

# Of The Area News

# 2024 Media Guide

COFFS COAST

PORT STEPHENS

MYALL COAST

NAMBUCCA VALLEY

Modern media,  
reaching all your  
demographics

A must for your  
marketing spend



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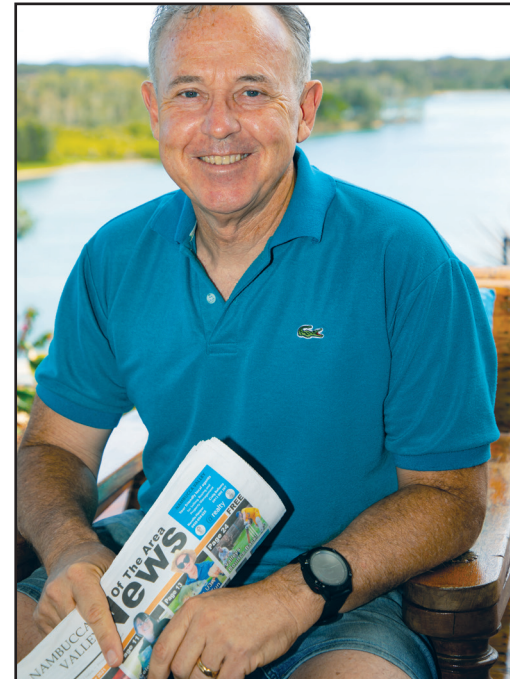
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INDEPENDENT.  
ENGAGING.  
FRESH. LOCAL.  
**MODERN MEDIA.**

News Of The Area delivers quality public interest journalism, news, yarns, sport, real estate, human interest features, competitions, opinions, advertising and loads more.

Each newspaper plays a vital role within the community we serve.



WE ARE PASSIONATE  
ABOUT THE AREA. WE ARE

**NEWS OF THE AREA.**

[ads@newsofthearea.com.au](mailto:ads@newsofthearea.com.au)

# HOW WE DELIVER. HOW WE REACH. HOW WE ENGAGE.



## WEBSITE

Our news website is modern, relevant, popular and informative.  
[www.newsofthearea.com.au](http://www.newsofthearea.com.au)

**Over 70,000 page views per month**



**NEWSPAPERS**  
34,000 copies collected per week



Our news stands are inviting, convenient, prominent, and are located everywhere!



## SOCIAL MEDIA

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

Facebook sites:

- Coffs Coast News Of The Area
- Port Stephens News Of The Area
- Myall Coast News Of The Area
- Nambucca Valley News Of The Area

