

YOUR LOCAL COMMUNITY NEWS

# Redland Bayside News

REDLANDBAYSIDENEWS.COM.AU

FREE

**RATE CARD**

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**MEDIA  
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Directory**

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## ADVERTISING IN REDLAND BAYSIDE NEWS 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.

Cost-effectiveness is another advantage of advertising in Redland Bayside News. With competitive rates and flexible advertising options, businesses of all sizes can find a suitable package that fits their budget.

Whether you opt for a small classified ad or a larger display, you can tailor your campaign to meet your specific goals.

Additionally, supporting Redland Bayside News means investing in local journalism, which is vital for a thriving community. By advertising in this publication, you contribute to the sustainability of local news coverage, ensuring that residents stay informed and engaged.

# MEDIA KIT

**20,000 Printed Newspapers +  
15,000 online readership,  
WEEKLY**





The voice of the community

# Redland Bayside News

REDLANDBAYSIDENEWS.COM.AU

**FREE**



The voice of the community

## Redland Bayside News

**JOS TO TAKE LEAD**

**\$970**

**Front Page Banner**  
262mm (w) x 92mm (h)  
Your ad is also listed on  
redlandbaysidenews.com.au



The voice of the community

## Redland Bayside News

**FIRE DOES NOT STOP COLLEGE OPENING**

**\$415**

**Front Page Ear**  
66mm (w) x 60mm (h)



Clear TV audio without the hassle

**\$210**

**\$210**

**1/16th Horizontal** (86mm (w) x 43mm (h) or **Vertical** (43mm (w) x 86mm (h))



Get your tickets for Kimberley College's Annie - do it Tomorrow!

**\$315**

**\$315**

**1/8th Horizontal** 128mm (w) x 92mm (h) or **Vertical** 92mm (w) x 128mm (h)



**\$360**

**TV Guide**  
262mm (w) x 60mm (h)



Frolicking dolphins face rising threats

**\$475**

**1/4 Page**  
128mm (w) x 188mm (h)



Wynnum trio make great strides ahead

**\$600**

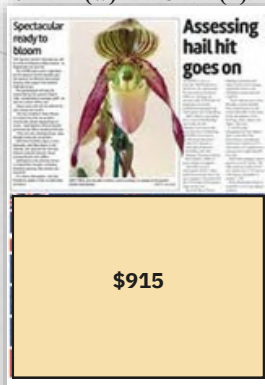
**Horizontal Strip**  
262mm (w) x 92mm (h)



Clear TV audio without the hassle

**\$600**

**Vertical Strip**  
82mm (w) x 370mm (h)

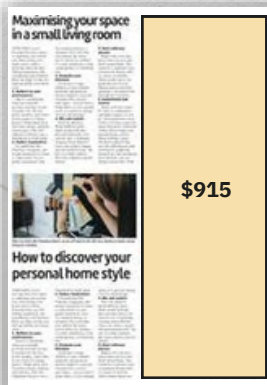


Spectacular ready to bloom

Assessing hail hit goes on

**\$915**

**Half Page Horizontal**  
262mm (w) x 188mm (h)



Maximising your space in a small living room

How to discover your personal home style

**\$915**

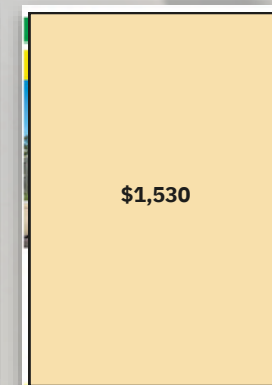
**Half Page Vertical**  
128mm (w) x 370mm (h)



Half Page Editorial

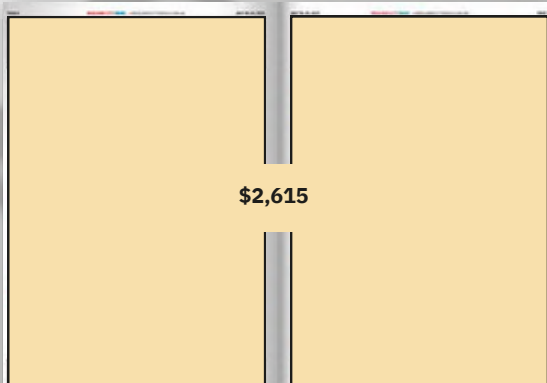
**\$1,323**

**Half Page w/editorial**  
262mm (w) x 370mm (h)



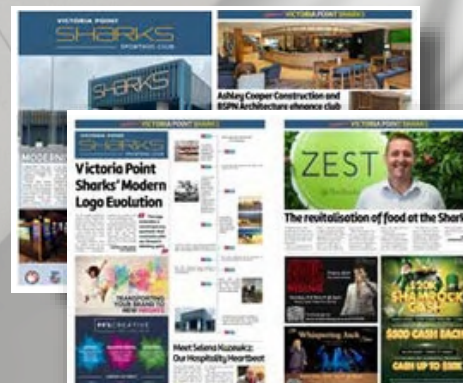
**\$1,530**

**Full Page**  
262mm (w) x 370mm (h)



**\$2,615**

**Double Page Spread**  
550mm (w) x 370mm (h) - 20mm gutter



**\$4,200**

**4 Page Business Feature**  
(Inc editorial & design) \$4,200

### WEBSITE ADVERTISING

Maximise your advertising potential with a multichannel approach, complimenting your print ad with an ad placement on redlandbaysidenews.com.au With over 14,000 visitors, weekly, your advertising campaign is sure to be seen

**Leaderboard** \$200  
728 px (w) x 120px (h)

**Sidebar** \$180  
300 px (w) x 440px (h)

**Within Content** \$150  
728 px (w) x 120px (h)

**Banner** \$100  
500 px (w) x 218px (h)

\*Must have a print ad running in the same week website advertising is running. Website readership changes weekly. Prices are for 1 week listing (Thursday to Wednesday)

