

The Toodyay Herald

Your locally owned community newspaper

Established 1902

Advertising: advertising@toodyayherald.com.au Phone: 0475 590 025

Advertising Specifications

All prices are GST inclusive

Cost

The cost of a casual display advertisement in the Toodyay Herald is \$4.30 per column centimetre.

Column width is 61.5mm. Some display advertisement setup sizes are listed below.

Full page: Mono, \$592
Full page: Colour \$643.50
Setup size: 260mm wide by 400mm deep.

Half page: Mono \$296
Half page: Colour \$347.50
Setup size: 260 wide x 195mm deep.

Quarter Page: Mono \$148
Quarter page: Colour \$199.50
Setup size: 127.5mm wide x 195mm deep (Portrait)
Setup size: 193.5mm w x 127.5mm deep (Landscape)

Trades And Services

Single advertisement: Colour
(including initial artwork) \$25.
Setup size: 61.5mm x 60mm deep.
Double advertisement: Colour
(including initial artwork) \$50.
Setup size: 127.5mm x 60mm deep.

Public Notices - Public Notices including Births, Engagements, Weddings and Anniversaries \$6.50 per 20 words, and \$2.50 per subsequent 20 words. Bereavement and Funeral notices are free. Address and phone number is a mandatory requirement and will not be published.

Classified Advertisements - The fee for a classified advertisement is \$6.50 per 20 words, \$2.50 per subsequent 20 words. Payment of this fee must be submitted upon placement of classifieds. Display style ads will now be available in Classifieds.

Where casual advertising is required in colour, a surcharge of \$51.50 will apply

Placement - Although every effort will be made to place your advertisement, according to your wishes, it is sometimes not always possible. A surcharge for prime positions applies, as indicated in the *Loading paragraph.

***Loading** - A loading will apply when an advertisement is booked to a specific page as follows: – Front page: 100%; Back page: 50%; Centre pages and page 3: 25%; Other pages: 10%. Colour advertisements of a size not listed above incur a \$51.50 surcharge with the exception of the Trades and Services section.

Advertorials - the Toodyay Herald is a traditional newspaper, and editorial is very conscious that an overburden of too much advertising in the form of advertorials would effect the reputation of the newspaper for our readership. We therefore restrict the use to one or two per issue. As so much space is needed we have adopted a small surcharge of \$50 for the Advertorial which can be of approximately 500 words and this must be accompanied by an advertisement of at least one Quarter page colour. The advertorial section will be framed by a light line and will carry the word 'Advertisement' in no less than 10pt type above it.

Artwork - A one-off setup/artwork fee of \$30.00 (artwork fee) will be charged for advertisements which are not print ready.

Supplying Artwork - All artwork must be the correct size as to how it will appear in print and must be CMYK with process separations. It must be presented as a Press ready PDF, a TIFF or as a JPG file with the correct resolution - 300dpi for CMYK and grayscale artwork, 400dpi for line art. Artwork may be supplied on a flash drive, CD and electronically (via email) providing it meets the above specifications. The Toodyay Herald retains the right to refuse any artwork or photos that are not clean and sharp, out of focus photos cannot be retouched. All fonts must be embedded or converted to outline to avoid font substitution.

Graphic Design Service - If you would like artwork prepared by a professional experienced local Graphic Designer just ask our Advertising Manager to put you in contact. You will have the advantage of qualified artistic direction with your promotional work which can be translated to Signage, Packaging and Labelling at affordable rates.

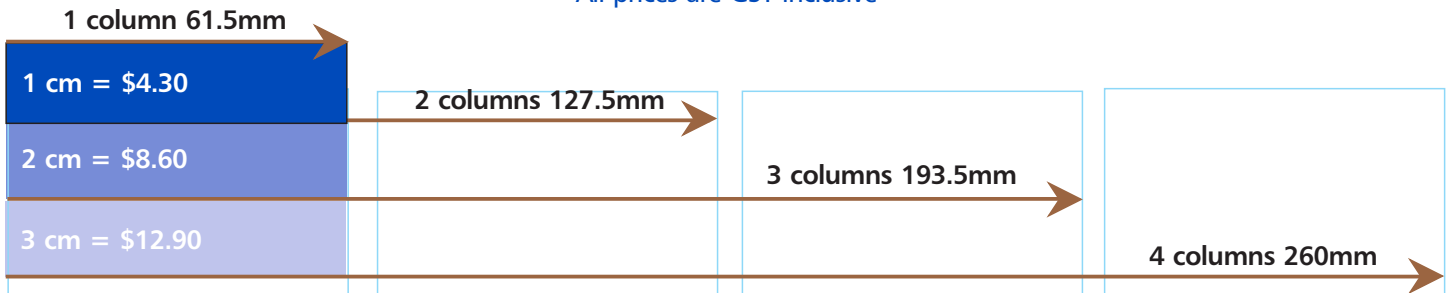
Terms And Conditions - All advertisements are subject to approval by the management and the right is reserved to decline any advertisement. We reserve the right to alter, abbreviate, omit or re-classify advertisements for any reason. The publishers reserve the right to suspend advertising for the default of payment. *Advertisers to complete a advertising detail form and please include your postal address and the number of issues in which you would like your advertisement to be included.*

