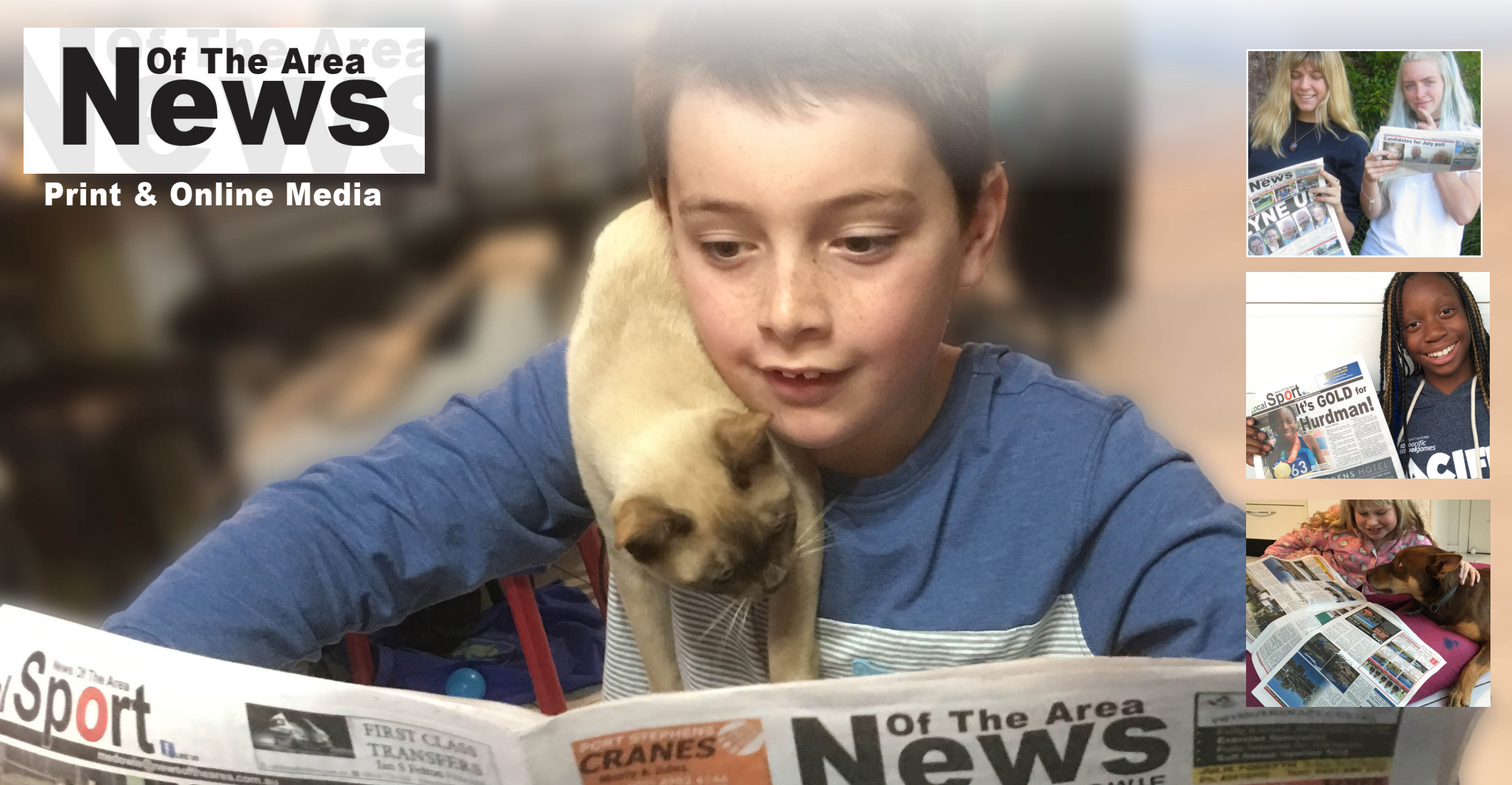


Of The Area News

Print & Online Media



2020 National Media Guide

Of The Area
News
MYALL COAST

Of The Area
News
PORT STEPHENS

Of The Area
News
COFFS COAST

INDEPENDENT.
ENGAGING.
FRESH. LOCAL.
MODERN MEDIA.



