

2020 ADVERTISING RATES & SPECIFICATIONS SCHEDULE M: 0477 663 696



The Village Pump is the local newspaper of Samford and surrounding areas. This free community newspaper is proudly produced and printed locally each fortnight and has been serving the community since 1977.

The Village Pump is managed by the Samford & District Progress & Protection Association (SDPPA) – a non-profit community organisation which celebrates 50 years of service in 2020.

The purpose of The Village Pump is to inform our residents about the local stories, events and activities which shape our community. We are supported to do this by more than 250 businesses who regularly advertise their services. The majority of our advertisers are local businesses – large and small - and we encourage the community to support them, as they support us.

All profits generated through advertising revenue are distributed back into the local community through a twice-yearly grants program. This is a truly local paper, supporting local people and initiatives.

Our A4 newspaper is printed fortnightly - CMYK on 80gsm bond - 3 column format.

Column widths: One column - 6cm. Two columns - 12.5cm. Three columns - 19cm.

ADVERTISING REQUIREMENTS

Please be aware that we do not create advertisements in house. If you are unable to provide your ad in the appropriate format indicated in the schedule below, we can recommend a local graphic designer who can create your ad for you.

Display Section:

Display advertising refers to the section of the paper from the front page up to and including the end of Real Estate. Advertisements in this section can be in colour or black & white and must be provided as finished art in a high-resolution pdf – no bleed or cut marks.

There is no positioning loading for display advertising as we do not guarantee specific pages or positions. All care is taken to ensure your ad is placed for optimum exposure and away from any competitor's advertisements.

There is no standard column centimetre rate for display advertising.

Real Estate: Due to the layout of the newspaper, full page and half page ads are the most appropriate for this section. If your ad is ¼ page or less, we reserve the right to place it in any area of the display advertising section. All care is taken to give priority placement to existing real estate advertisers.

Trade & Business Directory:

This is a black and white section only and all advertisements are one column wide maximum (6cm). Ad height may vary up to a 10cm maximum and must be provided as finished art in a high-resolution pdf. All ads in this section are placed in applicable alphabetical order relating to the business purpose. Bookings in each section are placed first in, best dressed. On rare occasion, ads may need to be moved in the alphabetical section for optimum space efficiency.

Classifieds:

Classifieds are line ads only. Exact classified wording must be emailed to editor@villagepump.org.au prior to 5pm on the deadline date indicated on the 2020 Dates and Deadlines Schedule. We do not accept late inclusions. Line ads are charged at \$2.20 per line.

DEADLINES

Advertising bookings:

All advertising bookings must be confirmed prior to 5pm on the deadline date indicated on the 2020 Dates and Deadlines Schedule. Early notice of your booking is appreciated, prior to receiving your artwork.

Artwork:

All advertisements must be provided to us complete, in correct size and format, prior to the deadline date and time indicated on the 2020 Dates and Deadlines Schedule.

If your advertisement is not received by this time, it will be automatically cancelled.

Article Submissions:

Each fortnight, there is a high volume of articles submitted for review which covers off the stories, events and activities happening around Samford. Please adhere to the 300 word maximum for articles as much as possible. If more information is required, we will email you to request it.

Please ensure that you have submitted your article prior to the 5pm deadline indicated on the Schedule. Your article will be reviewed and edited accordingly for the next possible edition. While all care is taken to ensure articles are placed, we cannot guarantee inclusion.

Accompanying images:

- Please attach separately. Preference is for unedited, landscape images - multiples are fine so we can choose the best one.
- We assume that prior approval has been given to you to publish any images of individuals. This is especially important if children and in the image.
- It is rare that we can include more than one image with your article. If space is a priority, we may need to exclude the image altogether.
- Articles and images are published at the discretion of the Editor.

INSERTS

You have the opportunity to insert your printed promotional material four times per year in the following editions – 7th February; 15th May; 7th August; and 13th November.

Insert options are available to local and/or existing advertisers only and at the discretion of the Editor. A maximum of 3 inserts per edition (only one A4 size per edition) and no conflicting advertisers in the same edition. All inserts are to be provided by the Advertiser.

Rates: Advertising rate as listed below plus 6c per insert x current print quantity. Total cost will vary depending on current print run and will be advised at the time of booking. Printing of your insert is not included in the rates.

Please note: A4 size will be a 3-fold, incurring an additional cost of \$12 per '000.

Deadline: Booking deadline, 5pm Thursday two weeks prior to publication date.

Delivery deadline: You must deliver your insert directly to our distributor by 3pm on the Wednesday prior to applicable publication date.

Please see attached 2020 Dates and Deadlines Schedule for further information.

SIZE	RATE + 6c per insert	DIMENSIONS
A5	\$209 + insert cost x quantity	148mm x 210mm
DL	\$132 + insert cost x quantity	99mm x 210mm
A4 (folded)	\$330 + insert cost x quantity	297mm x 210mm

Example: \$209 + 6c x 5300 (\$318) quantity = \$527.00 for A5 insert

Please read [The Village Pump Advertising and Editorial Policy](#) on our website in conjunction with this Schedule. Go to www.samfordprogress.org.au. Policy is listed under The Village Pump link.

2020 DISPLAY ADVERTISING RATES AND SPECIFICATIONS

SIZE	DIMENSIONS Height (H) x Width W)	BLACK & WHITE	COLOUR
Full Page	27cm H x 19cm W	\$ 214.50	\$ 330.00
Half Page	<u>Vertical</u> – 18cm H x 12.5cm W <u>Horizontal</u> – 13cm H x 19cm W	\$ 145.00	\$ 209.00
1/3 page	<u>Vertical</u> – 12cm H x 12.5cm W <u>Horizontal</u> – 8cm H x 19cm W	\$ 110.00	\$ 160.00
1/4 page	<u>Vertical</u> – 9cm H x 12.5cm W <u>Horizontal</u> – 6cm H x 19cm W	\$ 93.50	\$ 132.00
1/6 page	<u>Vertical</u> – 13cm H x 6cm W <u>Horizontal</u> – 6cm H x 12.5cm W	\$ 73.00	\$ 100.00
	9cm x 6cm (1 col)	\$ 63.00	\$ 97.00
	8cm x 6cm	\$ 56.00	\$ 86.00
	7cm x 6cm	\$ 49.00	\$ 75.00
	6cm x 6cm	\$ 42.00	\$ 64.00
	5cm x 6cm	\$ 35.00	\$ 53.00
	4cm x 6cm	\$ 28.00	\$ 42.00
Minimum size	3cm x 6cm	\$ 21.00	\$ 31.00

TRADE AND BUSINESS DIRECTORY

All advertising in this section is 1 column wide (6cm) only with height variations depending on ad content and spend. Rates are calculated at \$7.00 per column centimetre.

Maximum height is 10cm.

Minimum height is 3cm.

Example: 4cm (high) x 1 col (6cm wide) = \$28.00 per edition.

CLASSIFIEDS

Line advertising only. \$2.20 per line. Placement is inside back spread.

INVOICE AND PAYMENT PROCEDURE:

Display advertising: Your invoice will be emailed on the publication date.

Trade & Business and Classified section: Your invoice will be emailed on the publication date of the first advertisement for that month and will include all advertising in that month.

Inserts: Your invoice will be emailed on the Friday of the applicable booking deadline week.

Cancellations after that time will incur a 50% cancellation fee.

All rates are GST inclusive and terms are 7 days from invoice date.

We reserve the right to cancel an advertisement if payment is outstanding past our terms.

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