



THE PENNANT

Area: South Australia, SA
 Published Circulation Readership †
 1000 2700
 Type: Paid Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

The Market

The Pennant, Penola, is the major newspaper circulating in the Penola area which covers the renowned wine growing area of the Coonawarra. Penola sits in a heavily rural belt, which is both livestock and agriculture, while significant historical sites in town now attract thousands of tourists annually.

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: 11am Monday prior **Material:** 10am Tuesday 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
Ex GST	\$3.15	\$2.99	\$2.84	\$2.68	\$2.52	\$2.36	\$2.21	-
Inc GST	\$3.47	\$3.29	\$3.12	\$2.95	\$2.77	\$2.60	\$2.43	-

COLOUR: Full Colour \$450.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** BW **QuickCut Paper Code** BDW

Production Email: lisa@tbw.com.au

CLASSIFIED 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 11am Monday prior **Material** 10am Tuesday prior

RATES:

Casual Ex GST \$3.70 Inc GST \$4.07

JOBS.COM.AU Lift Rates Display Ex GST \$0.00 Inc GST \$0.00
 Lineage Ex GST \$0.00 Inc GST \$0.00

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published	No	No	No	Yes	No	No	No
Circulation				1000			
Inserts	0	0	0	1000	0	0	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 \$125.00

Inc GST \$137.50

Insert Destination

81 Commercial Street East, MT GAMBIER SA 5290