News Of The Area delivers quality news, yarns, local sport, real estate, human interest features, competitions, Letter to the Editor, puzzles, and loads more.

Our newspapers are FREE weekly community newspapers.

Of The Area News
MYALL COAST

Publication date
THURSDAYS

4000
Circulation

Of The Area News
PORT STEPHENS

Publication date
THURSDAYS

10500
Circulation

Of The Area News
COFFS COAST

Publication date
FRIDAYS

11000
Circulation

WE ARE PASSIONATE
ABOUT THE AREA. WE ARE
NEWS OF THE AREA.

HOW WE DELIVER. HOW WE REACH. **HOW WE ENGAGE.**



Our **news website** is modern, relevant, popular and informative. NewsOfTheArea.com.au



Our **news stands** are inviting, convenient, prominent, and are located everywhere! Delivering a local **printed newspaper.**

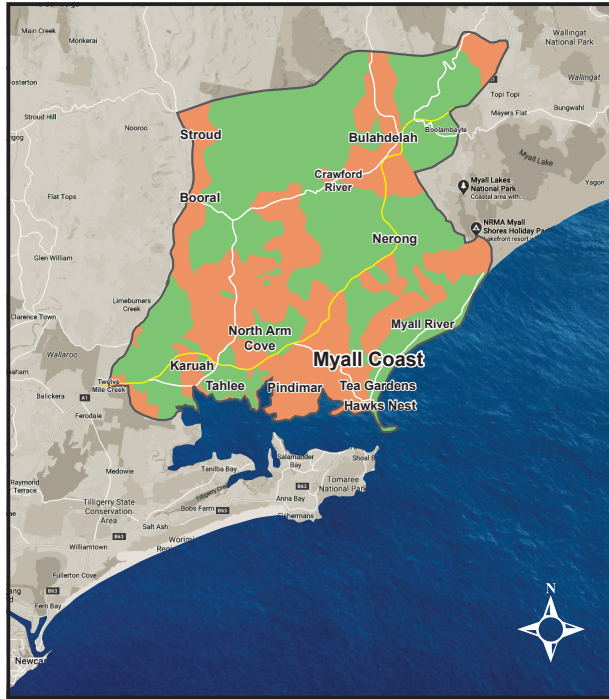


Our **social media** news sites are highly interactive with the community.

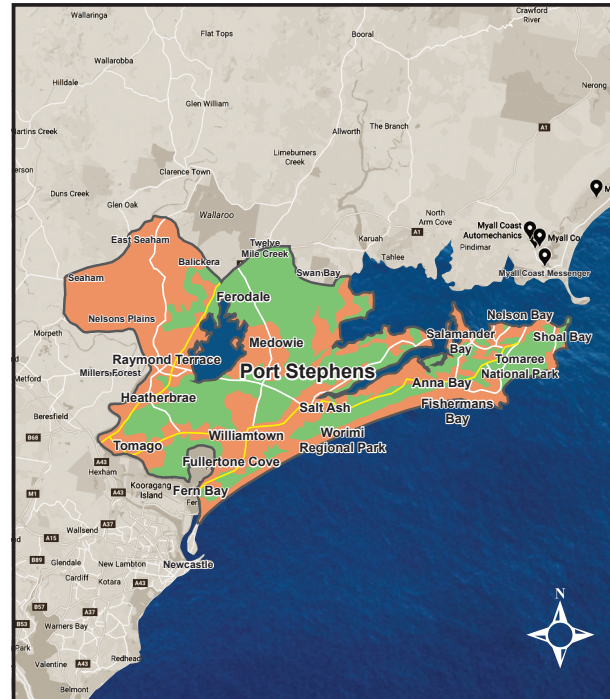


Facebook sites are:
Myall Coast News Of The Area
Port Stephens News Of The Area
Coffs Coast News Of The Area

