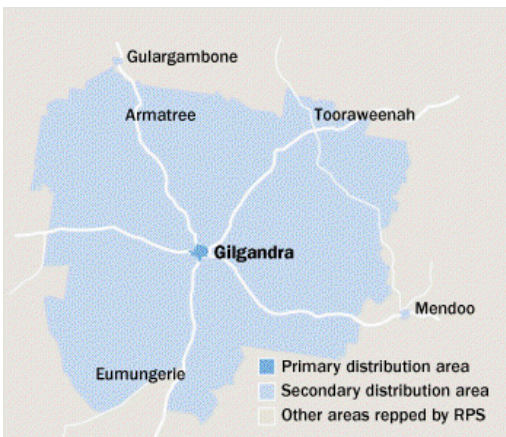


# The Gilgandra Weekly



**Area:** Dubbo and North West, NSW  
**Published:** 1218 **Circulation:** 3780 **Readership †:** 3780  
**Type:** Paid **Frequency:** Weekly  
**Audited Circulation:** Pub Stat

† Estimated based on readers per copy

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	3160	2906	6066
<b>Total Males</b>	1482	1453	2935
<b>Total Females</b>	1678	1453	3131
<b>Total Dwellings</b>	1088	1007	2095
<b>Fully Owned</b>	480	568	1048
<b>Being Purchased</b>	242	271	513
<b>Rented</b>	366	168	534

## The Paper

Residents of Gilgandra and surrounding areas, regard the Gilgandra Weekly as "the" source of local information, news and entertainment. The Gilgandra Weekly publishes up to 16 pages every week, reporting on everything from the vital issues which affect the local community to the micro news which entertains, informs and satisfies the thirst for information. AK98

## The Market

Gilgandra, the town of windmills, is part of Gilgandra Shire which covers 4,817 sq km in central western NSW. With a population of 2,900, Gilgandra services a shire population of 4,500, including residents living in the villages of Tooraweenah, Armatree, Bidson and Balladoran. The town is at the junction of the Newell, Oxley and Castlereagh and TR77 Highways, the halfway point between Melbourne and Brisbane. Gilgandra had its beginnings in the late 1830s when squatters, attracted by the large water hole, began grazing sheep along the Castlereagh River. Renowned for its rural production, particularly grain and wool, the shire has also maintained a secondary industry base, with the latest developments focusing on aquaculture and value-adding to milled cypress timber. Gilgandra today is a friendly, progressive country town, still known for once having an abundance of windmills, providing residents with artesian water - and its upside down river that flows mostly beneath the sand for much of the year.

## 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: 1pm 1 working day prior **Material:** 1pm 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>	\$7.58	\$7.02	\$6.55	\$6.16	\$5.70	-	-	-
<b>Inc GST</b>	\$8.34	\$7.72	\$7.21	\$6.78	\$6.27	-	-	-

## MATERIAL:

Preferred method of receiving material: Quickcut

**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** GLW

Production Email: [mail.gilgandraweekly@ruralpress.com](mailto:mail.gilgandraweekly@ruralpress.com)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 7

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**DEADLINES:** Bookings 1pm 1 working day prior **Material** 1pm 1 working day prior

## RATES:

**Casual Ex GST** \$11.47 **Inc GST** \$12.62

**PV Ex GST** \$13.15 **Inc GST** \$14.47

**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
<b>Published Circulation</b>	No	No	Yes 1218	No	No	No	No
<b>Inserts</b>	0	0	1400	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**

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