

*Your paper, Your stories,  
Your news.*

 Tarrangower Times

*Your trusted local news source  
since 1858*

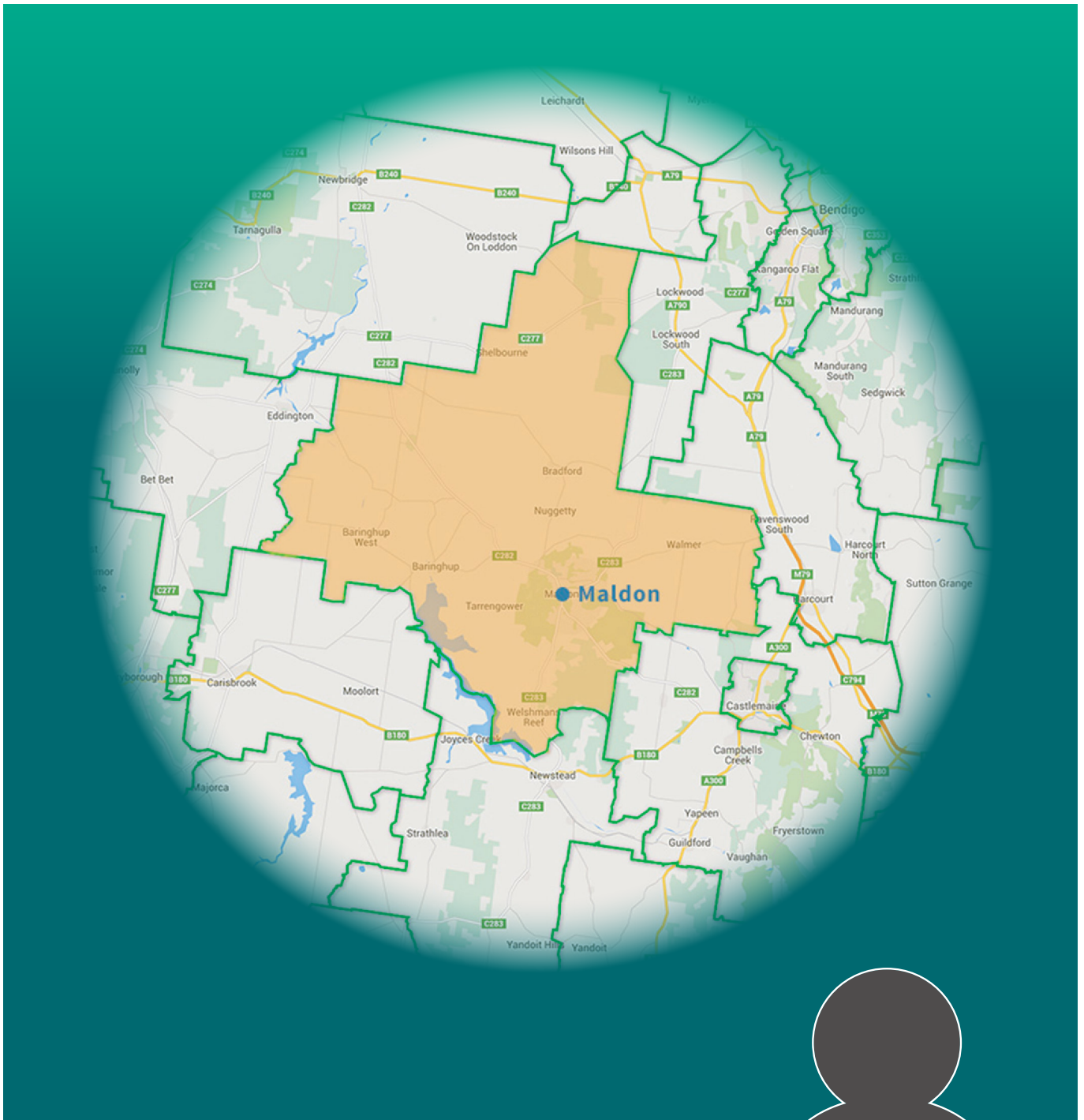
**MEDIA SALES GUIDE**

Located in Australia's first notable town, Maldon, the *Tarrangower Times* is one of Australia's longest running mastheads since 1858.