**18,927 combined page followers**

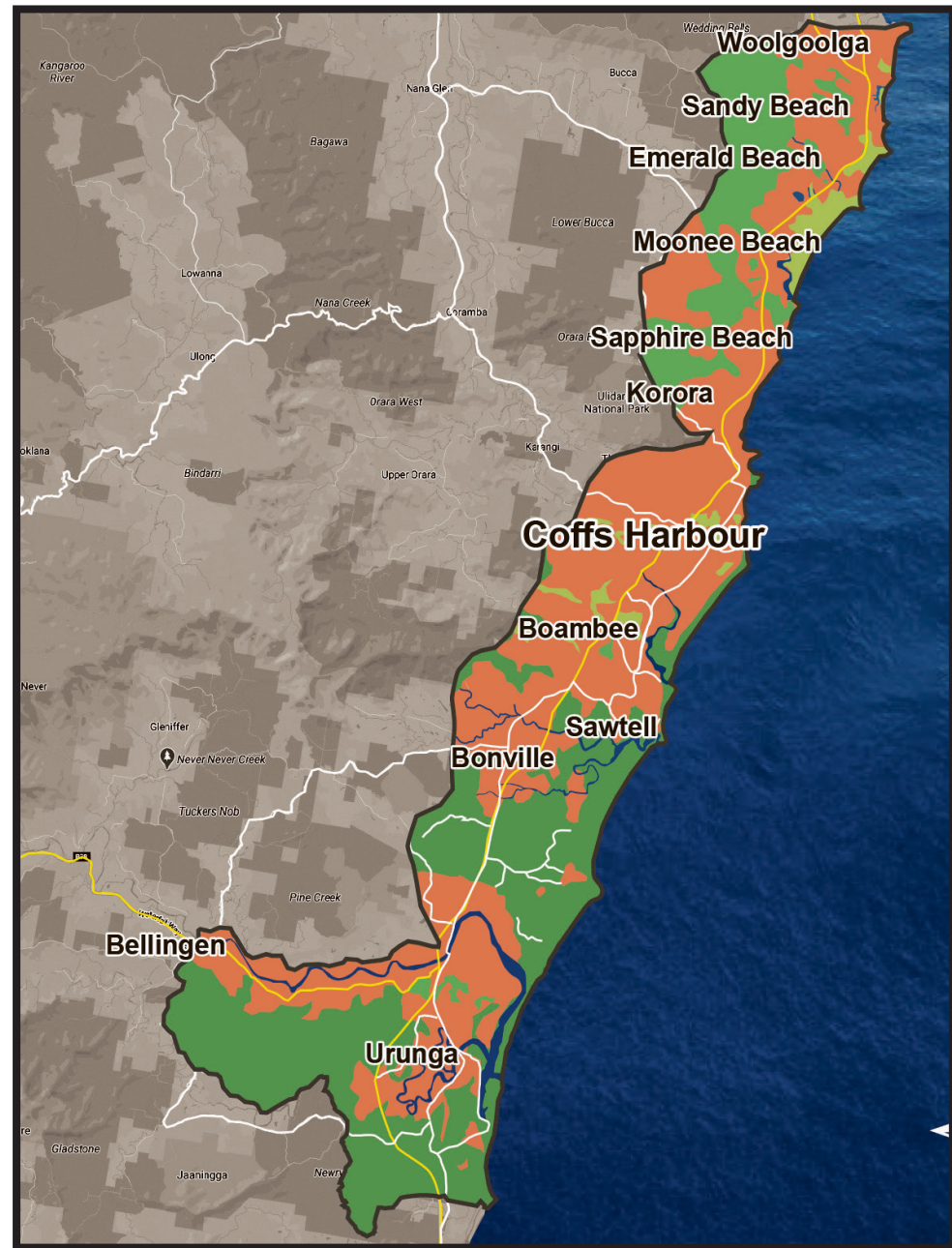


[ads@newsofthearea.com.au](mailto:ads@newsofthearea.com.au)

# NEWS OF THE AREA.

# COVERAGE. COFFS COAST.

Publication date: FRIDAYS  
Circulation: 15,000 papers collected  
Frequency: Weekly  
Pagination: 44 - 56 pages



ads@newsofthearea.com.au

# NEWS OF THE AREA.

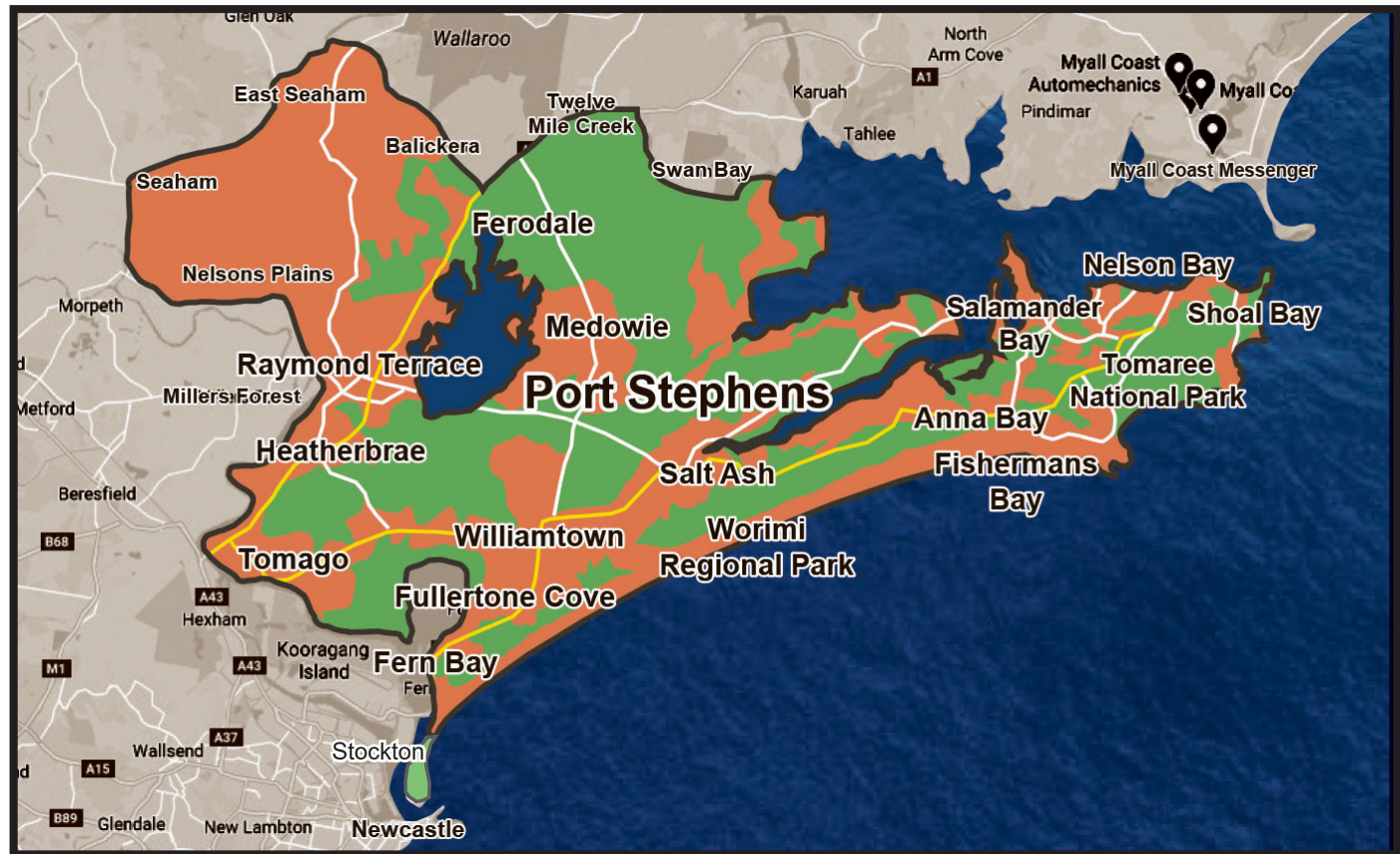
# COVERAGE. PORT STEPHENS.

