



# Local Redland Bayside NEWS

## Rate Card

### Print supports our community

Advertising in Redland Bayside News presents an exceptional opportunity for local businesses to connect with a vibrant and engaged community.

As a trusted source of information for residents, this publication offers a unique platform to showcase your products and services to a targeted audience that values local news and events.

One of the primary benefits of advertising in Redland Bayside News is the strong local presence.

With a dedicated readership that spans across Redland City, Wynnum, Manly and Bayside areas, your message reaches potential customers who are not just residents but active participants in the community. This localised approach ensures that your advertising dollars are spent effectively, as you engage with individuals who are more likely to seek out and support local businesses.

Redland Bayside News boasts a loyal readership that trusts its content.

When your advertisement is placed alongside relevant news stories, community events, and features, it gains credibility and visibility.

Readers are more inclined to explore your offerings, knowing they come from a source they trust.



**Website:**  
[redlandbaysidenews.com.au](http://redlandbaysidenews.com.au)

**Advertising:**  
[advertising@localnewsgroup.com.au](mailto:advertising@localnewsgroup.com.au)

**Facebook:**  
[@redlandbaysidenews](https://www.facebook.com/redlandbaysidenews)



**Front Page Banner**  
\$1,020.00  
(262mm wide x 92mm high)



**Front Page Ear**  
\$435.00  
(66mm wide x 60mm high)



**1/8 Page Horizontal**  
\$325.00  
(128mm wide x 92mm high) or



**1/8 Page Vertical**  
\$325.00  
(92mm wide x 128mm high)



**TV Guide**  
\$370.00  
(262mm wide x 60mm high)



**1/4 Page**  
\$490.00  
(128mm wide x 188mm high)



**Horizontal Strip**  
\$615.00  
(262mm wide x 92mm high)



**Vertical Strip**  
\$615.00  
(82mm wide x 370mm high)



**Half Page Horizontal**  
\$935.00  
(262mm wide x 188mm high)



**Half Page Vertical**  
\$935.00  
(128mm wide x 370mm high)



**Full Page**  
\$1,570.00  
(262mm wide x 370mm high)



**Double Page Spread**  
\$2,615.00  
(550mm wide x 370mm high - 20mm gutter)



**4 Page Business Feature**  
\$4,200.00

### Insert Bundle Discount Rates | Rates exclude GST

Advertiser/ Press Release <b>30% discount</b>	4 Edition Package <b>5% discount</b>	12 Edition Package <b>10% discount</b>	25 Edition Package <b>15% discount</b>	50 Edition Package <b>20% discount</b>
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### PREMIUM POSITION

Looking to guarantee the largest audience for your ads? Choose a premium position. These are the positions most viewed with readers consistently turning to first or spending the longest time reading content.

- RIGHT PAGE 15%
- BACK PAGE 40%
- INSIDE FRONT COVER 20%
- CONTENT PAGE 15%
- FIRST 10 PAGES 10%

### NEED ARTWORK?

<b>1/8 Page</b> \$40	<b>TV Guide</b> \$40	<b>1/4 Page</b> \$40	<b>Strip/Banner</b> \$60	<b>1/2 Page</b> \$80	<b>Full Page</b> \$100
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