

# The Toodyay Herald

Your locally owned community newspaper

Established 1902

**Advertising:** advertising@toodyayherald.com.au - Mobile: 0419 906 083 ABN: 49 331 879 908

## Advertising Specifications 1 January 2023

No GST applies to these prices.

### Cost

The cost of a casual display advertisement in **The Toodyay Herald** is \$4.35 per column centimetre.

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

**Full page:** Mono, \$696.00  
**Full page:** Colour \$747.50  
**Setup size:** 260mm wide by 400mm deep.

**Half page:** Mono \$348.00  
**Half page:** Colour \$399.50  
**Setup size:** 260 wide x 195mm deep.

**Quarter Page:** Mono \$174.00  
**Quarter page:** Colour \$225.50  
**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) \$30.00  
**Setup size:** 61.5mm x 60mm deep.  
**Double advertisement:** Colour  
(including initial artwork) \$60.00  
**Setup size:** 127.5mm x 60mm deep.

#### Small Display Ads (Colour) 2 Columns 127.5mm

Columns	Depth	Price
2 Columns	60mm	\$ 80.00
2 Columns	80mm	\$ 98.00
2 Columns	100mm	\$116.00
2 Columns	120mm	\$135.00

**Public Notices** – Public Notices including Births, Engagements, Weddings and Anniversaries \$10.00 per 20 words, and \$5.00 per subsequent 20 words. Bereavement and Funeral notices are free. All clients must supply address and phone number, but these details will not be published unless requested.

**Classified Advertisements** – The fee for a classified advertisement is \$10.00 per 20 words, \$5.00 per subsequent 20 words. Payment of this fee must be submitted upon placement of classifieds. Display style ads will now be available in Classifieds. A surcharge of \$15 will apply to Classified Advertisements which include an image or photograph. All clients must supply address and phone number, but these details will not be published unless requested.

**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%.

**Advertorials** – There is a surcharge of \$65 for advertorials, which can be of approximately 400 words and are only accepted when accompanied by a booking for at least a quarter-page colour advertisement. The advertorial section will be framed by a light line and will carry the word 'Advertorial' in no less than 10pt type above it.

**Artwork** – A one-off setup/artwork fee of \$30.00 will be charged for advertisements quarter to half page size. Full page fee for artwork set up will cost \$50.00. Artwork received which is not print compliant is to be negotiated with client.

**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, 600dpi for line art. Artwork can be supplied on a flash drive, CD or 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, are out-of-focus or cannot be retouched. All fonts must be embedded or converted to outline to avoid font substitution.

**Discounts** – A 10 per cent discount will apply for full page and half page bookings for a term of six months or more and a 5 per cent discount will apply for full page and half page bookings for a term of between three and six months. Where a long term discounted booking is cancelled by the client, the Herald reserves the right to back-charge the full rate on all discounted advertising bookings.

**Community Discounts** – A 15 per cent discount applies on all display advertising booked by and on behalf of not-for-profit, incorporated volunteer community groups.

**Payments via Credit or Debit cards** – a 1.5% surcharge applies.

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All prices are GST inclusive

1 column 61.5mm

1 cm = \$4.35

2 cm = \$8.70

3 cm = \$13.05

2 columns 127.5mm

3 columns 193.5mm

4 columns 260mm

**For Casual Advertising Sizes costs please email advertising@toodyayherald.com.au and ask for a quote.**

## Common Advertising Sizes

Full page: Mono, \$696.00  
Full page: Colour \$747.50  
Setup size: 260mm x 400mm

Half page: Mono \$348.00  
Half page: Colour \$399.50  
Setup size: 260 x 195mm

- Mobile: 0419 906 083

Landscape  
Setup size:  
193.5mm x 127.5mm

Portrait  
Setup size:  
127.5mm  
x 195mm

Quarter Page: Mono \$174.00  
Quarter page: Colour \$225.50

## Trades and Services

Double advertisement: Colour  
(including initial artwork) \$60.00  
Setup size: 127.5mm x 60mm

Single advertisement:  
Setup size:  
61.5mm x 60mm  
(including initial artwork) \$30.00