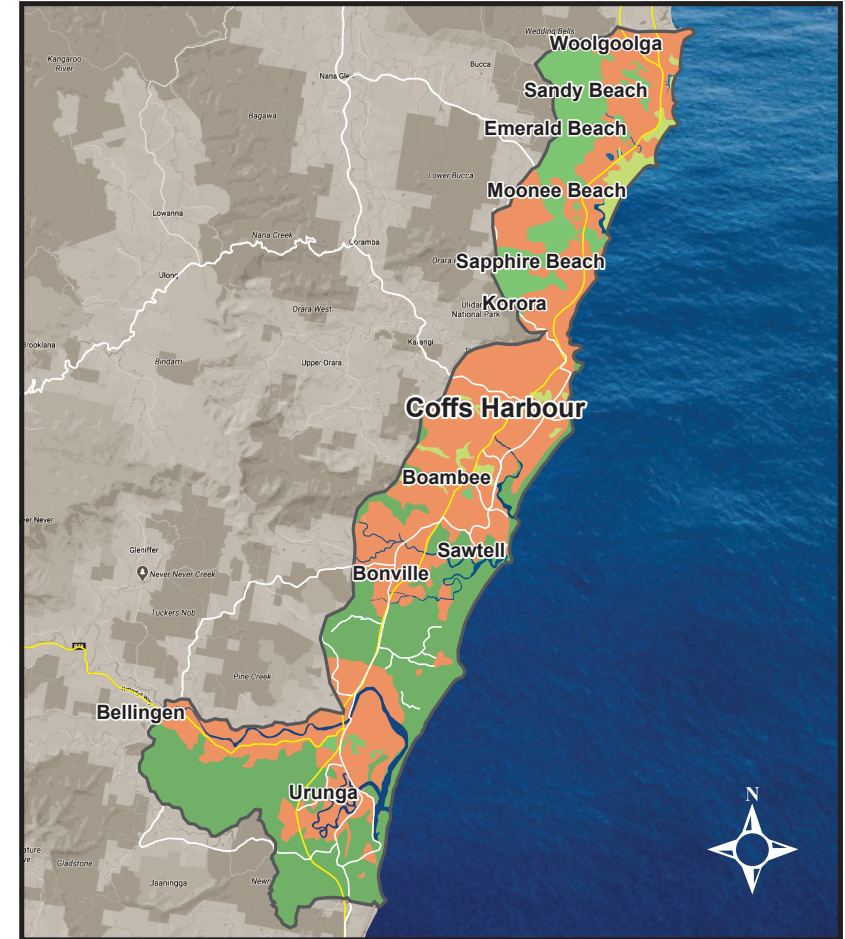
WHERE WE COVER. WHO DO WE TALK TO?



Myall Coast



Port Stephens



Coffs Coast

OVERALL NUMBERS. OUR AUDIENCE.

58,650 **READERSHIP. Publisher Estimate** based on the circulation numbers of papers collected.
PER WEEK

FUN FACT
OLDEST IN AUST. The residents of townships Tea Gardens – Hawks Nest are Australia's oldest, with a median age of **61.0 years** *

25,500 **CIRCULATION** of the News Of The Area publications in total (per week). Our papers are **physically collected** by the public. At the end of each week our news stands are empty/low. Myall Coast News Of The Area (4000), Port Stephens News Of The Area (10500), Coffs Coast News Of The Area (11000)
TARGETED WILLING AUDIENCE

2.3 **PER HOUSEHOLD.** Members of a household will read the same copy of a newspaper. Also a publication can be passed around from person to person within an office, cafe or business (eg at the hairdresser or cafe). This "pass-along" rate is estimate at 2.3 readers per 1 newspaper collected. This is below the average person per household number.