### Insert Bundle Discount Rates | Rates exclude GST

Advertorial/Press Release	4 Week Package	12 Week Package	25 Week Package	50 Week Package
30% discount	5% discount	10% discount	15% discount	20% discount

NEED ARTWORK?	Up to QTR Page	Half Page	Full Page	Ad hoc artwork
	\$40	\$80	\$100	\$80 per hour

### PREMIUM POSITION

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

• RIGHT PAGE	10%
• BACK PAGE	30%
• INSIDE FRONT COVER	10%
• FIRST 5 PAGES	10%

### WHAT'S ON LISTING

Shine a spotlight on your event with our What's on Listing, listed on page 2 "What's On" section

7 lines (35 words)	\$50
8 lines (40 words)	\$60
9 lines (50 words)	\$70
10 lines (60 words)	\$80



# Media Partnership Options

CONNECTING THE COMMUNITY  
THE VITAL ROLE PLAYED BY LOCAL NEWSPAPERS

Media partnerships provide invaluable support to the publishing of Free to community, community Newspapers.

Community newspapers play a vital role in keeping local communities informed and engaged. With our focus on hyper-local news, sports and events, our community newspapers provide a platform for local businesses, organisations, and residents to connect with one another.

One of the key benefits of community newspapers are their ability to foster a sense of community spirit and pride. By sharing stories about local people, businesses and events, these publications help to build a strong sense of identity and belonging within the community.

Community newspapers & magazines also serve as an important source of information for residents, covering topics such as local government decisions, school news, sport and

community events. This allows residents to stay informed about the issues that directly impact their lives and to become more actively involved in their local community.

Additionally, community newspapers provide valuable opportunities for local businesses to advertise their products and services to a targeted audience. This helps to support the local economy and encourages residents to shop locally.

## Pay it forward Program

Each of our media partnership packages include our "Pay it forward program". This program provides 4 x Qtr page ad placements, for you to donate to your preferred not-for-profit charity, throughout the year.

This year we have also stepped up our media partnerships to be all inclusive with print and digital as well as some nice lunches to be had. Our websites have a very large audience with an average around 15,000 visitors per website, weekly.

### Bronze



- 1/8th Page Weekly Ad
- Media partner business write up
- 6 x 1/4 Page Bonus Ad Upgrades
- Pay if forward program membership
- MyLocal Business Directory Listing
- 1 Ticket to 3 x LNG "Media Partner" Lunches

**Monthly Investment** \$1,250 +GST

### Silver



- 1/4 Page Weekly
- Ad Media partner business write up
- 6 x 1/2 Page Bonus Ad Upgrades
- Pay if forward program membership
- MyLocal Business Directory Listing
- 1 Ticket to 3 x LNG "Media Partner" Lunches
- Quarterly Strategic Media Planning Session

**Monthly Investment** \$1,650 +GST

### Gold



- Half Page Weekly
- Ad Media partner business write up
- 6 x Full Page Bonus Ad Upgrades
- Pay if forward program membership
- MyLocal Business Directory Listing
- 2 Tickets to 3 x L NG "Media Partner" Lunches
- Quarterly Strategic Media Planning Session
- Weekly Ad on Publication Website

**Monthly Investment** \$3,250 +GST

### Platinum



- Full Page Weekly Ad
- Media partner business write up
- 1 x 4 Page business feature liftout (per year)
- Pay if forward program membership
- MyLocal Business Directory Listing
- 2 Tickets to 3 LNG "Media Partner" Lunches
- Quarterly Strategic Media Planning Session
- Weekly Ad on Publication Website

**Monthly Investment** \$5,000 +GST

### Special Interest



- Weekly Banner Ad
- Media partner business write up
- Pay if forward program membership
- MyLocal Business Directory Listing
- 1 Ticket to 3 x LNG "Media Partner" Lunches
- Quarterly Strategic Media Planning Session

**Monthly Investment** \$2,000 +GST

Support your local community by sponsoring one of our special interest pages: Sports, Fishing, Tide Times, Gardening, Finance, School News, Disability News, Local History, Island News or Local Business



\*Note, all packages based on 50 week production year. All packages can be tailored to the businesses as required. Costings are per ABN and invoiced monthly in advance.



20,000 Printed  
Newspapers +  
15,000 online  
readership,  
**WEEKLY**

Advertising in your local community newspaper offers several key benefits which includes targeting a local audience, ensuring your message reaches potential customers in your area.

Newspaper advertising also enhances brand visibility and community engagement, fostering trust and loyalty among local residents. Additionally, local newspapers often have lower advertising costs compared to larger media, providing a cost-effective solution for small businesses. Being featured in the business directory establishes credibility and makes it easier for customers to find your services, driving foot traffic and boosting enquiry.

### Standard Ad

86mm (w) x 43mm (h)

(Actual Ad size displayed)

### Business Directory/Classifieds Advertising Options:

#### Business Directory

Standard Size Ad	\$315 (4 weeks)
Double Sized Ad	\$550 (4 weeks)
Online listing	\$10 per week (Min 25 week booking)

### Double Size Ad

86mm x 86mm

(Actual Ad size displayed)

### BOOK LONGER & SAVE

- 3 month booking = FREE business writeup (\$495 value)
- 6 Month booking = business write up + 10% Discount
- 12 Month booking = business write up + 20% Discount

#### Classifieds Listing

7 lines (35 words)	\$50
8 lines (40 words)	\$60
9 lines (50 words)	\$70
10 lines (60 words)	\$80
Public Notice	Price upon application

\*ALL PRICES LISTED EXCLUDE GST