

c/o Blackwood Post Office
 BLACKWOOD Victoria 3458
 bh ph 9687 3744/5368 6444
 www.theblackwoodtimes.com.au
 editor@theblackwoodtimes.com.au

community news sponsored & published
 by www.FLUXdesignstudio.com.au

2013/14 ADVERTISING RATE CARD

effective beginning Aug/Sept 2013 issue (May 2013 subject to change without notice)

Circulation: 600 printed + average 40,000 downloads per issue. Distributed through local businesses & tourism outlets

The Blackwood Times connects the community of Blackwood & its immediate surrounds by dispersing information, news & items of general interest.

It aims to foster understanding as the demographics of the area change, as well as provide a platform for locals to showcase their creative skills & voice opinion.

The Blackwood Times is a bi-monthly, not-for-profit community service published by local resident Jinny Coyle & sponsored by her design business, FLUX Design Studio. Some publication costs are met through the support of advertisers & donations.

The original 'Blackwood Newsletter' averaged 16 pages with a print run of 300. Over its 5 years, distribution has increased to 600 print copies of 28-32pp with an average of 40,000 downloads per issue from its website www.theblackwoodtimes.com.au.

On its 5th birthday (Jun/Jul '13) Blackwood News changed its name to The Blackwood Times.

The format is A3, folded to A4 & saddlestitched, with an average of 28-32 pages & continues to grow.

LEGAL REQUIREMENTS

In commercial advertisements in newspapers, traders must include two pieces of information:

1. their own name **or** their company name **or** their registered business name.
- and 2 **either**: The street address of their business **or** a business name registration number **or** a business licence number such as their licence number to be an estate agent or plumber (note: an ACN or ABN is not sufficient)

~ Fair Trading Act advertising requirement June 2004

It is the advertisers responsibility to ensure correct information is supplied for their ad.

BLOWERS

Disreputable publishers can attempt to fool businesses into paying for unauthorised advertising by claiming to have telephone approval.

Under the Fair Trading Act 1999, publishers are required to have written instructions for the placement of an advertisement and cannot rely on telephone approval.

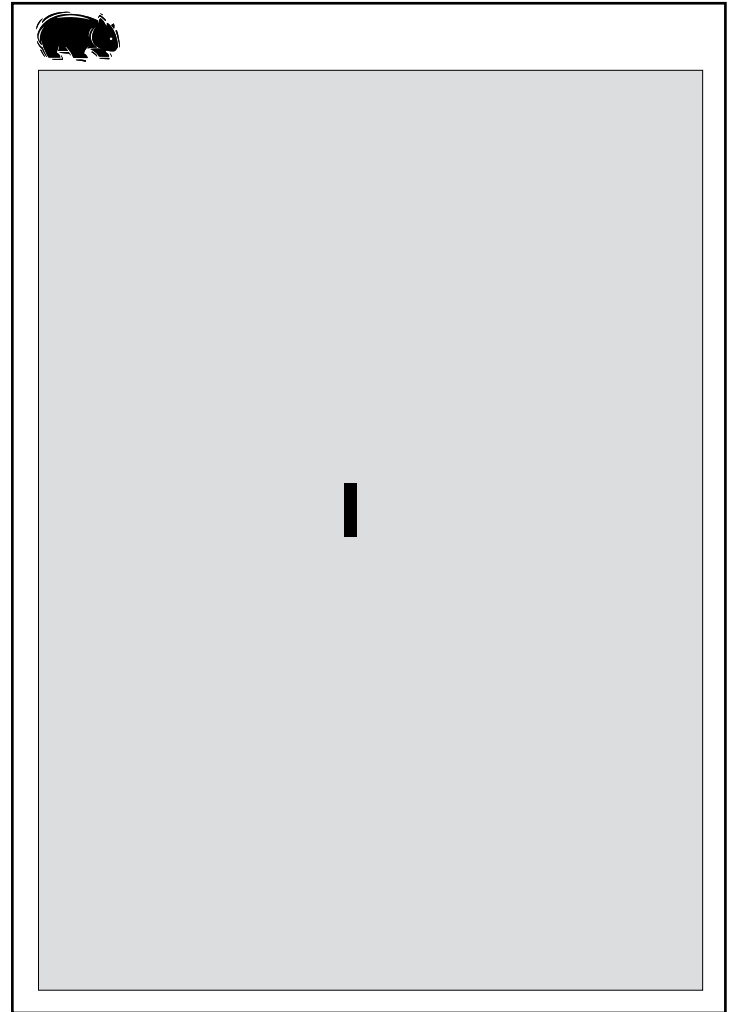
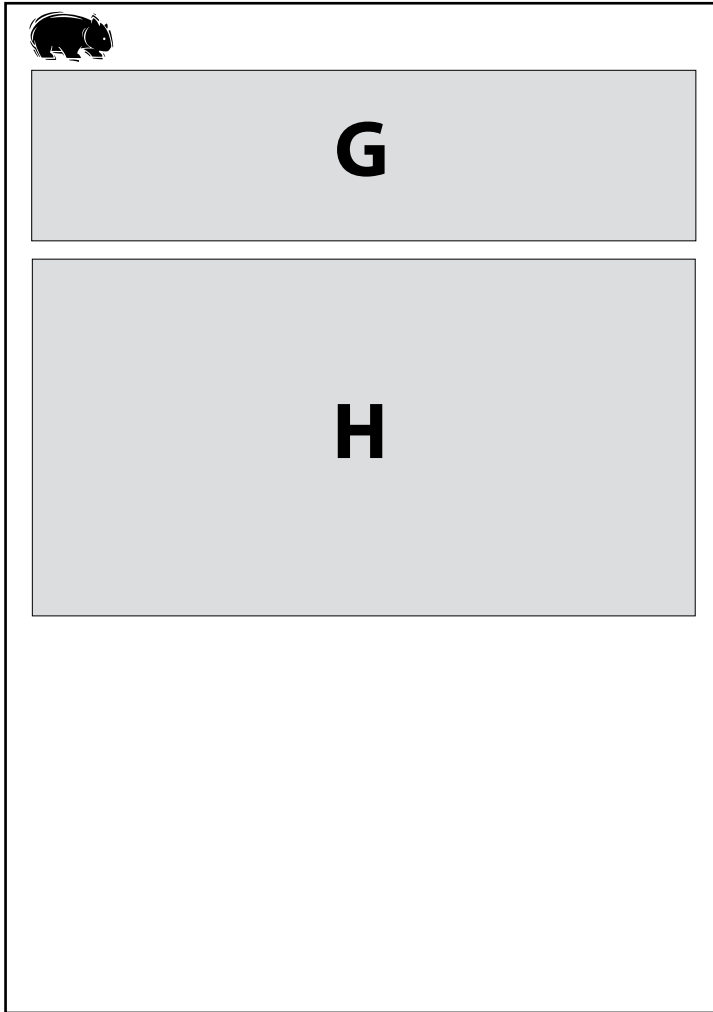
Legally Blackwood News is required to obtain signed authorisation before publishing an advertisements.