36,204 **PER MTH**
PAGEVIEWS + NewsOfTheArea.com.au

21,373 **REACH #** News Of The Area Social Media News Audience.
PAGE VIEWS PER MTH

AUDIENCE

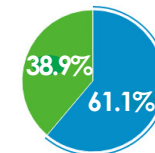


OVER 225K **PER MTH**

Our audience per week based on Readership, Pageviews & Reach

18,430 **PER MTH**
UNIQUE USERS+ NewsOfTheArea.com.au

5,632 **ENGAGEMENT #** News Of The Area Social Media News Audience. People actively responding, commenting, Sharing (Engaging) in our news.
PER MTH



■ New Users
■ Returning Users
NewsOfTheArea.com.au

* 2011 and 2015 Bureau of Statistics.
+ Google Analytics April2020. # Facebook Insights of all our News Of The Area pages.

PRINT. WEBSITE. SOCIAL. HOW YOUR PRINT ADVERTISEMENT ALSO APPEARS ONLINE.

With NEWS OF THE AREA, your marketing and advertising dollar goes **much further**.

Your advertisements will appear in the newspaper, as well as (exclusively) within a news story online.

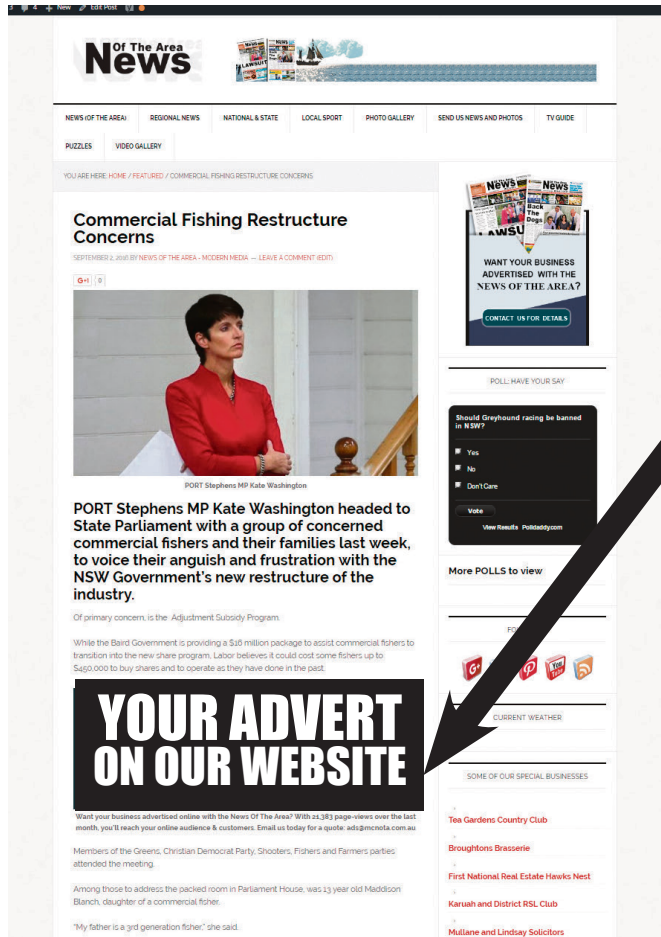
Plus, your business is mentioned on the Social Media site where that (particular) news story is posted.

EXAMPLE: Take this M24 Quarter Page advert that appeared within the newspaper.



PRINT. WEBSITE. SOCIAL.

HOW YOUR PRINT ADVERTISEMENT ALSO APPEARS ONLINE.



The advert is mid-way through one of the local news stories that is streamed online. NewsOfTheArea.com.au

Clicking on the advert will take the browser to either your website OR, a bigger static version of the advert (your choice).

