



Area: South Australia, SA
 Published Circulation Readership †
 1350 3510
 Type: Paid Frequency: Weekly
 Website: www.coastalleader.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

The Paper

The Kingston Leader was first published in 1962 as a Wednesday afternoon weekly. In 2001 it changed hands, became a Wednesday morning newspaper and changed its name to the South East Coastal Leader - to reflect its broader circulation of Kingston, Robe and Cape Jaffa along the coast. The Coastal Leader office is in the heart of the main street on Kingston SE. There is also a stationery shop under the same roof.

The Market

The coastal area of Kingston, Robe and Cape Jaffa is located in one of the most diverse and exciting areas within the state of South Australia. Situated along SA's magnificent Limestone Coast region, the coastal stretch accommodates a diverse industry base including agriculture and farming, fishing, aquaculture, tourism and forestry. Robe and Cape Jaffa are home to the Southern Rock Lobster fishing fleet. The Southern Rock Lobster season runs from 01 November through to 30 April each year and exports live lobster to key Asian export markets.

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 | 263 | 0 | 0 | 0 | 0 |

DEADLINES: Bookings: 12noon Fri **Material:** 10am Mon

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 | \$4.65 | \$4.42 | \$4.19 | \$3.95 | \$3.72 | \$3.49 | \$3.26 | - |
| Inc GST | \$5.12 | \$4.86 | \$4.61 | \$4.35 | \$4.09 | \$3.84 | \$3.59 | - |

COLOUR: Full Colour \$500.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut No

Production Email: manager.coastalleader@ruralpress.com

CLASSIFIED 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 | 263 | 0 | 0 | 0 | 0 |

DEADLINES: Bookings 12noon Fri **Material** 10am Mon

RATES:

Casual Ex GST \$4.65 Inc GST \$5.12

JOBS.COM.AU Lift Rates Display Ex GST \$0.00 Inc GST \$0.00
 Lineage Ex GST \$0.00 Inc GST \$0.00

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 | No | Yes | No | No | No |
| Circulation | | | | 1350 | | | |
| Inserts | 0 | 0 | 0 | 1350 | 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 \$160.00
 Inc GST \$176.00

Insert Destination

118-120 Adelaide Road, Urray Bridge, SA, 5253