



www.theblackwoodtimes.com.au
team@theblackwoodtimes.com.au

2022/23 ADVERTISING RATE CARD

effective beginning Dec 2022/Jan 2023 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 community service published by The Blackwood Times VIC Inc. Publication costs are met through the support of advertisers & donations.

The original 'Blackwood Newsletter' averaged 20-24 pages with a print run of 300. Over the 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.

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 license number such as their license 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 ADVERT
\$2.70- per col cm
(4.5cm column) see
sample sizes in grey


CLASSIFIEDS
\$6.00 heading & up
to 5 lines + \$1 per
line thereafter

SCALED SIZE GUIDE:



G

H



I

ADVERTISING INVESTMENT:				
SIZE	cm x col	artwork size (w x h)	B&W Hardcopy, COL Digital @ \$2.70 per col cm	Colour Hardcopy (backpage only)
A (trade)	5cm x 1col = 5cm	45mm x 50mm	\$13.50	
B (bus card)	5cm x 2col = 10cm	95mm x 50mm	\$27.00	
C	16cm x 2col = 32cm	95mm x 160mm	\$86.40	
D (1/2 page)	27cm x 2col = 54m	95mm x 270mm	\$145.80	
E	10cm x 2col = 20cm	95mm x 105mm	\$54.00	
F	16cm x 4col = 64cm	195mm x 160mm	\$172.80	
G	5cm x 4col = 20cm	195mm x 50mm	\$54.00	
H	10cm x 4col = 40cm	195mm x 105mm	\$108.00	
I (full page)	27cm x 4col = 108cm	195mm x 270mm		\$400.00

PAYMENT TERMS:

Payment terms are invoiced, and payment is due within 7 days, and we appreciate your prompt payment. If you have any questions about or are having difficulties with payment please contact us via email at accounts@theblackwoodtimes.com.au.

Payments are to be made by EFT to BSB: 633000, Account 192-942-654, Account Name – The Blackwood Times VIC Inc.. Please include your business name and invoice reference on any payments made.

Where payments are 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 full colour for the on-line version

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



3

the BLACKWOOD

printed bi-monthly ~ circulation 600 hardcopy + approx. 40.000 per issue internet downloads

Advertising Template & Booking Form 2022/2023

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 - select	Dec 2022 Jan 2023 Feb Mar 2023 Apr May 2023 Jun Jul 2023 Aug Sep 2023 / Oct Nov 2023 / OR continue running until cancelled in writing
Price: (see sample sizes p1-2 & investment p2)	\$
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 SELECT here if advert from previous issues is to be continued un-changed
--

Signed: _____ Date: _____

Please email to team@theblackwoodtimes.com.au, or post to PO, Box 105, Blackwood 3548

dated October 2022