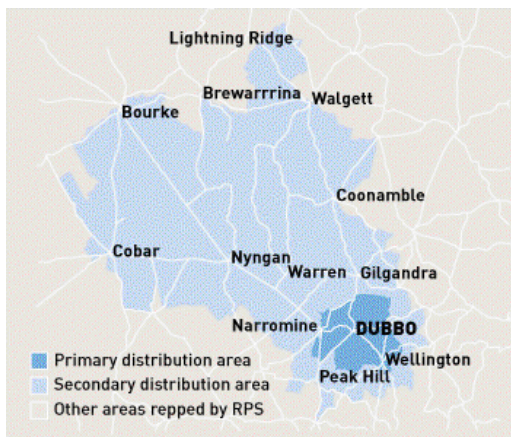


# Liberal Daily

AND MACQUARIE ADVOCATE



**Area:** Dubbo and North West, NSW  
**Published Circulation Readership †**  
 9500 10751.4  
**Type:** Paid **Frequency:** Daily  
**Website:** dailyliberal.com.au  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	46235	35066	81301
<b>Total Males</b>	22351	17533	39884
<b>Total Females</b>	23884	17533	41417
<b>Total Dwellings</b>	15612	11796	27408
<b>Fully Owned</b>	5507	5170	10677
<b>Being Purchased</b>	5253	2729	7982
<b>Rented</b>	4852	3897	8749

## The Paper

Published daily Monday to Saturday the Daily Liberal provides news and views on current local events and happenings. The Daily Liberal has weekly features giving information on local businesses and services provided. "Our Town" is a vital section included in the Daily Liberal Monday through Friday featuring information on local clubs and organisations, an outlet for news from the community, and also space for weddings, obituaries and new arrivals. Sporting information on venues and club talk takes pride of place in every edition, from karate to cricket, football to bowls and golf. With a community influence throughout, the Daily Liberal publishes hard hitting stories on vital issues.

## The Market

Dubbo is considered the capital of the Orana Region. It hosts not only the commercial heart of the region, but also plays a major role in the grain, sheep and beef industries. Geographically, Dubbo is positioned as a major distribution centre for the eastern states of Australia and is located halfway between Brisbane and Melbourne, and Sydney and Adelaide. Dubbo has evolved as the hub of transport and services in inland Eastern Australia, with a catchment population of 120,000 encompassing one third of NSW. The rural economy plays a large part in the economic well being of Dubbo, although the city is no longer solely reliant upon the wheat harvest as a source of income. Dubbo is home to world class businesses and attractions such as Fletcher International Exports (Abattoir) and the Western Plains Zoo. The Dubbo Regional Livestock Markets are recognised as one of the leading stock-selling centres in Australia.

## 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:** 10am 2 working days prior **Material:** 12 noon 1 working day 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>	\$13.21	\$12.37	\$12.00	\$11.10	\$10.63	-	\$9.72	\$9.20
<b>Inc GST</b>	\$14.53	\$13.61	\$13.20	\$12.21	\$11.69	-	\$10.69	\$10.12

**COLOUR: Full Colour \$465.00**

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** DL

Production Email: [adset.liberal@ruralpress.com](mailto:adset.liberal@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:** 2pm 1 working day prior **Material:** 3pm 1 working day prior

## RATES:

**Casual Ex GST \$28.16 Inc GST \$30.98**

**PV Ex GST \$41.01 Inc GST \$45.11**

**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	Yes	Yes	Yes	Yes	Yes	Yes
<b>Circulation</b>		6310	4900	9500	5000	7000	4700
<b>Inserts</b>	0	0	0	0	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 -**

**Inc GST -**

**Insert Destination**

216 Macquarie Street, DUBBO NSW 2830