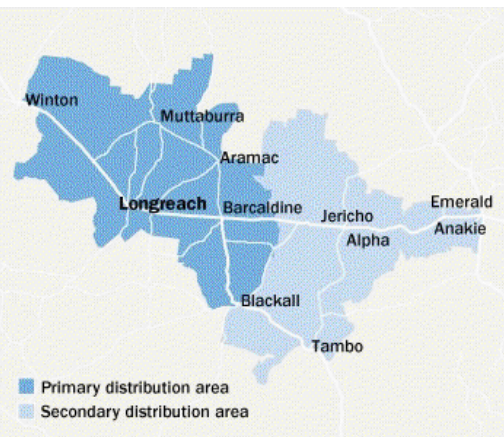


THE LONGREACH LEADER



Area: Queensland, QLD
 Published Circulation 2375 Readership † 8100
 Type: Paid Frequency: Weekly
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	8179	15102	23281
Total Males	4057	7551	11608
Total Females	4122	7551	11673
Total Dwellings	2900	4654	7554
Fully Owned	1190	1248	2438
Being Purchased	682	1625	2307
Rented	1028	1781	2809

The Paper

SECTIONS Life on the Land; the events and issues effecting local primary producers. Western Life; the events, arts and lifestyle guide to Central Western Queensland. Sport; sports reports from across the region. The Central Western Real Estate Guide; a monthly building, renovation and real estate guide. Regular features on relevant events and topics.

The Market

The Longreach Leader is the means of reaching the progressive market of Central Western Queensland. The sole local newspaper, The Leader has served Central Western Queensland since 1923. The Leader delivers news with a uniquely local angle to 8000 people across the region. The limited local supply of specialists goods and services presents huge potential for mail order businesses both inside and outside the area. The Leader has a clean layout with easy to find sections meaning your advertisement can be strategically placed to reach a specific audience.

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 4 working days prior

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code THLL QuickCut Paper Code LL

Production Email: advertising@longreachleader.com.au

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 4 working days prior Material 5pm 4 working days prior

RATES:

Casual Ex GST \$10.11 Inc GST \$11.12

JOB.SCOM.AU Lift Rates Display Ex GST \$0.00 Inc GST \$0.00
 Lineage Ex GST \$0.00 Inc GST \$0.00

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Published	No	No	No	No	No	Yes	No
Circulation						2375	
Inserts	0	0	0	0	0	2600	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

124 Magpie Lane, LONGREACH QLD 4730