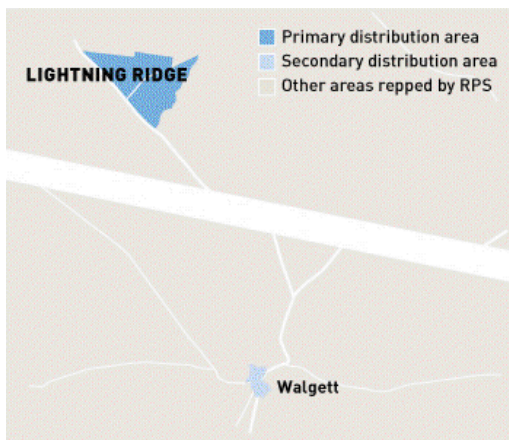


THE RIDGE NEWS



Area: Dubbo and North West, NSW
 Published Circulation Readership †
 895 1571
 Type: Paid Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	2392	1944	4336
Total Males	1350	972	2322
Total Females	1042	972	2014
Total Dwellings	893	517	1410
Fully Owned	459	109	568
Being Purchased	111	87	198
Rented	323	321	644

The Paper

A well compiled and detailed source of information and news for the opal mining community the Lightning Ridge News is published weekly, each Thursday. Competing in the marketplace for readers the Ridge News features controversial contributed articles and specific information for miners. Features include a children's page and social community photos, with many regular community columns.

The Market

Lightning Ridge is situated in the Walgett Shire on the North Western Plains of New South Wales. Lightning Ridge is the home of Australia's National Gemstone, the incomparable black opal, and the biggest multi-national society west of the Range, with more than 50 different ethnic groups. The town of Lightning Ridge provides services for miners including the Lightning Ridge Miners Association with well over 1000 members. The Bore Baths in Pandora Street attract people from all over Australia, who come seeking the healing powers of the water which is rich in potassium salts. While being the fastest growing town in Western New South Wales, Lightning Ridge has a reputation of being a multi-faceted community that integrates together without racial bias or tension.

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: 10am 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
Ex GST	\$5.01	\$4.77	\$4.41	\$3.88	\$3.43	-	-	-
Inc GST	\$5.51	\$5.25	\$4.85	\$4.27	\$3.77	-	-	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code DALD QuickCut Paper Code LRN

Production Email: 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 4pm 2 working days prior Material 9am 1 working day prior

RATES:

Casual Ex GST \$6.32 Inc GST \$6.95

PV Ex GST \$7.27 Inc GST \$8.00

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
Published	No	No	No	No	Yes	No	No
Circulation					895		
Inserts	0	0	0	0	1000	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