



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

community news published by  
www.FLUXdesignstudio.com.au

## 2010/11 ADVERTISING RATE CARD

effective beginning OctNov '10 issue (17/09/10 subject to change without notice)

*Circulation: 600 printed + average 2000 downloads per issue. Distributed through local businesses & tourism outlets*

Blackwood News 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. Blackwood News is a bi-monthly, not-for-profit community service published by local resident Jinny Coyle & sponsored by FLUX Design Studio. Publication costs are met through the support of advertisers & donations.

The original 'Blackwood Newsletter' averaged 16 pages with a print run of 300. Blackwood News distribution has increased to 600 print copies of 24pp with an average of 2000 downloads per issue from it's website [www.blackwoodnews.com.au](http://www.blackwoodnews.com.au). The format is A3, folded to A4 & saddlestitched, with an average of 24 pages.

### ARTWORK SPECIFICATIONS:

- please ensure your artwork is the correct size
- formats accepted are .tif, .pdf, eps (outlined) saved at minimum resolution of 300dpi
- please supply full colour version for the on-line version & B&W for the print version.

### SPECIAL CONDITIONS:

- advertisements are accepted at the discretion of the Editor.
- all advertisers must submit a booking form prior to publication

**5cm x 2 column**  
**= \$20 + GST**  
actual 95mm x 50mm

**10cm x 2 column**  
**= \$40 + GST**  
actual 95mm x 105mm

**5cm x 4 column**  
**= \$40 + GST**  
actual 195mm x 50mm

**DISPLAY ADVERTS**

\$2- per column cm  
(4.5cm column) + GST  
*see sample sizes in grey*

**ARTWORK** POA

**CLASSIFIEDS**

\$5- up to 3 lines \$1 per  
line thereafter  
+ GST

**10cm x 1 column**  
**= \$20 + GST**  
actual 45mm x 105mm

**5cm x 1 column**  
**= \$10 + GST**  
actual 45mm x 50mm

**16cm x 2 column**  
**= \$64 + GST**  
actual 95mm x 160mm

**1/2 page long**  
**27cm x 2 column**  
**= \$108 + GST**  
actual 95mm x 270mm

**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 thier 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 4 & submit it with your booking details.



**10cm x 4 column**  
**= \$80 + GST**  
actual 195mm x 105mm

**16cm x 4 column**  
**= \$128 + GST**  
actual 195mm x 160mm

**1/2 PAGE WIDE**  
**13.5 cm x 4 column**  
**= \$108 + GST**  
actual 195mm x 95mm

**FULL PAGE**  
**27cm x 4 column**  
**= \$216 + GST**  
actual 195mm x 270mm

## 2010/11 deadline schedule

	<b>Feb Mar</b>	<b>Apr May</b>	<b>Jun Jul</b>	<b>Aug Sep</b>	<b>Oct Nov</b>	<b>Dec Jan</b>
<b>Advertisers:</b> Book space	Jan 15	Mar 15	May 15	July 15	Sept 15	Nov 15
<b>Display Ad artwork</b> or content	Jan 20	Mar 20	May 20	July 20	Sept 20	Nov 20

**IMPORTANT:** Deadline dates are based on production schedule required to get Blackwood News to the printer for delivery by the first of the month. Late submissions will not be accepted.



## Advertising Template & Booking Form

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 of Advert	
Issues requested - circle	2010 OctNov / DecJan 2011 FebMar / AprMay / JunJul / AugSep / OctNov / DecJan 2012 FebMar / AprMay / JunJul / AugSep / OctNov <b>OR</b> continue running until cancelled in writing
Price ex GST: calculated at \$2 per column cm <b>(see sample sizes)</b>	
Please attach advert to email	
File Name/s	
Logo File Names (if saved separately)	

Specific requests if advert is to be created by FLUX New Media Solutions. Please attach a copy of advert if desired

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

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please email to [editor@blackwoodnews.com.au](mailto:editor@blackwoodnews.com.au), fax to 03 9687 4944, place in the drop box in front of Blackwood General Store or post c/o Blackwood PO, Blackwood 3548

*dated October '10*