

West Coast Sentinel



Area: South Australia, SA
 Published Circulation Readership †
 2724 7139
 Type: Paid Frequency: Weekly
 Website: ceduna.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	7727	1124	8851
Total Males	3997	562	4559
Total Females	3730	562	4292
Total Dwellings	2682	356	3038
Fully Owned	1206	207	1413
Being Purchased	662	77	739
Rented	814	72	886

The Paper

The paper has built its profile through its close affiliation with its widespread community and its reporting of news items to small and large areas. Household penetration exceeds 80 per cent reflecting widespread community acceptance.

The Market

Located on the Eyre Highway - the only traffic route from east to west - Ceduna is classified as a semi-regional centre with a busy port facility catering for grain, gypsum and salt export. Ceduna has maintained a stable commercial sector. The surrounding areas are predominantly agricultural, mainly wheat and sheep farming. It has a growing tourism industry and is the major departure point for the Great Australian Bight Marine Park, and the whales there. The area's spectacular coastline and beaches are a major drawcard. Over the past decade Ceduna has developed an oyster growing industry at Smoky Bay and Denial Bay. Mining is a predicted growth industry with Ceduna providing a base for the Gawler Craton. There is also a strong presence of the communication industry and the newspaper reaches about 45% of the state's grain farmers, as well as the area's sizeable Aboriginal population. Other major towns in the West Coast Sentinel's circulation area are the tourism and service towns of Streaky Bay and Elliston and the farming towns of Wudinna and Kimba.

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: 12 noon Monday Material: 5 pm Monday

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	\$6.30	\$5.99	\$5.67	\$5.36	\$5.04	\$4.73	\$4.41	-
Inc GST	\$6.93	\$6.59	\$6.24	\$5.90	\$5.54	\$5.20	\$4.85	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code WNRA QuickCut Paper Code WSC

Production Email: prod.whyllanews@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30	63	96	129	162	195	228	262	0	0	0

DEADLINES: Bookings 12 noon Tuesday Material 5 pm Tuesday

RATES:

Casual Ex GST \$6.70 Inc GST \$7.37

PV Ex GST \$6.70 Inc GST \$7.37

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	No	Yes 2724	No	No
Inserts	0	0	0	0	3000	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 Road, Murray Bridge, SA, 5253