

THE RIVER NEWS

Published every Wednesday

Prime circulation in the Loxton Waikerie Council and Mid Murray Council areas, including Waikerie, Blanchetown, Cadell, Morgan, Mannum and Loxton.



The River News serves a large area encompassing two District Council areas of Loxton-Waikerie and Mid Murray.

Waikerie is a major Riverland town and boasts the largest citrus growing area in Australia, with one of the largest packing house in the southern hemisphere.

Situated along the best stretch of the River Murray in South Australia, the area offers wide choices in restaurants, accommodation, hospitality and shopping. Easily accessible by day trip from the city, thousands of appreciative visitors annually enjoy a climate that rivals any other in Australia.

The River News is part of the Taylor Group of Newspapers, with sister newspapers in SA's Riverland at Renmark (The Murray Pioneer), Loxton (The Loxton News), Gawler (The Bunyip), Pinnaroo (The Border Times) and Burra (The Mid North Broadcaster).

For further information about multi-paper buys with attractive rates for all six newspapers contact the Advertising Department on (08) 8541 2060.

ADVERTISING RATES AND INFORMATION

Rates effective 1 July 2011 – 30 June 2012

DISPLAY ADVERTISING

	Annual Spend	Rate	+GST=	Total	Disc
CASUAL		\$4.29	.43	\$4.72	
500cm	(\$1,995 + gst)	\$3.99	.40	\$4.39	7%
1,000cm	(\$3,820 + gst)	\$3.82	.38	\$4.20	11%
2,500cm	(\$9,225 + gst)	\$3.69	.37	\$4.06	14%
5,000cm	(\$17,650 + gst)	\$3.53	.35	\$3.88	18%
7,500cm	(\$25,125 + gst)	\$3.35	.34	\$3.69	22%
10,000cm	(\$31,400 + gst)	\$3.14	.31	\$3.45	27%

*per single column centimetre.

INSERT RATES

Minimum 9c + .9cents GST = 9.9c per insert
Over 16 pages or tabloid size - Price on application

COLOUR ADVERTISING RATES

FULL COLOUR - \$565 GST inclusive

CLASSIFIED ADVERTISING

\$8.50 for 5 lines (19 characters per line)
or \$20.00 for six weeks*

*Private sellers only and same copy each week.

Additional lines \$1.55 each and photos \$10 per week.

For sale classifieds will appear in Tuesday's Murray Pioneer, and Wednesday in The Loxton News, The River News and The Border Times.

Note: Payment required (cash/credit card) on submission of classified advertisement unless an account is already established.

*All classified rates are inclusive GST

PAGE LOADINGS

FRONT PAGE	50%
PAGE 2	15%
PAGE 3	50%
PAGE 5	25%

*Preference will be given to advertisements carrying loadings.

COVER PRICE

\$1.30 GST inclusive

BOOKINGS & COPY DEADLINES

DISPLAY ADVERTISING DEADLINES

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BOOKINGS & COPY:

Display Advertisements Booking and Copy: 12 noon Monday

Cancellation deadline: 5.00pm Friday

Classified Advertisements: 12noon Monday

*Complete artwork must be submitted as per the specifications outlined below.

MECHANICAL DATA

COLUMN DEPTH	40cm
Column Width	3.4cm
2 Columns	7.2cm
3 Columns	11cm
4 Columns	14.7cm
5 Columns	18.5cm
6 Columns	22.3cm
7 Columns	26.2cm
Gutter Width	4.2mm

CIRCULATION
2,450
READERSHIP
7,500

ELECTRONIC DATA TRANSFER

Platforms Accepted:

PC Only (not Macintosh)

Applications Accepted:

Adobe InDesign and Photoshop.

Microsoft Word is for text only and is not an approved application for advertisements or photographs.

Graphics/photographs must be supplied as separate .jpg files and at least 200dpi and no greater than 300dpi, if colour, CMYK.

Saving to disk/CD:

When saving to disk the following must be included: original graphic files, fonts used, hard copy proof (colour if the advertisement is colour).

Submitting advertisements:

Advertisements accepted by email, USB flash drive and CD for PC. Our preferred method of file is Adobe Acrobat PDF. All fonts must be converted to outlines, any colour must be CMYK (NOT RGB) and transparency to be flattened prior to sending.

Do not use True Type fonts. If advertisement is mono (black only) please supply in mono, not in colour. This also applies to any logos or graphics.

Provider's responsibility:

Ensure advertisement bookings are made before sending copy.

All advertisements must adhere to the above conditions and contain information on the application used, which platform and contact phone number/fax number of provider.

Any difficulties please call the Production Department on 8541 2060.

Email Address: sales@rivernews.com.au

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