Note: Above sizes have been reduced, not to scale

## Handy Hints

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

Since the advent of Desktop publishing many businesses are producing their own artwork. 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?**
- **Do the illustrations/logos or photos represent this business?**
- **Are the fonts also representative of this business?**
- **Do you have your opening hours, telephone, email, Facebook and website details correct?**

## Business Name

Specialities of business  
or services available

Business Hours

Logo  
Photo  
or  
illustration

Affiliations  
Accreditations  
Awards or  
Facebook logos

Address: 000 Smith Street Western Australia  
smithys@ooroo.com.au – smithys.com.au

Company representative  
Phone 0000 000 000

Discuss your requirements with our Graphic Artist on 0429 086 253

**The Toodyay Herald** will not print without prior approval of artwork.

**PLEASE BE AWARE THAT IT IS YOUR RESPONSIBILITY TO PROOF READ YOUR ADVERTISEMENT AND SIGN OFF ON ANY ARTWORK SUPPLIED BY THE TOODYAY HERALD.**

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92 Stirling Terrace Toodyay WA 6566 PO Box 100, Toodyay WA 6566  
email: [advertising@toodyayherald.com.au](mailto:advertising@toodyayherald.com.au) - Web: [www.toodyayherald.com.au](http://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"/>
Postcode:	<input type="text"/>		
Private Address:	<input type="text"/>		
Suburb/Town:	<input type="text"/>	State:	<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"/>		
Number of Issues:	<input type="text"/>	Size of Advertisement:	<input type="text"/>
Signature	<input type="text"/>		
Print Name	<input type="text"/>		

## Terms and Conditions

Upon signing, the Terms & Conditions set out overleaf will apply.  
The Toodyay Herald reserves the right to refuse to accept any advertisements for any reason.

### Office use only

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

## TERMS AND CONDITIONS FOR ADVERTISING COPY

These Terms and Conditions for Advertising Copy relate to any advertising copy that is printed in The Toodyay Herald. They form part of all trading arrangements between the Supplier and the Customer for Services by the Supplier to the Customer and can only be varied by written notice by the Supplier to the Customer.

### 1. DEFINITIONS

In these Terms and Conditions 'the Supplier' means The Toodyay Herald (Inc) and 'the Customer' means the Advertiser whose details are set out in the form overleaf and 'the Services' means the publication of advertising material.

### 2. GOODS AND SERVICES TAX (GST)

All prices quoted by the Supplier are exclusive of GST.

### 3. PAYMENT

All accounts are payable within thirty (30) days from the date of invoice. Payment may be made by electronic transfer, cheque or cash at The Herald office. We regret that credit/debit card payments are not available.

### 4. OUTSTANDING ACCOUNTS

Any account not paid within thirty days from the date of the invoice may incur interest from the date of the invoice to the date of payment at the rate of 5 per cent per annum.

If accounts are not paid within 60 days from the date of the invoice, no further advertisements from the Customer will be published until the amount has been paid in full and the Supplier may commence proceedings to recover the debt. Any costs incurred by the supplier in recovering a debt shall be payable by the Customer.

### 5. RIGHTS RESERVED

The Supplier reserves the right to alter, re-classify, re-position or not publish any advertisement for any reason.

The Supplier will not be liable for any loss suffered by the Customer for any such alteration, re- classification, re-positioning or failure to publish any advertisement, provided that in the event of a failure to publish, the Customer shall be entitled to a refund of any amount paid for that advertisement.

### 6. INDEMNITY AND WARRANTY

The Customer indemnifies the Supplier against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever arising directly or indirectly in connection with the publication of any advertisement AND WARRANTS that any advertisement complies with all relevant laws and regulations and that its publication will not give rise to any claims or liabilities to the Supplier.

### 7. COPYRIGHT

Where no charge is made for the preparation of advertising material, or any charge remains outstanding, the Supplier will remain owner of the copyright in the advertising material and such advertising material may be re-produced only with the consent of the Supplier and upon payment of such fee as the Supplier may be required.

### 8. LAW APPLICABLE IN WESTERN AUSTRALIA

The contract formed by the acceptance of these Terms and Conditions is governed by the law applicable in Western Australia. The Supplier and the Customer submit to the non-exclusive jurisdiction of the courts of Western Australia.