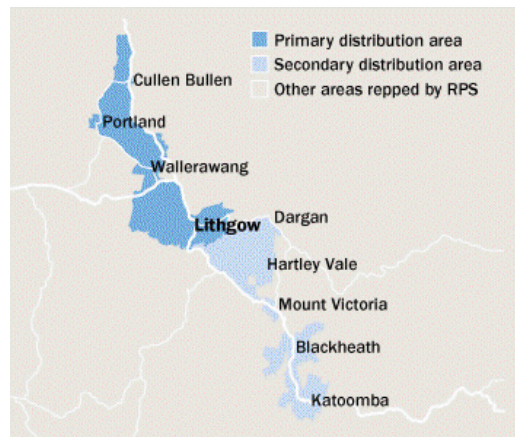


LITHGOW MERCURY



Area: Bathurst and Central West, NSW
Published Circulation Readership †
 2601 7935
Type: Paid **Frequency:** Tri-Weekly
Website: lithgow.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15696	14442	30138
Total Males	7783	7221	15004
Total Females	7913	7221	15134
Total Dwellings	6066	5866	11932
Fully Owned	2544	2078	4622
Being Purchased	1682	1948	3630
Rented	1840	1840	3680

The Paper

The Lithgow Mercury published tri-weekly has a high penetration rate exceeding the metropolitan dailies to its primary markets and serves as the unchallenged major news service in this market.

The Market

Lithgow is located at the junction of three major highways - The Great Western Highway, Bells Line of Road and the Castlereagh Highway. These provide direct links to the Penrith/Windsor/Richmond/Sydney areas to the east, Mudgee to the north and the Central West to the west. Known as the Gateway to the West, Lithgow - and its adjoining major towns of Wallerawang and Portland - has a diverse range of industrial and agricultural operations. The coal industry is still a major employer although all mines are now well clear of the city area, eliminating an image that existed for generations. Lithgow was, in fact, named by the Keep Australia Beautiful Council as the Top Tidy Town in NSW for 1997, reflecting the huge transformation that has occurred. Major employers in the area are two large modern power stations, the big Ferrero confectionery factory that exports its product throughout South East Asia, the huge precision engineering and armaments plant operated by Australian Defence Industries, the headquarters of the City Rail electric train fleet, the rural industry, and two mountain spring water bottling plants. Tourism is also rapidly filling a more and more important role, not only for the Lithgow district's own attractions, but also for its central proximity to the Blue Mountains, Jenolan Caves and points further west. It should be noted that Lithgow has, officially, one of the highest per capita disposable incomes in NSW.

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 LM

Production Email: don.kipp@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 10am 1 working day prior Material 10am 1 working day prior

RATES:

Casual Ex GST \$16.66 **Inc GST** \$18.33

PV Ex GST \$19.52 **Inc GST** \$21.47

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			2492		2601		2481
Inserts	0	0	2800	0	2800	0	2800

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

Fairfax Printers, 1 Worth Street, Chullora, NSW, 2190