Publication date: THURSDAYS

Frequency: Weekly

Circulation: 10,000 papers collected

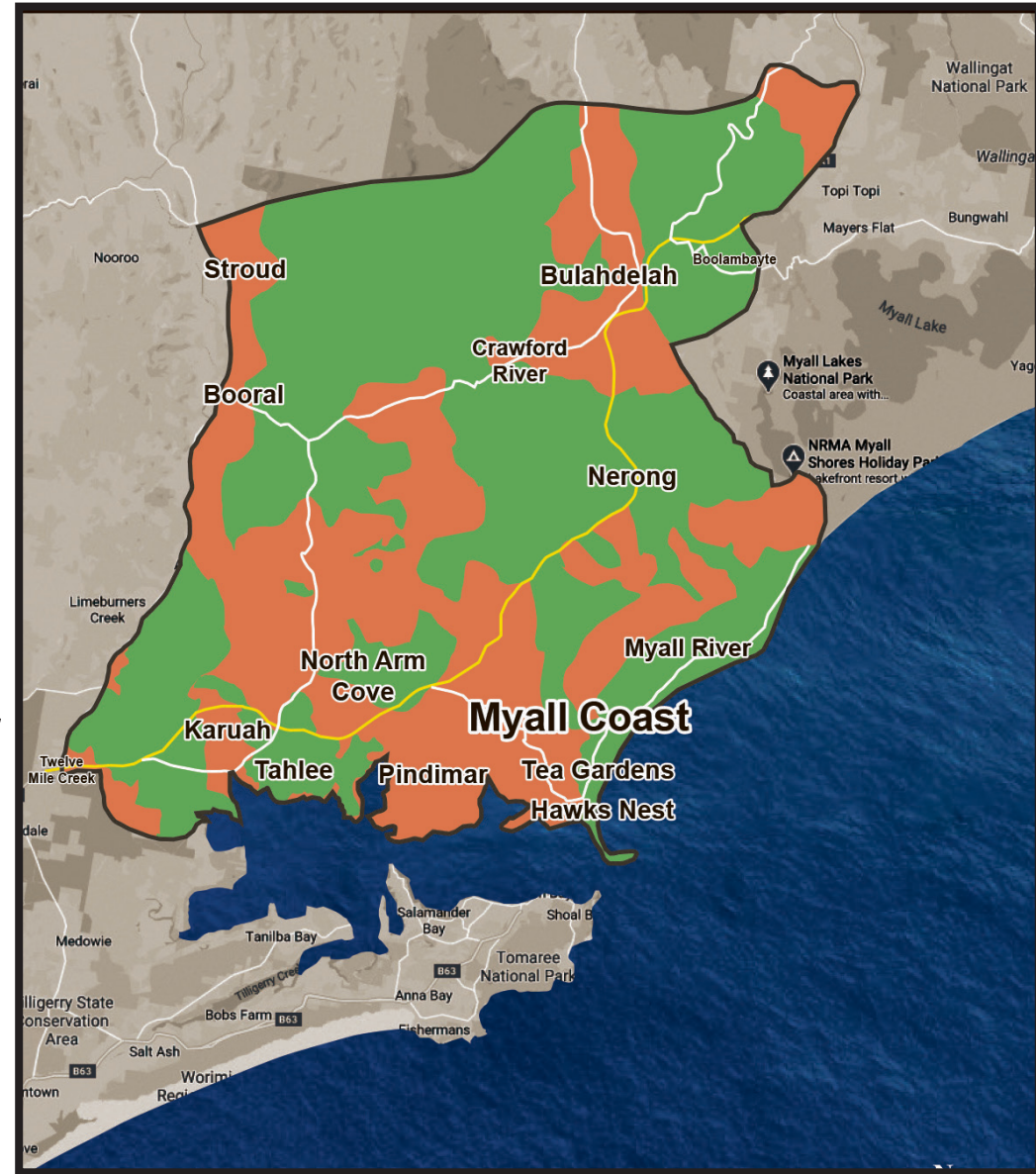
Pagination: 24 - 40 pages



# COVERAGE.

## MYALL COAST.

Publication date: THURSDAYS  
Circulation: 4,000 papers collected  
Frequency: Weekly  
Pagination: 20 - 24 pages

