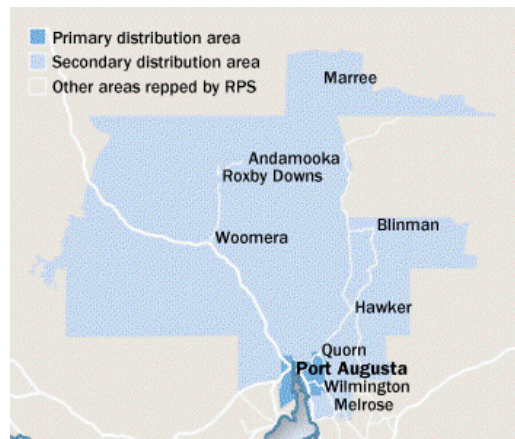


THE TRANSCONTINENTAL
PORT AUGUSTA



Area: South Australia, SA
Published Circulation Readership †
 4364 12677
 Type: Paid Frequency: Weekly
 Website: portaugusta.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15575	8690	24265
Total Males	7886	4345	12231
Total Females	7689	4345	12034
Total Dwellings	5414	2442	7856
Fully Owned	1915	689	2604
Being Purchased	1674	544	2218
Rented	1825	1209	3034

The Paper

The Transcontinental enjoys a strong following in the Port Augusta region and endeavours to "provide something for everyone", such as including large text type sizes and easy-to-read layouts specifically to aid the elderly. The weekly paid enjoys a high household penetration rate due to its close involvement and reporting of the issues which affect its community.

The Market

Situated at the head of the Spencer Gulf - the "Crossroads of Australia" - at the junction of the Stuart and Eyre highways which have historically contributed much to the state and national wealth, Port Augusta is the nerve centre for a huge area of the state which takes in agriculture, pastoral and tourist regions. The city boasts a constant flow of tourists and is also the location for Australia's National Northern Regional Headquarters. Much of the 20% of the State's electricity is generated from Port Augusta, and the city is the main service centre for the huge expanse to the north. Because of its specific position, Port Augusta also supports offices of most state and commonwealth government departments, has excellent retail facilities and a thriving service industry infrastructure.

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: 10 am Friday prior Material: 5 pm Friday 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	\$7.19	\$6.83	\$6.47	\$6.11	\$5.75	\$5.39	\$5.03	-
Inc GST	\$7.91	\$7.51	\$7.12	\$6.72	\$6.33	\$5.93	\$5.53	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code WNRA QuickCut Paper Code PAT
 Production Email: whydesign@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

	1	2	3	4	5	6	7	8	9	10	11
	62.5	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 1 pm Friday prior Material 1 pm Monday prior

RATES:

Casual	Ex GST	\$10.85	Inc GST	\$11.94	
PV	Ex GST	\$10.85	Inc GST	\$11.94	
JOBS.COM.AU Lift Rates	Display	Ex GST	\$10.00	Inc GST	\$11.00
	Lineage	Ex GST	\$5.00	Inc GST	\$5.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published Circulation	No	No	No	Yes 4364	No	No	No
Inserts	0	0	0	4950	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	\$160.00
Inc GST	\$176.00

Insert Destination

Bridge Printing, 110-118 Adelaide Rd, MURRAY BRIDGE SA 5253