

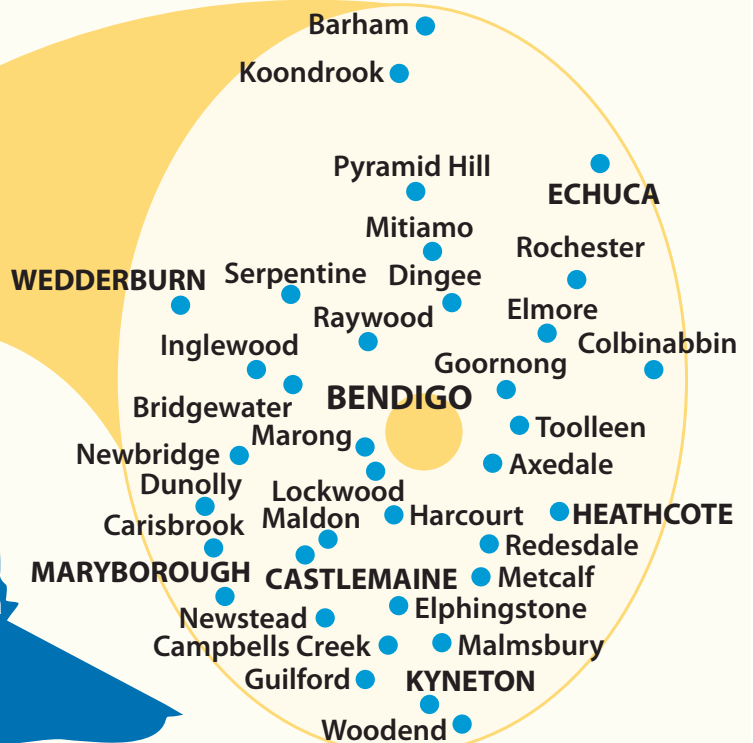
# Bendigo Weekly

## DISPLAY ADVERTISING FULL COLOUR RATES - NO COLOUR LOADING

MINIMUM ANNUAL SPEND	RATE PER COL. CM	SAVING ON CASUAL RATE	EXCLUDING GST
<u>CASUAL ADVERTISING</u>	\$9.27	-	\$8.43
\$3,000 per annum	\$8.34	10%	\$7.58
\$7,500 per annum	\$7.42	20%	\$6.74
\$15,000 per annum	\$6.95	25%	\$6.32
\$30,000 per annum	\$6.49	30%	\$5.90
\$60,000 per annum	\$6.03	35%	\$5.48
\$100,000 per annum	\$5.56	40%	\$5.05

**CLASSIFIEDS \$6.90 per col. cm or \$2.30 per line (min 5 lines) plus colour**

**36,250 papers distributed FREE throughout North Central Victoria, including 30,000 papers home distributed throughout Bendigo.**



**36,250 Every Friday**

## TECHNICAL INFORMATION

### LOADINGS:

Front page 7cm x 8col \$660  
Back page 30%  
Right hand page 20%  
Solus 50% (Min. 1/4 page at rate)

### BOOKING AND MATERIAL DEADLINE:

General news pages 12 noon Tuesday prior to publication. Feature pages 5 pm Friday prior. Classified lineage 2 pm Thursday, classified display 12 noon Thursday. Art supplied by noon Wed.

### TECHNICAL SPECIFICATIONS:

Printed web offset in CMYK process colour. Page size: depth 38cm excluding folio - width 26cm in 8 columns.

1col.-31.5mm	2col.-64mm
3col.-96.5mm	4col.-129mm
5col.-161.5mm	6col.-194mm
7col.-226.5mm	8col.-260mm

### PROOFS AND ALTERATIONS:

Digital proofs can be provided. Alterations (limited to literals, prices etc.) must be advised by 12 noon Wednesday prior to publication.

### CIRCULATION:

Currently 36,250 - Free on Fridays.  
(CAB Audit at March 07 - 35,335)  
Distributed to households throughout Bendigo and available from outlets in the surrounding area (See map).

### INSERTS:

From \$60 per 1000, dependant on size/weight.

### CONTRACTS:

Contracts for space-at-will are available for periods of twelve months.

### ACCEPTABLE MATERIAL:

The publication is entirely produced on a Macintosh digital system. Files may be provided on CD utilising pdf file (fonts embedded) or via Quickcut.

Otherwise, material must comprise layout, copy, (can be supplied or emailed in ASCII format) reflective art, or transparency. We cannot accept camera ready art or film. It is desirable to contact the publisher if in doubt about suitability of material.

### PAYMENT TERMS:

Nett cash by Tuesday prior to publication. Accounts may be arranged for contract advertisers. The publishers shall not be responsible for any loss or damage suffered by reason of any advertisement being omitted or misplaced.

### MEMBER:



**30 BRIDGE STREET, BENDIGO**

**PHONE: 03 5442 5448**

**FAX: 03 5442 5450**

**CLASSIFIEDS: 03 5442 1646**

**FAX: 03 5442 1497**

**POSTAL ADDRESS:**

**PO BOX 324, BENDIGO VIC 3552**

**Email enquiries to: [advertising@bendigoweekly.com.au](mailto:advertising@bendigoweekly.com.au)**