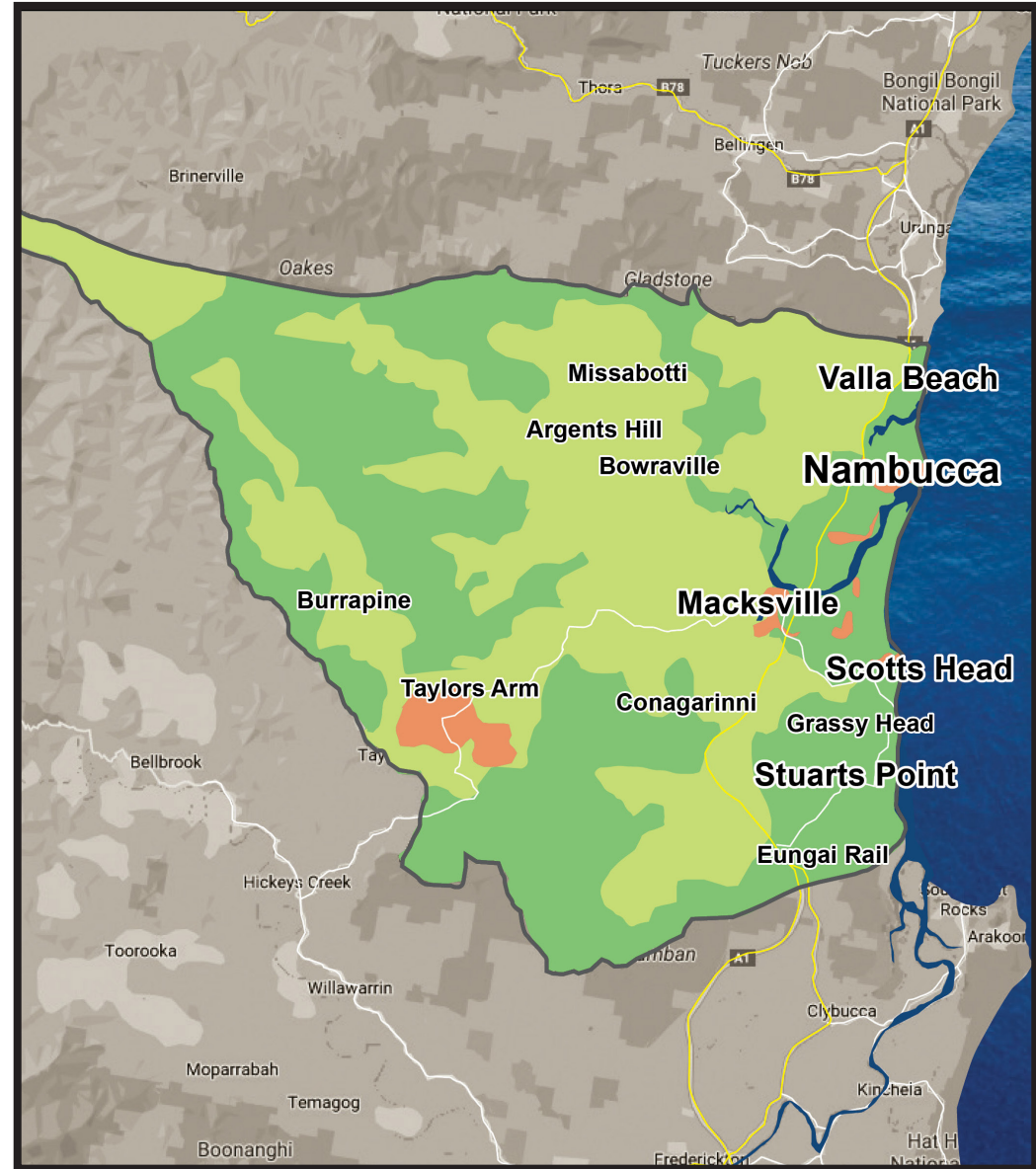


ads@newssofthearea.com.au

# NEWS OF THE AREA.

# COVERAGE. NAMBUCCA VALLEY.

Publication date: FRIDAYS  
Circulation: 5,000 papers collected  
Frequency: Weekly  
Pagination: 20 - 24 pages



ads@newsofthearea.com.au

# NEWS OF THE AREA.

# EVENT SPONSORSHIP GUIDELINES

COFFS COAST PORT STEPHENS MYALL COAST NAMBUCCA VALLEY

We can help  
**PROMOTE** your Event  
or Festival.

Depending on your sponsorship opportunities available or 'levels of sponsorship', we can offer up to **50% OFF THE PRICE OF OUR ADVERTISING RATES.**

Our event sponsorship is based on us **ADVERTISING** your event. An in-kind agreement.

We unfortunately are unable to sponsor every opportunity that is presented to us, however we **STRONGLY AIM TO SUPPORT** as many local community events as possible.

Email us your **event sponsorship opportunities** outlining dollar value for benefit in return.

Please let us know if you have an approved promotional marketing spend as part of your event, and if so, the dollar amount.

We will then return to you, by email, **a reply or offer** that you may consider.

We can assist using all our media and platforms.  
**NEWSPAPER/S. EDITORIALS. SOCIAL MEDIA.**  
**WEBSITE & ONLINE ADS.**

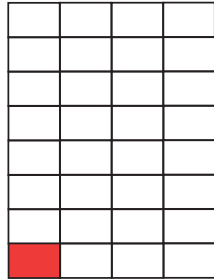
**CONTACT US**

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



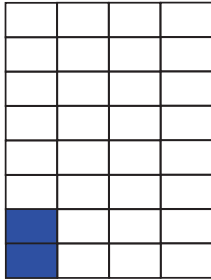
# MODULES (M) DISPLAY AD SHAPES & SPECS.

M11 (Bus Card size)



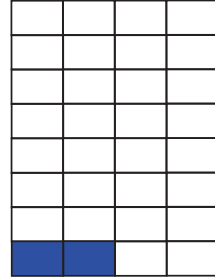
45mm h x 62mm w

M21 (Sixteenth)



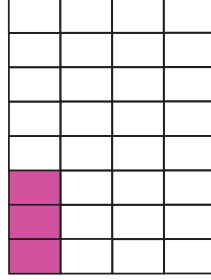
92mm h x 62mm w

M12 (Sixteenth)



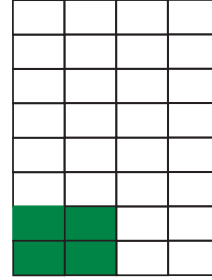
45mm h x 128mm w

M31 (Tenth)



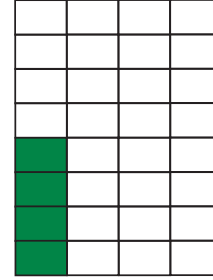
140mm h x 62mm w

M22 (Eighth)



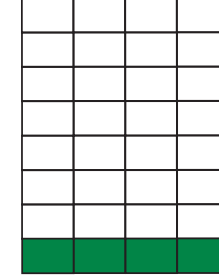
92mm h x 128mm w

M41 (Eighth)



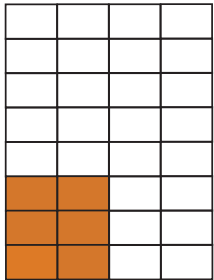
185mm h x 62mm w

M14 (Eighth)