The Tarrangower Times is the local paper for the historic town of Maldon which has a population of approximately 1,200 residents and is 2 hours drive from Melbourne. The town is supported by rural industries, tourism and other business. Farm activity is based on wool, wheat and fruit production. The tourism industry concentrates on water sports at Cairn Curran reservoir and the interest created by Maldon's history as a gold mining boom town of the last century.



# EDITORIAL COVERAGE & PRINT CIRCULATION AREA



**Average monthly print readership  
of 2000**



## Newsagency outlets:

Baringhup  
Castlemaine

Maldon  
Newstead  
Online

# PRINT ADVERTISING OPPORTUNITIES

Below are some of the most popular advertisement sizes to be featured in our newspaper.

There's few things worse than having to make up your ad in a million different sizes just to run a wide-reaching print advertising campaign...

So if you are advertising in an Australian Community Media publication, or have an existing advertisement that's run in another publication, we are more than happy to share artwork or scale and size accordingly.

Contact [advertising@tarrangowertimes.com.au](mailto:advertising@tarrangowertimes.com.au)

## Artwork specs:

300dpi CMYK PDF  
with fonts outlined

**5x2**

50mm high x 83mm wide

**10x2**

(ACM equivalent: T42 scaled)  
100mm high x 84mm wide

**12x3**

(ACM equivalent: T32 scaled)  
120mm high x 126mm wide

**Half page**

**19x6**

(ACM equivalent: T44)  
190mm high x 260mm wide

**Quarter page – strip**

**9x6**

(ACM equivalent: T24)  
90mm high x 260mm wide

**Publishing weekly on  
Fridays with an average  
print readership of 2000  
per month**

**Colour rate:** \$7.15 per clm cm  
**Mono rate:** \$4.40 per clm cm

### **Regular advertising**

We offer cheaper rates for consecutive editions.

**Colour rate:** \$3.40 per clm cm  
**Mono rate:** \$2.40 per clm cm

**10x2**

(ACM equivalent: T42 scaled)  
100mm high x 84mm wide

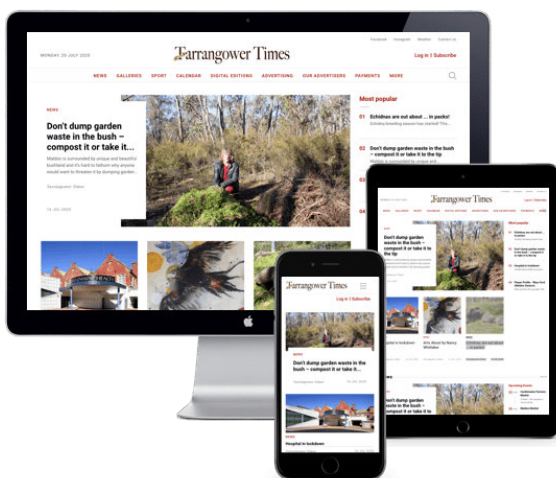
**Colour \$143 inc GST**  
**Mono \$88 inc GST**

