



2021 ADVERTISING RATE CARD

effective beginning FebMar 2021 issue (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 the publishing arm of Blackwood Progress Association Inc. Some publication costs are met through the support of advertisers & donations.

The original 'Blackwood Newsletter' averaged 20-24 pages. Over its 5 years, distribution increased to 600 print copies up to 32pp with an average of 40,000 downloads per issue from its website www.theblackwoodtimes.com.au, and now moving into its 2nd decade of publication it takes on a new life with a committee auspiced by The Blackwood Progress Association.

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

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.

A

B

C

D

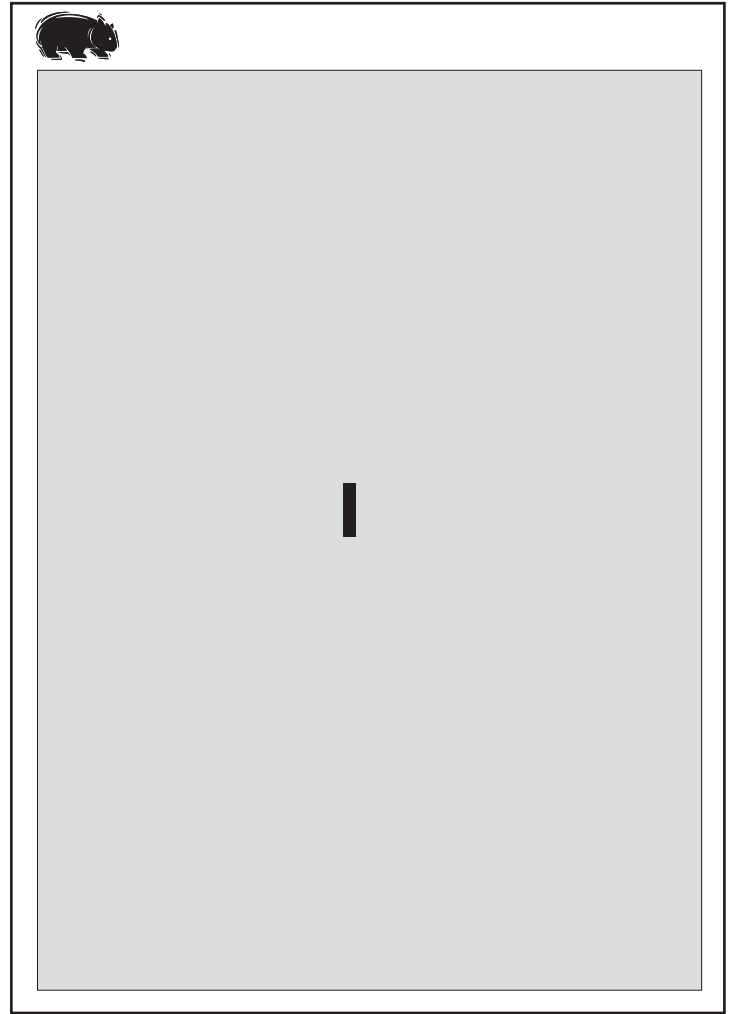
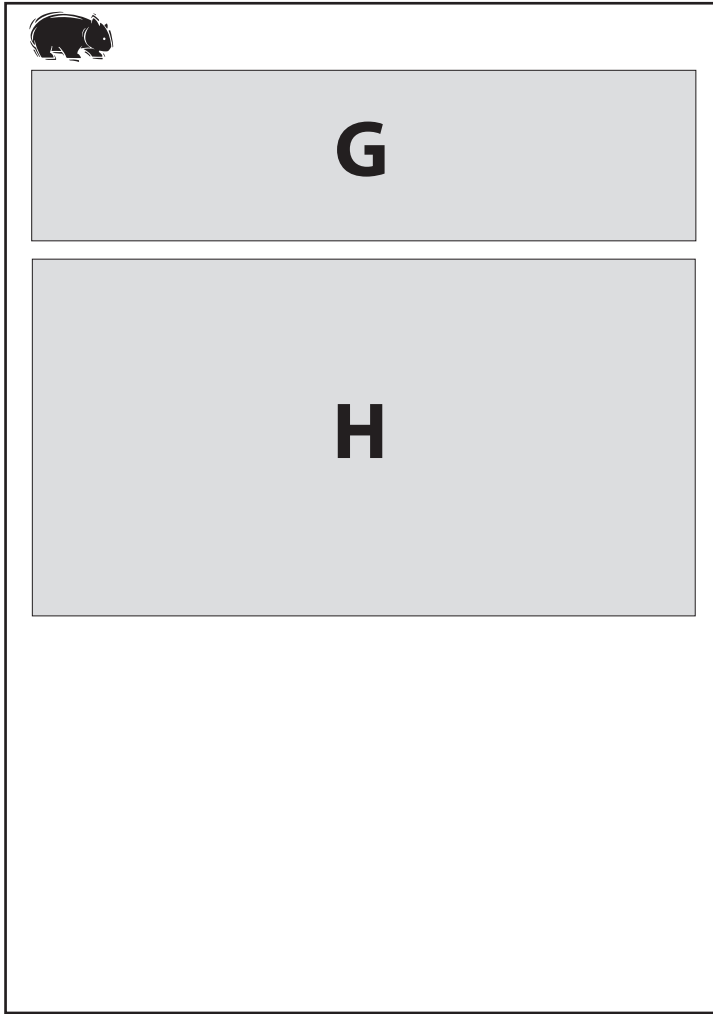
E

F

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	B&W Hardcopy & 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 invoiced and payment is due within 7 days and we appreciate prompt payment. If you have any questions about your account, or are having difficulties with payment, please contact us via phone 03 5368 6444 or email team@theblackwoodtimes.com.au.

By EFT // BSB: 663000, Account: 167682186, Account name: Blackwood Progress Association (Blackwood Times) (please include your business name on payment reference).

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 2019

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	FebMar 2021 AprMay2021 JunJul 2021 AugSept 2021 OctNov 2021 Dec21Jan2022 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 the Blackwood Times team on request.
Please attach a draft copy of advert if desired.

OR circle here if advert from previous issues is to be continued un-changed

Signed: _____ Date: _____

Please email to team@theblackwoodtimes.com.au, or call 03 5368 6444.