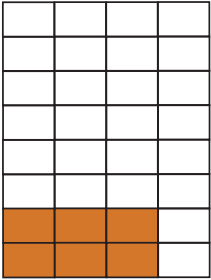
45mm h x 260mm w

M32 (Sixth)



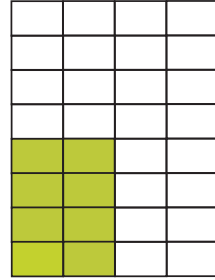
140mm h x 128mm w

M23 (Sixth)



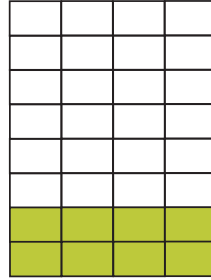
92mm h x 194mm w

M42 (Quarter)



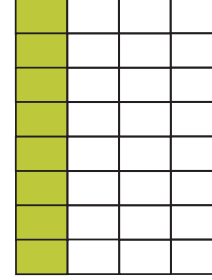
185mm h x 128mm w

M24 (Quarter)



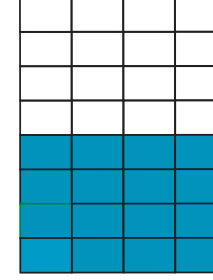
92mm h x 260mm w

M81 (Quarter)



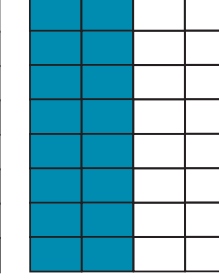
374mm h x 62mm w

M44 (Half)



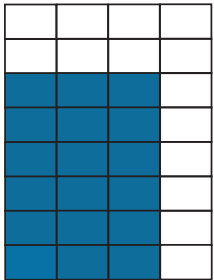
185mm h x 260mm w

M82 (Half)



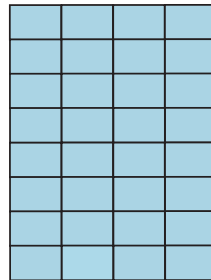
374mm h x 128mm w

M63 (Half dominant)



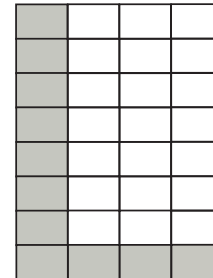
280mm h x 194mm w

M84 (Full)

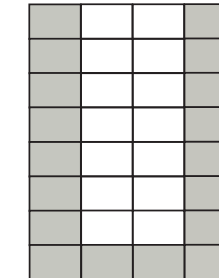


374mm h x 260mm w

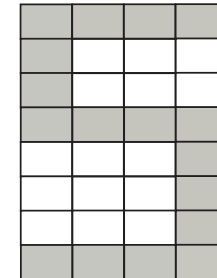
UNIQUE (L-Shape)



UNIQUE (U-Shape)



UNIQUE (S-Shape)



# DISPLAY ADVERTISING - RATE CARD.

## STANDARD CASUAL RATE for **Display Advertising** (prices include GST - and COLOUR)

AD CODE	No. OF MODS	DESCRIPTION	COFFS COAST	PORT STEPHENS	MYALL COAST	NAMBUCCA VALLEY
M11	1 MODULE	Business Card size ad	\$92.00	\$88.00	\$77.00	\$85.00
M21, M12	2 MODULES	Sixteenth of a Page	\$175.00	\$165.00	\$154.00	\$160.00
M31	3 MODULES	Tenth of a Page	\$270.40	\$260.00	\$235.00	\$244.00
M22, M41, M14	4 MODULES	Eighth of a Page	\$350.00	\$344.00	\$308.00	\$344.00
M32, M23	6 MODULES	Sixth of a Page	\$511.00	\$506.00	\$462.00	\$480.00
M42, M24, M81	8 MODULES	Quarter Page	\$680.00	\$675.00	\$595.00	\$630.00
M44, M82,	16 MODULES	Half Page	\$1280.20	\$1267.00	\$995.00	\$1100.00
M63	18 MODULES	Half Page Dominant	\$1500.00	\$1425.00	\$1250.00	\$1330.00
M84	32 MODULES	Full Page	\$2200.00	\$2100.00	\$1800.00	\$1900.00

DISCOUNTS available for WEEKLY, FORTNIGHTLY OR REGULAR agreements, by consultation & negotiation.

**PRESTIGE POSITIONING:** (and special paging requests): 30% additional charge  
(Subject to availability)

**INSERTED MATERIAL:** not offered at present time - please ask

# CLASSIFIED ADVERTISING.

## Classified Column Measure - 8 columns wide

1 column	2 column	3 column	4 column	5 column	6 column	7 column	8 column
29mm	62mm	95mm	128mm	161mm	194mm	227mm	260mm

### RATES - Price Per Publicaton

#### Classified Linage

ITEMS FOR SALE                    \$3 per line, per column, per publication, per week/edition

NOTICES                            \$5 per line, per column, per publication, per week/edition

#### Classified Display

\$10 per column, per centimetre, per publication, per week/edition

PACKAGES available for multit-week or multi publication bookings, upon request.

# DEADLINES.

## **Coffs Coast & Nambucca Valley**

### **Display booking**

Mondays 12noon

### **Display copy required**

Mondays 4:00pm

### **Display final approvals**

Tuesdays 4:00pm

### **Press Ready material**

Tuesdays 4:00pm

## **Port Stephens & Myall Coast**

### **Display booking**

Fridays 10:00am

### **Display copy required**

Fridays 12noon

### **Display final approvals**

Fridays 4:00pm

### **Press Ready material**

Mondays 4:00pm

#### **NOTES:**

**Press Ready means** adverts that are built by the advertiser or their graphic designer to the exact advert size and supplied to us as a high resolution PDF.