**EGN & Classified advertising  
booking and copy deadline:  
Tuesday midday prior to publication**

**Phone 0419 102 723**

**or email: Kerry Cain**

advertising@tarrangowertimes.com.au



**A digital edition of the printed  
newspaper is  
also available to our  
subscribers**



**We're now reaching more people and places online!**

**tarrangowertimes.com.au**

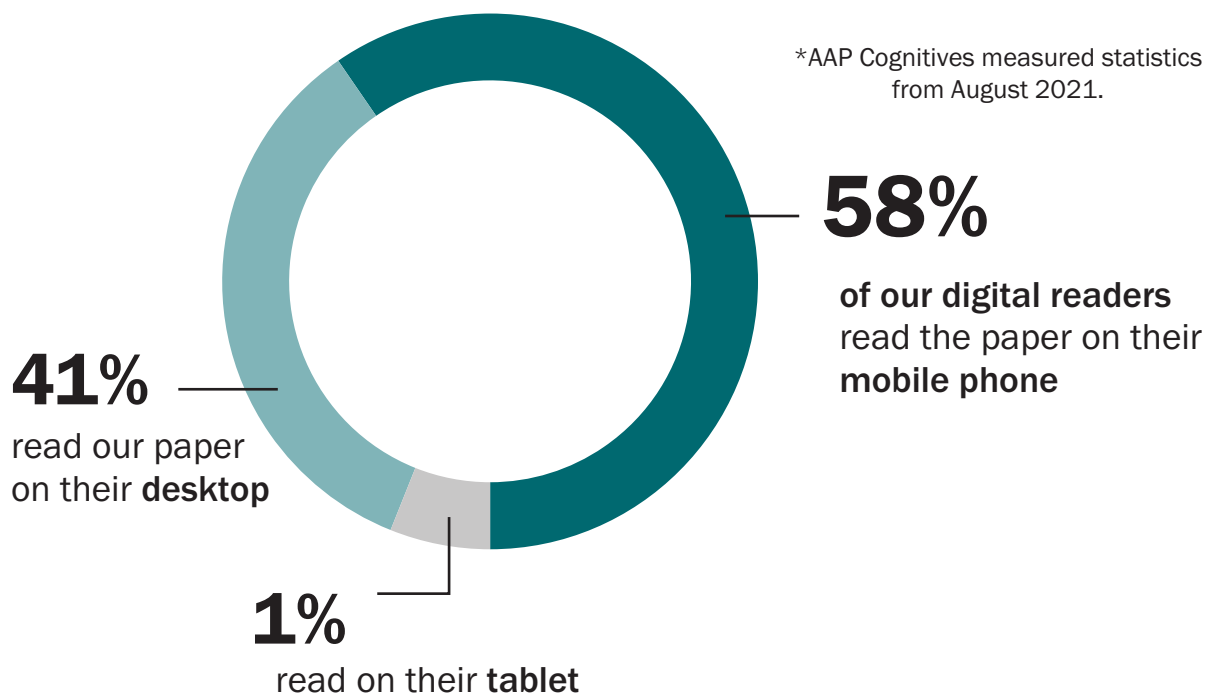
**Tarrangower Times**



DIGITAL ADVERTISING OPPORTUNITIES on  
**tarrangowertimes.com.au**



**Drawing more than 6,000 views each month,  
averaging over 200 views daily.**



## LEADERBOARD ADS

**Billboard** 970px x 250px  
**\$220 inc GST per month**

Top leaderboard position, which appears on every single page view, on any device

**Large leaderboard**  
970px x 90px (Mobile: 320px x 100px)  
**\$160 inc GST per month**

**Standard leaderboard**  
728px x 90px (Mobile: 320px x 50px)  
**\$140 inc GST per month**

Banner style ads displayed on the homepage  
Leaderboard depth can increase to a maximum 425px

**MREC ADS \$150 inc GST per month**  
300px x 250px

Square or rectangular ads that can appear on the homepage and all sections/articles on any device  
MREC depth can increase to a maximum 425px



\*Pixels are a digital measurement of size.

## FEATURED/SPONSORED CONTENT



**SPONSORED**

**Push to clean up properties ahead of Fire Season**

We can tell your story in a way that drives people to learn more about your business and keep you front of mind when they need to buy from you.

Our Featured and Sponsored Content options put you next to our trusted news across our publishing products in an informative, entertaining way.

We can even increase the reach of your story through our social media and email options.

Contact advertising  
@[tarrangowertimes.com.au](https://www.tarrangowertimes.com.au)  
to discuss sponsored content options.

# COMBINE PRINT AND DIGITAL ADS: THE PERFECT MIX FOR YOUR BUSINESS

The value you get from combining your print ad with digital ads across our publishing products means more eyes on your business for less.

