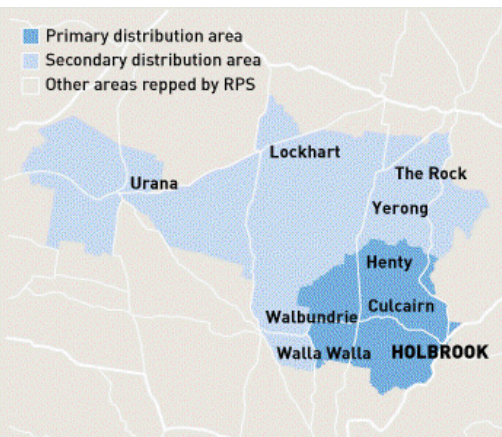




# Eastern Riverina Chronicle



**Area:** Wagga and Murrumbidgee, NSW  
**Published**    **Circulation**    **Readership †**  
 909                      3081  
**Type:** Paid    **Frequency:** Weekly  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## The Paper

The paper focuses solely on local news, events and sport. Emphasis is always placed on local news, with a concerted effort to include the goings on of all towns within the readership area. The community is supportive of its local paper, with many contributors, particularly sporting contributors, having their input in the paper each week. Stringers are employed from time to time to ensure even coverage across the region. The focus will continue to be on providing a great variety of smaller news items to appeal to the largest sector of the community.

## The Market

Based in the two townships of Henty and Holbrook, the recently merged Eastern Riverina Chronicle covers many of the satellite towns in the area, including Culcairn, Walbundrie, Lockhart, The Rock and Urana. Most of the production in these towns is agriculturally based, and many advertising features centre around this, including sowing and harvest features and the all important Henty Machinery Field Days. Although the business sector is quite small in this region, they are close knit communities with an interest in promoting the various community events and attractions their towns have to offer. As this merged paper is the only community paper located between Wagga and Albury, Eastern Riverina Chronicle advertising representatives are starting to tap into those markets, with unlimited advertising potential in many different areas such as real estate, motor vehicles, travelling tradesmen etc.

## 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:** 12 noon 2 working days prior **Material:** 12 noon 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
<b>Ex GST</b>	\$5.47	\$3.25	\$3.04	\$2.96	\$2.72	-	-	-
<b>Inc GST</b>	\$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** EAST  
 Production Email: [prodn.cootaherald@ruralpress.com](mailto: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** 12 noon 2 working days prior **Material** 12 noon 2 working days prior

## RATES:

<b>Casual</b>	<b>Ex GST</b>	\$10.63	<b>Inc GST</b>	\$11.69	
<b>PV</b>	<b>Ex GST</b>	\$10.63	<b>Inc GST</b>	\$11.69	
<b>JOBS.COM.AU Lift Rates</b>	Display	<b>Ex GST</b>	\$10.00	<b>Inc GST</b>	\$11.00
	Lineage	<b>Ex GST</b>	\$5.00	<b>Inc GST</b>	\$5.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Published Circulation</b>	No	No	No	Yes 909	No	No	No
<b>Inserts</b>	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

<b>Ex GST</b>	-
<b>Inc GST</b>	-
<b>Insert Destination</b>	

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