Please fill in the form on page 3 & submit it with your booking details.

DISPLAY ADVERTS
 \$2.50- per col cm
 (4.5cm column) + GST
see sample sizes in grey

CLASSIFIEDS
 \$5.00 heading & up
 to 5 lines + \$1 per line
 thereafter + GST

SCALED SIZE GUIDE:



ADVERTISING INVESTMENT (ex GST):

SIZE	cm x col	artwork size (w x h)	B&W HARDCOPY @ \$2.50 per col cm	OPTIONAL colour online @ \$3- per col cm
A (trade)	5cm x 1col = 5cm	45mm x 50mm	\$12.50	\$15.00
B (bus card)	5cm x 2col = 10cm	95mm x 50mm	\$25.00	\$30.00
C	16cm x 2col = 32cm	95mm x 160mm	\$87.50	\$96.00
D (1/2 page)	27cm x 2col = 54cm	95mm x 270mm	\$135.00	\$162.00
E	10cm x 2col = 20cm	95mm x 105mm	\$50.00	\$60.00
F	16cm x 4col = 64cm	195mm x 160mm	\$160.00	\$192.00
G	5cm x 4col = 20cm	195mm x 50mm	\$50.00	\$60.00
H	10cm x 4col = 40cm	195mm x 105mm	\$100.00	\$120.00
I (full page)	27cm x 4col = 108cm	195mm x 270mm	\$270.00	\$324.00

PAYMENT TERMS:

Payment terms are strictly COD. Invoices are emailed in the first week of publication each issue.

Advertisers who habitually pay late will be required to sign up to our EzyPay direct debit system. EzyPay charges are \$5.52 initial sign-up & \$1.12 direct debit; 2.772% Visa/Mastercard; 5.533% Amex or Diners. EzyPay charges a payment failure fee of \$14.39.

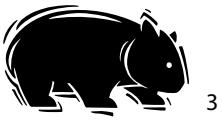
Where payment is outstanding, The Blackwood Times reserves the right to cease advertising.

ARTWORK SPECIFICATIONS:

- please ensure your artwork is the correct size (see chart above)
- formats accepted are .tif, .pdf, eps (outlined) saved at minimum resolution of 300dpi. Please do not send publisher files!
- please supply greyscale for print & full colour for the on-line version if you have chosen this option.

SPECIAL CONDITIONS:

- advertisements are accepted at the discretion of the Editor.
- all advertisers must submit a booking form prior to publication
- advertisers can request artwork to be designed by the publisher - POA



Advertising Template & Booking Form 2013-14

Please fill in each of the grey sections in the tables below

Advertisers Name:	
Contact Name:	
Contact Number:	
Billing Address:	
Email:	

DETAILS OF ADVERTISEMENT

Size (Code) of Advert							
Issues requested - circle	2013 AugSep / OctNov / DecJan 2014 FebMar / AprMay / JunJul / AugSep / OctNov / Dec/Jan OR continue running until cancelled in writing						
Price ex GST: (see sample sizes p1-2 & investment p2)	<table border="1"> <tr> <td>Print only</td> <td>OR</td> <td>Print + colour on-line</td> </tr> <tr> <td>\$</td> <td></td> <td>\$</td> </tr> </table>	Print only	OR	Print + colour on-line	\$		\$
Print only	OR	Print + colour on-line					
\$		\$					
Please attach advert to email							
File Name/s							
Logo File Names (if saved separately)							

Specific requests if advert is to be created by FLUX Design Studio.
Please attach a draft copy of advert if desired.

<p>OR circle here if advert from previous issues is to be continued un-changed</p>

Signed: _____ Date: _____

Please email to editor@theblackwoodtimes.com.au, fax to 03 9687 4944 or post c/o Blackwood PO, Blackwood 3548

dated May 2013