With more than 2000 readers in print and nearly 14,000 views across our digital publishing products each month, we can help you put together the perfect advertising mix for your business.

Talk to our advertising specialist about the right combination for your business.



**The Billboard +  
Banner Bundle:**  
**\$250 inc GST per week**

Contact [advertising@tarrangowertimes.com.au](mailto:advertising@tarrangowertimes.com.au) to discuss the best print + digital mix for your business.



# PLACE YOUR CATALOGUE OR FLYER AS AN INSERT IN THE TARRANGOWER TIMES

Inserts should be forwarded by the  
Wednesday before insertion date  
to:

## Express Print

5 Jones Road  
Morwell Vic 3840

Each box or bundle is to be clearly marked  
“to be inserted in the Tarrangower Times”  
along with the date of insertion.

Please see the following pages for further  
specifications.

### Insert rate:

\$100.00 inc GST

Qty 700



# SPECIFICATIONS FOR supply of inserts

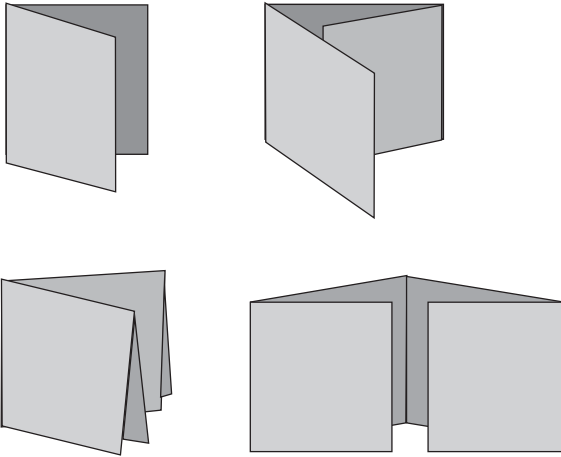
The specifications outlined in this document have been prepared to help ensure your insert achieves the best possible result through mechanical inserting equipment at the Express Print site.

To maintain quality and operational efficiency Express Print set specific parameters to meet publication deadlines. Inserts outside these specifications can create delays and in some instances damage to equipment.

## Acceptable Folds

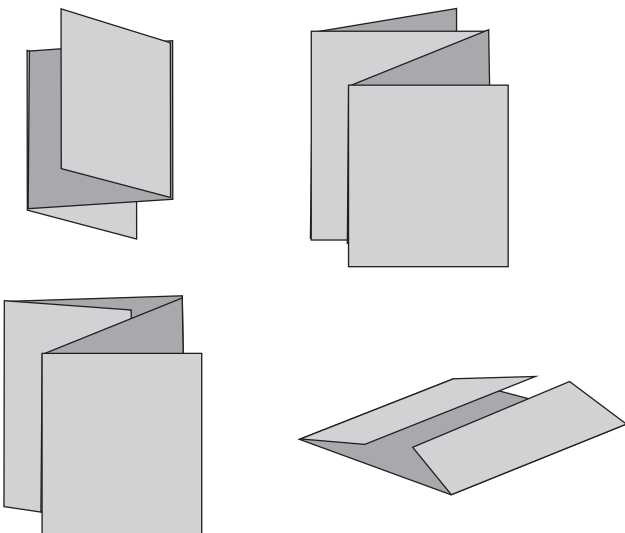
There are four types of recommended folds for inserts. These are 4 page, roll fold, French fold and gate fold.

In the examples of the roll fold and gate fold, the turned back folds are to the inside and within 10mm from the spine.



The fold must be situated on the longest side of the product. ie: Insert 200mm x 180mm wide, 200mm must be the fold (spine of the product)

## Unacceptable Folds



## Unusual Inserts

Any insert of an unusual nature, including card, envelope or perforated inserts, will require testing before approval to run can be granted.

All enquiries should be made in the first instance to the Printing Manager on 03 5136 5700.

A minimum of 100 samples are required for testing purposes.