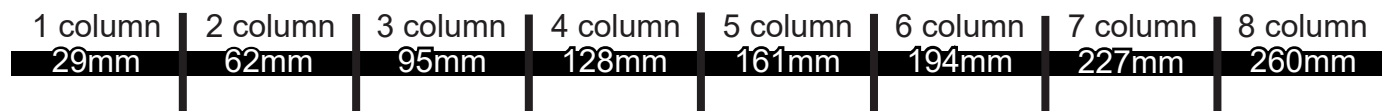


When this story is Posted on our Social Media site, your business and a link will appear at the end of the Post.

FACEBOOK SITES: Myall Coast News Of The Area, Port Stephens News Of The Area, Coffs Coast News Of The Area

SPECIFICATIONS.

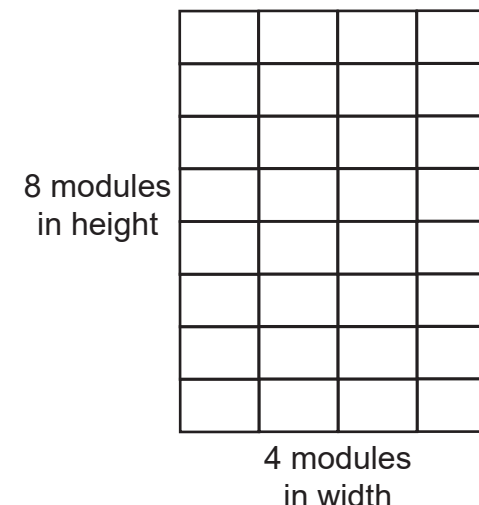
Classified Column Measure



General News Display Module Measure

| Module Description | Module Code | No. of Modules | Dimensions (h)x(w)mm |
|----------------------------------|-------------|-----------------|----------------------|
| Business Card Size | M11 | 1 (of 32) Mods | 45 x 62 |
| Sixteenth of a Page - standard | M21 | 2 (of 32) Mods | 92 x 62 |
| Sixteenth of a Page - horizontal | M12 | 2 (of 32) Mods | 45 x 128 |
| Eighth of a Page - standard | M22 | 4 (of 32) Mods | 92 x 128 |
| Eighth of a Page - vertical | M14 | 4 (of 32) Mods | 45 x 260 |
| Eighth of a Page - horizontal | M41 | 4 (of 32) Mods | 185 x 62 |
| Sixth of a Page - standard | M32 | 6 (of 32) Mods | 140 x 128 |
| Sixth of a Page - horizontal | M23 | 6 (of 32) Mods | 92 x 194 |
| Quarter of a Page - standard | M42 | 8 (of 32) Mods | 185 x 128 |
| Quarter of a Page - vertical | M24 | 8 (of 32) Mods | 92 x 260 |
| Quarter of a Page - horizontal | M81 | 8 (of 32) Mods | 374 x 62 |
| Half of a Page - standard | M44 | 16 (of 32) Mods | 185 x 260 |
| Half of a Page - vertical | M82 | 16 (of 32) Mods | 374 x 128 |
| Half of a Page - dominant | M63 | 18 (of 32) Mods | 280 x 194 |
| Full Page Advert | M84 | 32 (of 32) Mods | 374 x 260 |

FULL PAGE MAKE UP

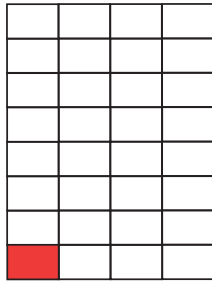


Press Ready Material is to be supplied to spec and as a high resolution PDF Use CMYK colour setting to create artwork. Email material to: ads@mcnota.com.au

MODULES (M)

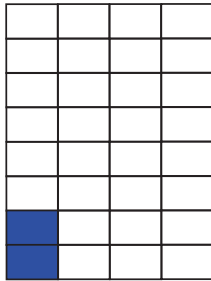
DISPLAY AD SHAPES & SPECIFICATIONS.

