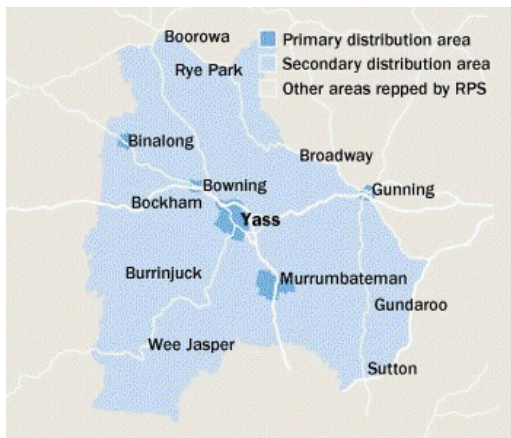


# Yass Tribune



**Area:** South Coast and Southern Highlands, NSW

**Published:** 1346 **Circulation:** 3977 **Readership †:** 3977

**Type:** Paid **Frequency:** Bi-Weekly

**Website:** yass.yourguide.com.au

**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	8022	5762	13784
<b>Total Males</b>	3879	2881	6760
<b>Total Females</b>	4143	2881	7024
<b>Total Dwellings</b>	2821	1946	4767
<b>Fully Owned</b>	1045	803	1848
<b>Being Purchased</b>	1154	779	1933
<b>Rented</b>	622	364	986

## The Paper

The Yass Tribune is a local tradition and has served Yass and surrounding districts since 1857. Our community newspaper is as relevant today as it was 140 years ago, chronicling the lives of local residents. The Yass Tribune covers local news and human interest stories as well as local sporting events and council news. The paper is a bi-weekly paper, published Wednesdays and Fridays, with a readership in excess of 4000. Our circulation area covers a wide distance to Bookham in the South, Gunning to the North, Bowning, Dalton and Boorowa to the West and across to Hall at the ACT border.

## The Market

Yass, with a population of 10,250, is part of the Southern Tablelands Canberra Region of NSW. Located 60km from Canberra and 280km south of Sydney, Yass offers a friendly rural setting ideal for tourists wishing to explore the region. Yass is proud of its rural heritage, and is working hard to preserve the history of the town with the redevelopment of the heritage streetscape, preservation of Cooma Cottage as an educational centre. The town boasts many heritage listed buildings, such as the magnificent courthouse, and the bank buildings which were built during the middle of last century. Yass has long been known as the fine wool centre of the world, though the theme of "Wine Wool and Waterways" effectively encapsulates much of what the area has to offer. A growing number of cool climate vineyards carry on the fine winemaking traditions established by our first settlers. The area promotes well as a tourist destination, with areas such as Wee Jasper with its limestone caves, fossil formations and excellent camping and bushwalking areas offering much to tourists. The growth of the nearby ACT is making a positive impact on the Yass

## DISPLAY / EGN ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

**DEADLINES:** Bookings: 10am 2 working days prior **Material:** 10am 2 working days prior

**RATES:** Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	Casual	500cm	1000cm	2500cm	5000cm	7500cm	10000cm	15000cm
<b>Ex GST</b>	\$8.14	\$6.06	\$5.70	-	\$4.96	\$4.56	\$4.09	\$3.88
<b>Inc GST</b>	\$8.95	\$6.67	\$6.27	-	\$5.46	\$5.02	\$4.50	\$4.27

**COLOUR:** Full Colour \$465.00

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** G444 **QuickCut Paper Code** YASS

Production Email: sales.yasstribune@ruralpress.com

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

**DEADLINES:** Bookings 9.30am 1 working day prior **Material** 9.30am 1 working day prior

## RATES:

**Casual Ex GST** \$8.14 **Inc GST** \$8.95

**PV Ex GST** \$8.14 **Inc GST** \$8.95

**JOBS.COM.AU Lift Rates** Display **Ex GST** \$10.00 **Inc GST** \$11.00

Lineage **Ex GST** \$5.00 **Inc GST** \$5.50

## COLOUR:

**Full Colour** \$465.00

**Inc GST** \$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Published</b>	No	No	No	Yes	No	Yes	No
<b>Circulation</b>				1346		1181	
<b>Inserts</b>	0	0	0	1400	0	1300	0

## INSERTS

Strict conditions apply to discount insert rates. Unless you are sure of your usage level use 1-100000 rate. Levels are in multiples of 1000 per annum

per 1000 Casual

**Ex GST** -

**Inc GST** -

## Insert Destination

Capital Fine Print, 9 Pirie Street, FYSHWICK ACT 2609