## Format Restrictions

- The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Printing Manager.

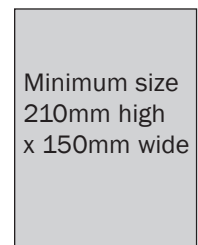
- Single leaf "flyers" must be printed on stock of 150gsm or greater. Occasional multiples or misses may occur. Additional loading may apply.

- Material over 340mm in depth must be folded if 12 pages or under. Inserts above 12 pages are to run unfolded unless depth is greater than 380mm.

## Consequence of Using Unsuitable Products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted.

## Insert Sizes - Sheet and Folded



## Tabloid Inserts

Four page tabloid products must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required.

Maximum folded Tabloid size: 405mm high x 285mm wide. If this is exceeded an extra fold will be required.

*Continued on next page*

## Binding Requirements

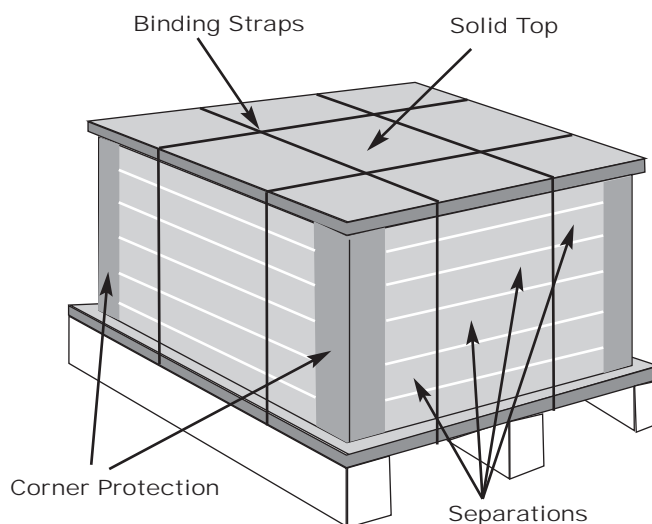
It is preferable that inserts of less than 32 pages are not stapled. When using staples, they should not exceed the thickness of the product and be placed perfectly within the fold of the product. A glued insert is preferred.

## Publishers Conditions

- Inserts are accepted on the basis that no guarantee can be given on solus position or that competitive material will not be accepted on the same day.
- The company reserves the right to reject any insert which it considers unsuitable for publication or to reschedule inserts as required to ensure publication of its products is not jeopardised.
- Inserts containing third-party advertising will not be accepted.
- Priority placement will be given to full circulation insert bookings.
- Cancellation or transfer within 48 hours of insertion carries a \$500 cancellation fee.
- An extra charge will apply to inserts of 28 pages or more.

## Packaging Specifications

1. The printer must ensure that all inserts are free from 'set-off' and that the ink is dry.
2. Inserts must be kept as flat as possible at all times, with tight folds and free from rolled edges, wrinkles or other distortions.
3. Inserts are to be turned in in 50s, 75s, 100s within a bundle so that the turned height is between 75mm and 100mm.
4. Bundles must be cross strapped.  
The tension of the strapping should not in any way damage the bundles.
5. The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep inserts flat, and avoid shifting during transportation. Gaps between bundles on the pallet should be kept to a minimum.
6. Outside edges should be vertically even, and the inserts should be stacked, so that they do not protrude beyond the limits of the pallet.
7. If the pallet does not have a solid, smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking.
8. A solid piece of wood, the same dimensions as the base pallet, should be placed on top of the stacked bundles to prevent strap damage.
9. The pallets should be strapped four ways.
10. The pallet should be wrapped in plastic or shrink-wrapped for further protection.
11. Tabloid publications should not be strapped in bundles, rather loose stacked neatly in bundles and the pallet shrink wrapped and cross strapped.



## Pallets

Maximum height	1524mm
Maximum weight	1000kg
Minimum runner height	100mm to allow for handling by forklift or hand truck

## Delivery

Loose inserts are unacceptable.

Pallets must be labelled on at least 2 sides with the following information.