Payment - Accounts are issued every month with payment required within 30 days. Payment may be made by Electronic Transfer, cash or cheque or at the Herald offices and received no later than Thursday of the deadline week. New Advertisers must pay upfront.
Bank details: BSB: 633-000 Acct No: 110571262

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Casual Advertising *Examples casual advertising more sizes available*

1col x 10cm \$94.50 colour \$43.00 mono	1col x 15cm \$116.00 colour \$64.50 mono	1col x 25cm \$159.00 colour \$107.50 mono
2col x 10cm \$137.50 colour \$86.00 mono	2col x 15cm \$180.50 colour \$129.00 mono	2col x 25cm \$266.50 colour \$215.00 mono

Common Advertising Sizes

Full page: Mono, \$592
Full page: Colour \$643.50
Setup size: 260mm x 400mm

Half page: Mono \$296.00
Half page: Colour \$3471.50
Setup size: 260 x 195mm

Landscape
Setup size:
 193.5mm x 127.5mm

Portrait
Setup size:
 127.5mm x 195mm

Quarter Page: Mono \$148.00
Quarter page: Colour \$199.50

Trades and Services

Setup size:
127.5mm x 60mm

Setup size:
61.5mm x 60mm

Single advertisement: Colour (including initial artwork) \$25.
Double advertisement: Colour (including initial artwork) \$50.

Note: Above sizes have been reduced to scale

Handy Hints

- Since the advent of Desktop publishing many businesses are producing their artwork themselves. Often we become so absorbed with the design of our ads that we forget the most important aspects eg:
- *Is the text easy to read at a glance?*
 - *Are my contact details prominent enough?*
 - *Does the illustration/Logo or Photo represent this business?*
 - *Are the fonts also representative of this business?*
 - *Do you have your opening hours and telephone details correct?*

Double Column Trades and Services Setup size: 127.5mm x 60mm

Logo
Photo
or
illustration

Business Name

Specialities of business or services available

Business Hours

Company representative

Address; 000 Smith Street Western Australia
 smithys@ooroo.com.au - smithys.com.au

Phone **0000 000 000**

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92 Stirling Terrace Toodyay WA 6566 PO Box 100, Toodyay WA 6566
email: advertising@toodyayherald.com.au - Web: www.toodyayherald.com.au
ABN: 49 331 879 908

Advertiser Details

Business Name:	<input type="text"/>		
ABN:	<input type="text"/>		
First Name:	<input type="text"/>	Last Name:	<input type="text"/>
Business Address:	<input type="text"/>		
Suburb/Town:	<input type="text"/>	State:	<input type="text"/>
	<input type="text"/>	Postcode:	<input type="text"/>
Private Address:	<input type="text"/>		
Suburb/Town:	<input type="text"/>	State:	<input type="text"/>
	<input type="text"/>	Postcode:	<input type="text"/>
Phone:	<input type="text"/>	Mobile:	<input type="text"/>
Fax:	<input type="text"/>	Email:	<input type="text"/>
Contact Person:	<input type="text"/>		
Ad Agency: (if any)	<input type="text"/>		
Signatures:	<input type="text"/>		
Ad Manager:	<input type="text"/>		
Client:	<input type="text"/>		

2 Original Copies must be signed by both parties

ADVERTISING MUST BE PAID IN FULL BEFORE PRODUCTION IS FINISHED OR AD WILL NOT BE PLACED

Office use only

Credit App Completed	<input type="text"/>
Entered in System	<input type="text"/>
Client Status	<input type="text"/>