum of 5000 per insert. Maximum of 2 inserts client per edition.

PREFERRED PLACEMENT: 15% loading – except front and back pages, and pages 2 and 3, where specials sizings apply. Price on application.

Agency commission - 10%

PLEASE NOTE: Rates effective as at July 1, 2016, and subject to change. Please contact us to make sure you have the latest rate sheet.

DUBBO
PhotoNews

89 Wingewarra Street, Dubbo NSW 2830
Tel 02 6885 4433 Fax 02 6885 4434
Email sales@panscott.com.au

Publication Day

Every Thursday



Our mission:

To promote and prosper: our people, our readers, our advertisers, our community, by producing a better local newspaper that is respected for its commitment, honesty and integrity.

Dubbo Photo News is Dubbo's premium local community newspaper. Since 2005, it has been widely read and widely utilised by advertisers. 12,000 copies are picked up and valued by readers each week.

Distribution & Readership

Dubbo Photo News offers a readership of 27,600* people per edition. Copies are picked up free each week from more than 70 dispensing stands in prominent locations across Dubbo, and around the Orana Region. Unlike most free newspapers, it is not letterbox dropped with junk mail, but picked up and valued by a large base of loyal readers.

The *Dubbo Photo News* dispensing stands are placed in all the busiest locations in Dubbo to meet the high demand for this publication. We provide incredible reach for advertisers in this major regional NSW city. All local shopping malls, as well as supermarkets and retailers, petrol stations and newsagencies all recognise the popularity and reach of this newspaper, exclusively available for collection within their store entrances.

Dubbo Photo News is published each Thursday and as at January 1, 2016, the print edition circulation is 12,000.

Value for money

Advertising rates are extremely competitive against those published by our local competitors. Circulation is more than triple the daily average circulation of the paid local newspaper**.

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

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

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

* As a newspaper that's picked up and valued by readers, our research says *Dubbo Photo News* offers a higher readership factor than a letterbox/junk mail dropped newspaper. This Publisher's Estimate includes readership of the Digital Edition on our website.

** According to figures published by the Audited Media Association, average net paid daily sales of our competitor is 3400.

Deadlines

Display Bookings	10am Monday prior
Display Copy	12noon Monday prior
Supplied Material	12noon Tuesday prior

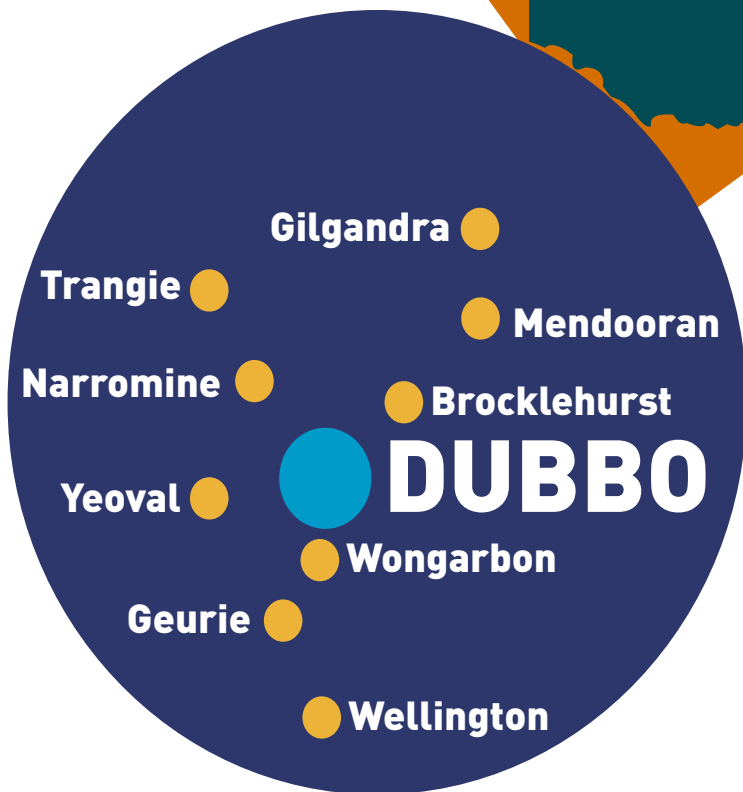
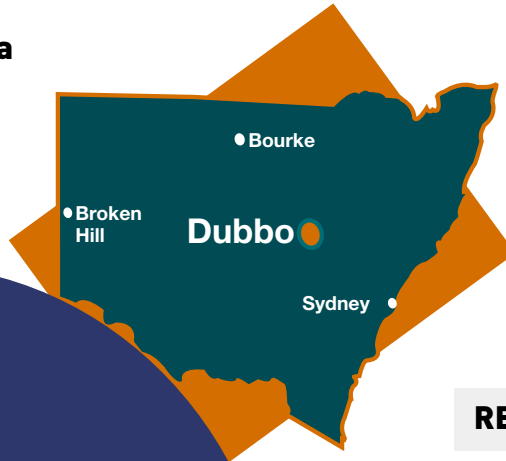
Classified Deadlines

Bookings	2pm Monday prior
Supplied Material	2pm Tuesday prior

Distribution Area

■ Primary Distribution Area

■ Secondary Distribution Area



READERSHIP

27,600*

Including Online Readership
*Publisher's Estimate

CIRCULATION

12,000

Print Copies
Plus digital replica edition at
www.dubbophotonews.com.au

Contact

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