**Alterations:** If we are building your advert, we must have all or your ad copy and instruction prior to the copy deadline. After we built your advert we will email you a proof to approve. We can only make one set of alterations to your advert. Changes need to be in writing and emailed to us. Please ensure your advert is fully checked prior to emailing us any alteration/s and/or approval.

# ONLINE ADVERTISING.

## WEBSITE Statistics Google Analytics - as at November 2023

[www.NewsOfTheArea.com.au](http://www.NewsOfTheArea.com.au)

Pageviews **59,000** per month

Unique Users **32,000** per month

## SOCIAL MEDIA Statistics as at January 2023



Facebook - **Coffs Coast News Of The Area**

Followers **6,691**

Facebook - **Port Stephens News Of The Area**

Followers **9,927**

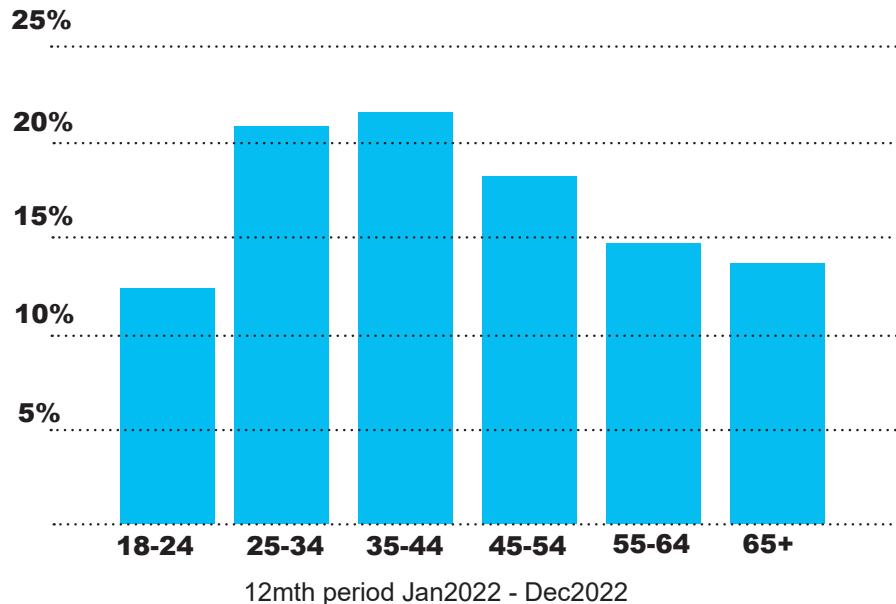
Facebook - **Myall Coast News Of The Area**

Followers **2,641**

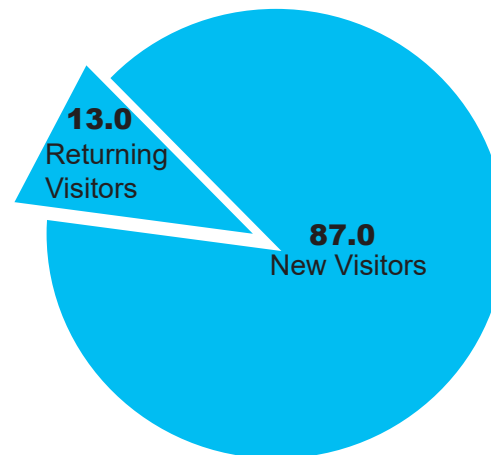
Facebook - **Nambucca Valley News Of The Area**

Followers **1,630**

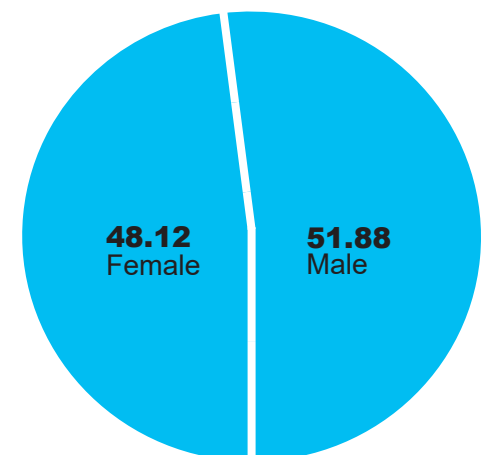
Website Age Demographics  
NewsOfTheArea.com.au



Website Visitor and Gender Demographics  
NewsOfTheArea.com.au



12mth period Jan2022 - Dec2022



12mth period Jan2022 - Dec2022

ONLINE ADVERTISING.

<a href="http://www.NewsOfTheArea.com.au">www.NewsOfTheArea.com.au</a>	
Pageviews	72,152 per month
Unique Users	40,867 per month

WEBSITE Top Prime Banner

SIZE: 728x90 (pixels)

This advertising opportunity gives you the strip at the very top of the newsforthearea.com.au website.