M11 (Bus Card size)



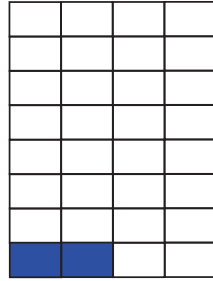
45mm h x 62mm w

M21 (Sixteenth)



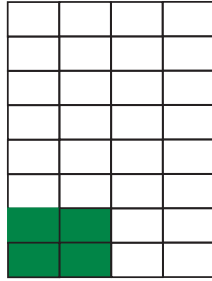
92mm h x 62mm w

M12 (Sixteenth)



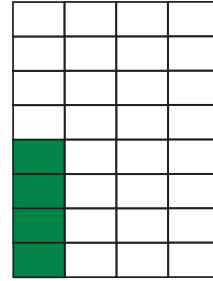
45mm h x 128mm w

M22 (Eighth)



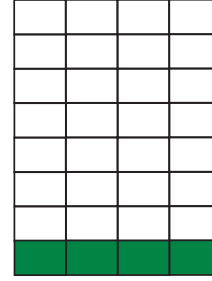
92mm h x 128mm w

M41 (Eighth)



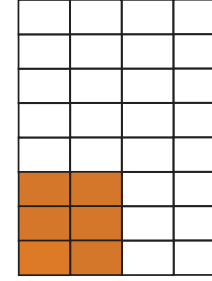
185mm h x 62mm w

M41 (Eighth)



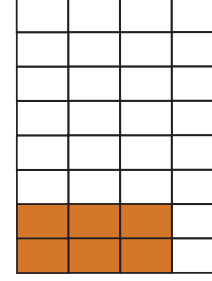
45mm h x 260mm w

M32 (Sixth)



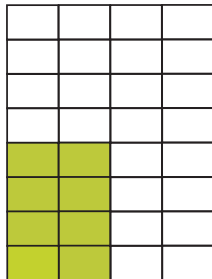
140mm h x 128mm w

M23 (Sixth)



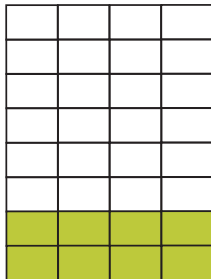
92mm h x 194mm w

M42 (Quarter)



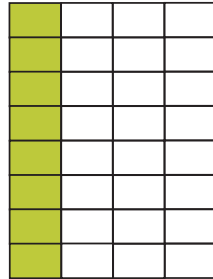
185mm h x 128mm w

M24 (Quarter)



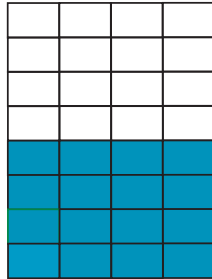
92mm h x 260mm w

M81 (Quarter)



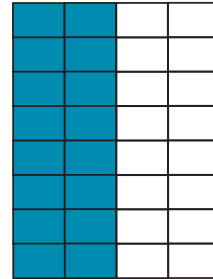
374mm h x 45mm w

M44 (Half)



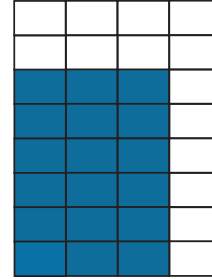
185mm h x 260mm w

M82 (Half)



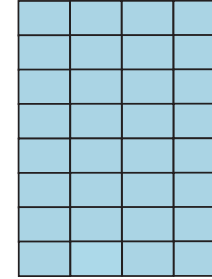
374mm h x 128mm w

M63 (Half dominant)



280mm h x 194mm w

M84 (Full)



Ongoing appearance
374mm h x 260mm w

PUBLISHED RATE CARD.