**"Name of Publication"**  
c/o: Express Print,  
5 Jones Road, Morwell. Vic. 3840

and must be accompanied by a delivery docket indicating the following details:

The name of the publication the insert is to be placed in.

The publication date.

The name of the insert and any key number or code.

Full quantity of inserts supplied.

Total number of pallets. The number, ie: 3 of 5.

Material should be received no earlier than two weeks prior to insertion. Or three working days prior to publication. After this deadline, insertion of catalogues cannot be guaranteed.

Surplus copies will be disposed of unless otherwise requested.

**A product which does not meet these specifications may not be inserted or may carry an additional handling charge.**

**Facebook is a fantastic marketing tool...  
but that's just it – it's one tool at your disposal.  
You shouldn't put all your eggs in one basket.**

Not everyone in the community is on Facebook

You may have 100 followers of your page, but unless they regularly interact with your posts (like, comment or share) then you won't appear in their news feed... no matter how often you post!

It's why you never see anything from the people you met while on holiday years ago or your old acquaintances from school – they're still there and active on Facebook, but unless you interact with them then you won't get shown what they're up to!

**Use Facebook to complement  
your marketing strategy.**



Our Facebook page has **over 2,500 followers** with an estimated average daily organic reach of 246 users.

\*Data from Facebook Page Insights for August 2021.

**We use our Facebook page to highlight specific stories to create interest in and drive traffic to our website.**

# REGULAR FEATURES & SPECIAL PUBLICATIONS

## **Community Events & Festivals:**

Maldon Twilight Dinner (January)  
Maldon Antique Fair (February)  
Maldon Portrait Prize (February)  
Maldon Townwide Garage Sale (March)  
Maldon Easter Fair (April)  
Maldon In Winter (June/July)  
Newstead Words in Winter (August)  
Maldon & Baringhup Agricultural Show (October)  
Mount Tarrengower Hill Climb (October)  
Mucklefest (October)  
Maldon Folk Festival (November)

## **Supplements:**

Easter Supplement x 2 (March/April)  
Mother's Day (May)  
Volunteer Week (May)  
Education Week (August)  
Father's Day (September)  
Spring Gardening (October)  
Fire Ready (November)  
Season's Greetings (December)  
Eat, Drink, Enjoy (ad hoc)

## **Regular advertising opportunities:**

**Business & Services Directory** (weekly) \$14.40 per week

**Dine Out Directory** (weekly) \$6.50 per week

**Health & Fitness Directory** (weekly) \$6.50 per week

**Classified advertising** (weekly includes births, deaths, marriages, for sale, employment + more)

Up to 15 words - \$15, every word thereafter .60c. Add on \$5 to include a photo or clip art.

## **FREE STUFF**

### **Under \$200 FREE**

Did you know that you can advertise your items under \$200 for FREE?

### **Lost & Found**

The *Tarrangower Times* also offers a FREE service for lost and found.

### **Obituary**

Talk to us about placing an Obituary in remembrance of your loved one. Again this is a free service offered to our readers.

### **Dine Out Directory**

*(For relevant businesses)*

Take out a weekly ad with us and get a listing in the *Tarrangower Times* Dine Out Directory for FREE.

### **Health & Fitness Directory**

*(For relevant businesses)*

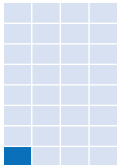
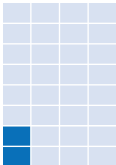



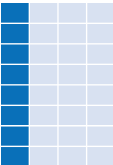
Take out a weekly ad with us and get a listing in the *Tarrangower Times* Health & Fitness Directory for FREE.

### **Community Diary**

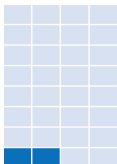
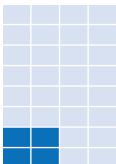



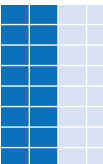
The *Tarrangower Times* Community Diary is a free community service for not-for-profits or volunteer organisations.