It encompasses, not only the Home Page, but ALL individual stories and pages. This cannot be split for region targeting - it gives the whole/full coverage and audience of www.newsforthearea.com.au

Price: \$660 per week



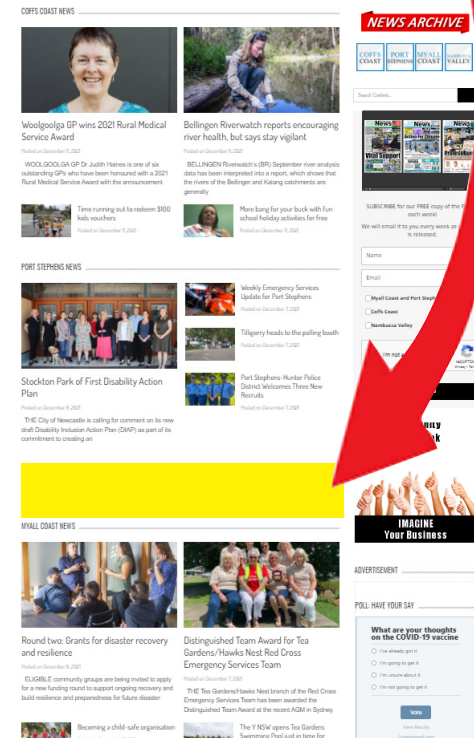
HOME PAGE Banner

SIZE: 728x90 (pixels)

This advertising opportunity gives you a strip banner located at the scroll down of the Home Page.

It does not appear within individual stories - it is the Home Page only.

Price: \$220 per week



POP UP advertisement

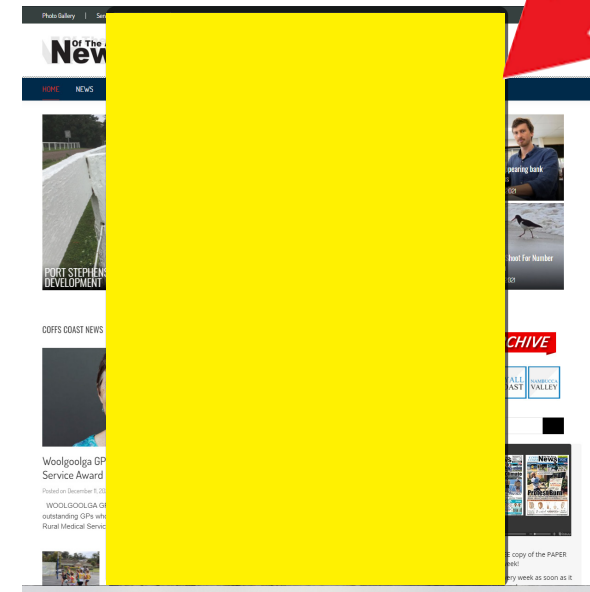
SIZE: Any shape (pixels)

This advertising opportunity gives you a "Pop Up" advertisement whenever someone clicks onto a News Of The Area story.

It can be targeted to specifically to any region: Myall Coast, Nambucca Valley, Port Stephens, Coffs Coast

Price:

- Myall Coast - \$440 per week
- Nambucca Valley - \$440 per week
- Port Stephens - \$550 per week
- Coffs Coast - \$660 per week



# ONLINE ADVERTISING.

[www.NewsOfTheArea.com.au](http://www.NewsOfTheArea.com.au)

Pageviews

**72,152** per month

Unique Users

**40,867** per month

## SIDEBAR Home Page

SIZE: 300x300 (pixels)

This opportunity gives you an advertisement that is positioned on the right hand side of the Home Page.

It does not appear within individual stories - it is the Home Page only.

Price:

**\$220 per week**



## SIDEBAR News Content

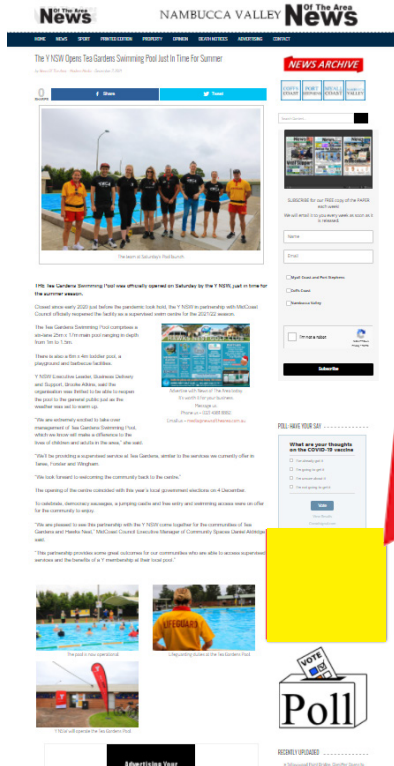
SIZE: 300x300 (pixels)

This opportunity gives you an advertisement that is positioned on the right hand side of the actual news stories.

This cannot be split for region targeting - it gives the whole/full coverage and audience of newsofthearea.com.au

Price:

**\$440 per week**



## INLINE News Content

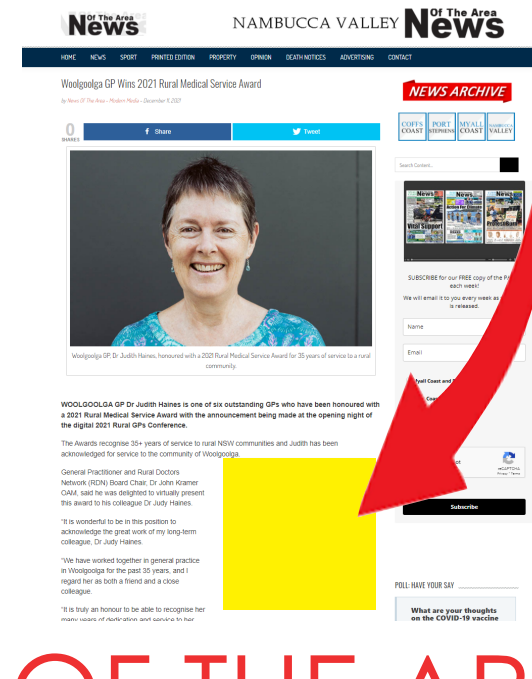
SIZE: 300x300 (pixels)

This opportunity gives you an advertisement that is positioned within the actual news story.