| STANDARD CASUAL RATE for Display Advertising (prices include GST - and COLOUR) | | | | | |
|---|-------------|-----------------------|--|--|--|
| AD CODE | No. OF MODS | DESCRIPTION | Of The Area News MYALL COAST | Of The Area News PORT STEPHENS | Of The Area News COFFS COAST |
| M11 | 1 MODULE | Business Card size ad | \$77.00 | \$88.00 | \$88.00 |
| M21, M12 | 2 MODULES | Sixteenth of a Page | \$154.00 | \$165.00 | \$165.00 |
| M22, M41, M14 | 4 MODULES | Eighth of a Page | \$308.00 | \$344.00 | \$344.00 |
| M32, M23 | 6 MODULES | Sixth of a Page | \$462.20 | \$506.40 | \$506.40 |
| M42, M24, M81 | 8 MODULES | Quarter Page | \$595.40 | \$675.20 | \$675.20 |
| M44, M82, | 16 MODULES | Half Page | \$995.20 | \$1267.20 | \$1267.20 |
| M63 | 18 MODULES | Half Page Dominant | \$1250.50 | \$1425.60 | \$1425.60 |
| M84 | 32 MODULES | Full Page | \$1890.00 | \$2176.00 | \$2176.00 |

DISCOUNTS DO APPLY FROM THE ABOVE RATES

Discounted rates available for WEEKLY, FORTNIGHTLY OR REGULAR agreements OR **by consultation & negotiation.**

STANDARD CASUAL RATE for Classified Linage is \$3.00 per line, per column, per publication

STANDARD CASUAL RATE for Classified Display is \$8.80 per column, per centimetre, per publication

Discounts apply for Classified multi-buy - 1) Multiple publications 2) Multiple weeks

OTHER INFO.

PRESTIGE POSITIONING (Page Requests):

30% additional charge
(Subject to availability)

INSERTED MATERIAL:

Rate of \$132.00 per 1000 (including the GST) per inserted copy

Myall Coast & Port Stephens Thursday publication

BOOKING DEADLINE:

Display Ads - 12noon Friday one week prior
Classified Linage - 12noon Tuesdays

COPY DEADLINE:

Display Ads Raw Material - 1pm Friday one week prior
Display Ads Complete Press Ready - 5pm Monday

Coffs Coast Friday publication

BOOKING DEADLINE:

Display Ads - 1pm Mondays
Classified Linage - 12noon Wednesdays

COPY DEADLINE:

Display Ads Raw Material - 1pm Tuesdays
Display Ads Complete Press Ready - 5pm Wednesdays

CONTACT US

(02) 4981 8882
media@newsofthearea.com.au
PO Box 1000, Raymond Terrace NSW 2324
www.newsofthearea.com.au

media@newsofthearea.com.au

ONLINE ONLY.

ONLINE ONLY Marketing & Advertising:

All our newspaper advertising includes Website & Social Media advertising as part of the Published Rate Rate.

We ALSO do offer ONLINE ONLY advertising Options.

FACEBOOK POST: We will publish content and/or photos with a link to your desired location. We may set up a 'landing page' on our News Website for people to be directed to for more information.

\$55.00 per post, per Facebook News Media Site
\$88.00 if you would like 'landing page' for traffic to go to.

FACEBOOK SITES:

Myall Coast News Of The Area
Port Stephens News Of The Area
Coffs Coast News Of The Area

WEBSITE ADVERT We can design and advert (or you can supply one) to appear on our News Media Website.
Animated ads and Static ads available.

NEWS MEDIA WEBSITE: www.newsofthearea.com.au

HomePage Top Banner \$220.00 per month
HomePage Middle Banner \$110.00 per month
HomePage Sidebar Square \$88.00 per month
News Content Sidebar Square \$175.00 per month
Pop Up advertisement (100% everywhere) \$520.00 per month
Pop Up advertisement (60% coverage) \$312.00 per month
Pop Up advertisement (30% coverage) \$156.00 per month

NEWS OF THE AREA.