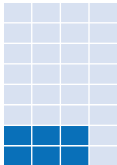
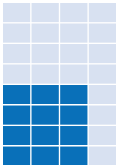
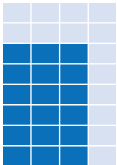
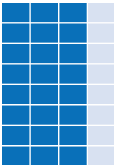
## 1 MODULE WIDE

						
Code	T11	T21	T31	T41	T51	T81
Specs (mm)	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63

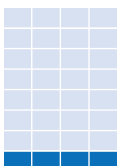
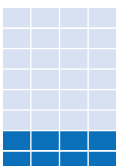


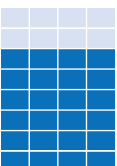
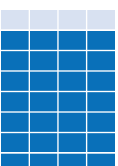

## 2 MODULE WIDE

						
Code	T12	T22	T32	T42	T52	T82
Specs (mm)	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129

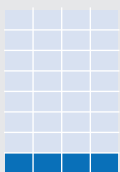
## 3 MODULE WIDE

				
Code	T23	T43	T63*	T83
Specs (mm)	92 x 194	186 x 194	280 x 194	374 x 194

## 4 MODULE WIDE

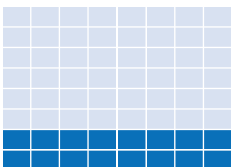
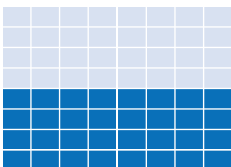
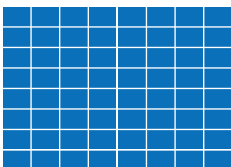
							
Code	T14	T24	T34	T44	T64*	T74*	T84
Specs (mm)	45 x 260	92 x 260	139 x 260	186 x 260	280 x 260	328 x 260	374 x 260

## FRONT



TFRONT  
60 x 260

## 8 MODULE WIDE

			
Code	T28	T48	T88
Specs (mm)	92 x 550	186 x 550	374 x 550

## ADVERTISING RATES FOR DISPLAY AND CLASSIFIED ADVERTISEMENTS

Casual Display Advertising \$4.40, Regular \$3.30, Weekly \$2.40 per column centimetre.

OPTION	DIMENSIONS	CASUAL RATE	MONTHLY RATE	WEEKLY RATE*
Full Page	37.5cm x 6 columns	\$990.00	\$742.50	\$540.00
Half Page	18.75cm x 6 columns	\$495.00	\$371.25	\$270.00
Quarter Page	18.75cm x 3 columns	\$247.50	\$185.63	\$135.00
10 x 2	10cm x 2 columns	\$88.00	\$66.00	\$48.00
7 x 2	7cm x 2 columns	\$61.60	\$46.20	\$33.60
5 x 2 (Business Card)	5cm x 2 columns	\$44.00	\$33.00	\$24.00
6 x 1	6cm x 1 column	\$26.40	\$19.80	\$14.40
5 x 1	5cm x 1 column	\$22.00	\$16.50	\$12.00
Banner Ad	5cm x 6 columns	\$132.00	\$99.00	\$72.00

### COLUMN WIDTHS:

One Column	= 40mm
Two Columns	= 84mm
Three Columns	= 127mm
Four Columns	= 171mm
Five Columns	= 215mm
Six Columns	= 260mm

### CLASSIFIEDS: (Deadline midday Tuesday)

Up to 15 words \$15.00  
 Over 15 words \$15.00+ .60c per word thereafter.  
 An extra \$5.00 to include your own picture or clip art.

### COLOUR AVAILABLE AT AN

EXTRA COST OF \$90.00  
*negotiable depending on other colour bookings*

Be seen in the **BUSINESSES & SERVICES DIRECTORY** for only \$14.40 per week for a 6 x 1 placement

OR the **DINE OUT DIRECTORY** for \$6.50 per week  
*Prices applicable as from January 1, 2018*

\* all prices include GST  
 Display colour booking deadline midday Monday.  
 Supplied material should be in CMYK.