It can be targeted to ALL news stories within any region: Myall Coast, Nambucca Valley, Port Stephens, Coffs Coast

Price:

**Myall Coast - \$220 per week**  
**Nambucca Valley - \$220 per week**  
**Port Stephens - \$330 per week**  
**Coffs Coast - \$440 per week**



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# NEWS OF THE AREA.



# ONLINE ADVERTISING.

## SOCIAL MEDIA

Facebook - **Coffs Coast News Of The Area**

Followers **6,691**

Facebook - **Port Stephens News Of The Area**

Followers **9,927**

Facebook - **Myall Coast News Of The Area**

Followers **2,641**

Facebook - **Nambucca Valley News Of The Area**

Followers **1,630**

## Advertisement Post

We will post your advertisement onto our Social media news site/s

You may supply any of the following:

1) Up to 75 words and/or Up to 3 images

or

2) Up to 30 second video

We may link your image your website or chosen landing page.

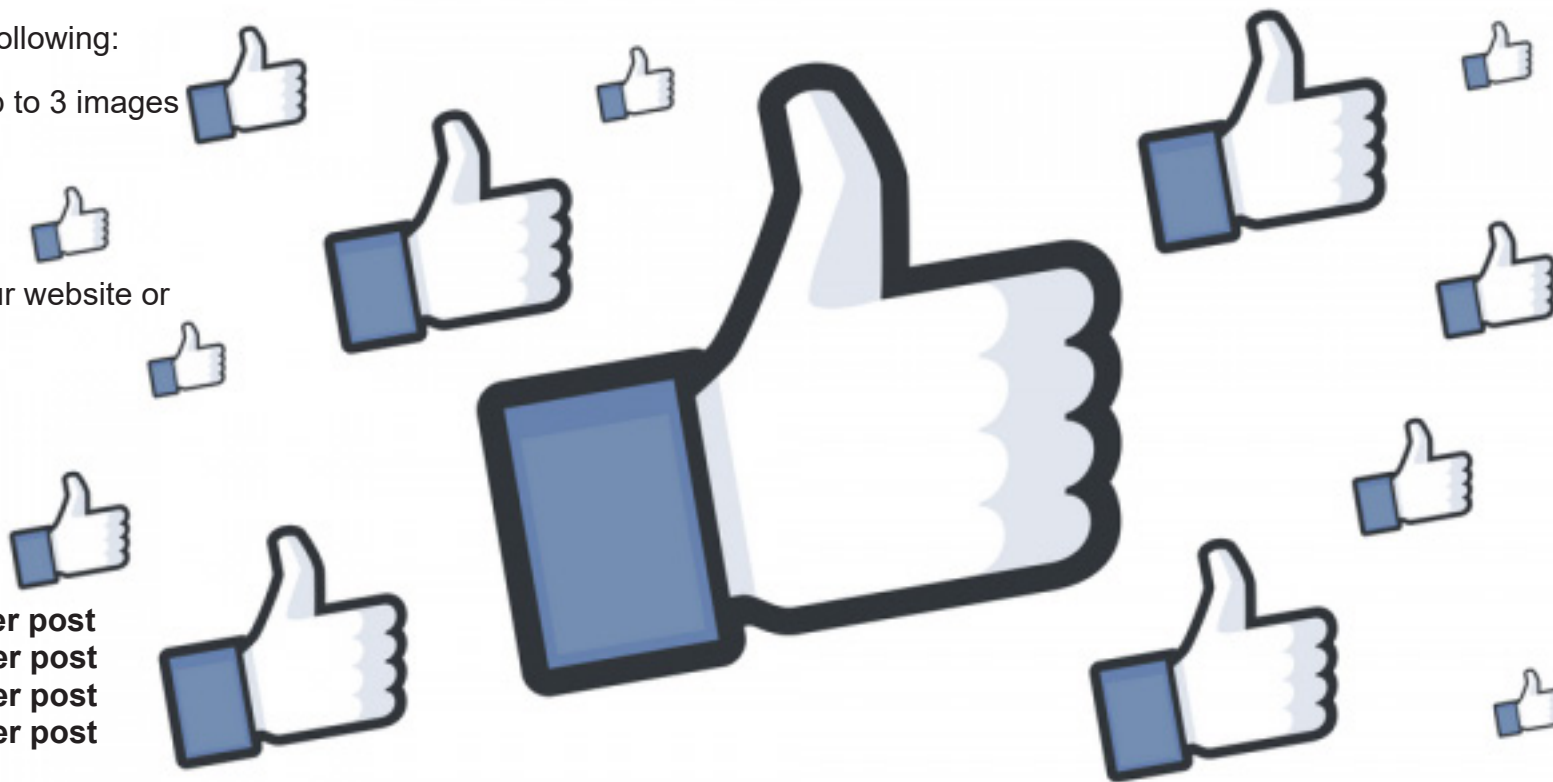
### Price:

Myall Coast - \$110 per post

Nambucca Valley - \$99 per post

Port Stephens - \$220 per post

Coffs Coast - \$220 per post





ads@newsofthearea.com.au

2024 Media Guide

THANK YOU.

Not only will you reach your audience, but you are also helping the paper get into the hands of the community.



Coffs Coast - Port Stephens - Myall Coast - Nambucca Valley

**CONTACT US**

(02) 4981 8882

ads@newsofthearea.com.au

PO Box 1000, Raymond Terrace NSW 2324

www.newsofthearea.com.au