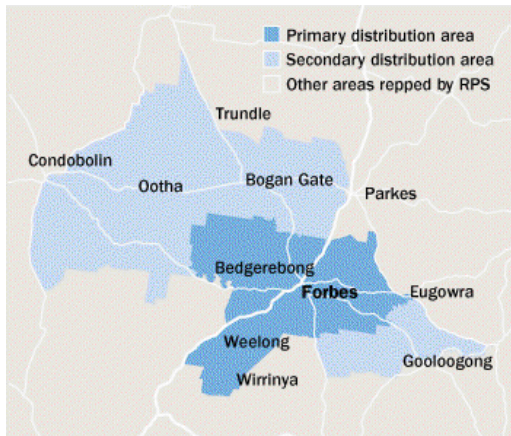


FORBES ADVOCATE



Area: Bathurst and Central West, NSW
 Published Circulation Readership †
 1902 6016
 Type: Paid Frequency: Tri-Weekly
 Website: forbes.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	9136	2664	11800
Total Males	4494	1332	5826
Total Females	4642	1332	5974
Total Dwellings	3367	897	4264
Fully Owned	1452	441	1893
Being Purchased	977	261	1238
Rented	938	195	1133

The Paper

The Forbes Advocate has been serving the Forbes and district community since 1911. In all that time the paper has prided itself on the fact that all local events are covered from local government to community organisations and sporting events. With today's technology the Advocate has grasped the initiative to make full use of colour in the presentation of major events. Another feature of the paper is the longevity of most employees who are always available to assist customers, big and small. With an average net circulation of 2203 the Advocate more than covers the Forbes Shire population of 10,142.

The Market

Forbes, situated on the banks of the Lachlan River is right in the heart of the Lachlan Valley. The Forbes Shire Council serves a town community of 8,500 while the entire shire enjoys a population of 10,142. Today Forbes has much to offer. Lachley Meat Abattoir with over 300 workers is the major employer in Forbes. An extremely well appointed shopping centre serves the shire while Lake Forbes adds beauty and an entertaining area. The opening of the One Great Solution centre which incorporates Mitre 10, Forbes Great Outdoors and Roylance Auto One has seen a retail increase. The town's industrial base continues to grow. Recent additions have included pet food manufacturer Petchef and Modular Building Technologies. The Forbes Shire is strong in most areas of dry land and irrigation agriculture – including fruit and vegetables – due to its location along the Lachlan River. Dairying is seen as a viable proposition for the area with the recent construction of a 2,000 head diary and the movement of other dairies to the area. Forbes Shire Council has plans for a new saleyards complex by 2004 at Daroobalgie, just north

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 4 working days 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	\$10.48	\$9.96	\$9.42	\$8.29	\$7.75	-	\$7.58	-
Inc GST	\$11.53	\$10.96	\$10.36	\$9.12	\$8.53	-	\$8.34	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code DALD QuickCut Paper Code FA

Production Email: mail.forbesadvocate@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 5pm 2 working days prior Material 5pm 2 working days prior

RATES:

Casual Ex GST \$17.18 Inc GST \$18.90

PV Ex GST \$20.59 Inc GST \$22.65

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*
Published	No	No	Yes	No	Yes	No	Yes
Circulation			1830		1853		1902
Inserts	0	0	2400	0	2400	0	2400

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