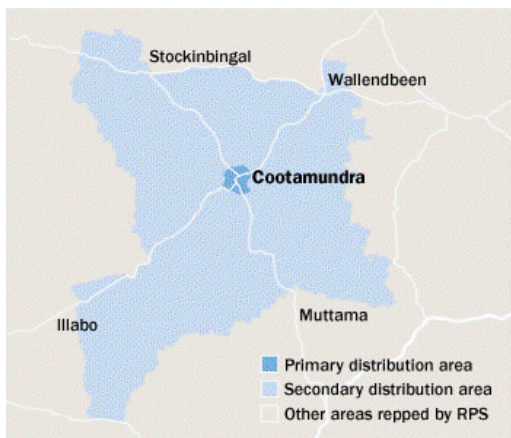


COOTAMUNDRA Herald



Area: Wagga and Murrumbidgee, NSW
 Published Circulation Readership †
 1631 5176
 Type: Paid Frequency: Tri-Weekly
 Website: cootamundra.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	5565	1746	7311
Total Males	2632	873	3505
Total Females	2933	873	3806
Total Dwellings	2181	597	2778
Fully Owned	1017	310	1327
Being Purchased	621	197	818
Rented	543	90	633

The Paper

The tri-weekly Cootamundra Herald publishes an average of 60 pages per week. Its strengths lie with providing local news for local readers. Some highlights include an education page, a rural page, a social page, regular features on district happenings and a strong emphasis on picture pages. Staff also pride themselves on being accessible to the public and covering the issues that matter. In this small community the tailoring of the paper to the market is backed by its high penetration rate.

The Market

Cootamundra (population 7,000) is an important travel centre, acting as a junction for the XPT train services and many bus services. The district is mainly made up of wheat and sheep farmers, although smaller diverse industries are beginning to make an impact. These include a jerky making business, a skinning plant, a small abattoir, a grain-fed beef farm, deer farm, ostrich farm and mustard seed oil enterprise. The shopping centre is active, with the central business district recently undergoing a facelift. People are optimistic that new businesses will continue to see the town's potential.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 5pm 2 working day prior Material: 5pm 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
Ex GST	\$5.47	\$3.25	\$3.04	\$2.96	\$2.72	-	-	-
Inc GST	\$6.02	\$3.58	\$3.34	\$3.26	\$2.99	-	-	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code DALD QuickCut Paper Code COOT

Production Email: prodn.cootaherald@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 2.00pm 1 working day prior Material 2.30pm 1 working day prior

RATES:

Casual Ex GST \$10.63 Inc GST \$11.69

PV Ex GST \$10.63 Inc GST \$11.69

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	No	Yes	No	Yes	No	Yes	No
Circulation		1437		1449		1631	
Inserts	0	1641	0	1679	0	1867	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