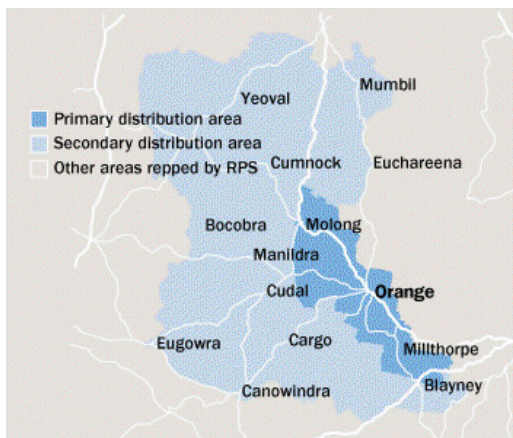


Central Western Daily



Area: Bathurst and Central West, NSW
Published Circulation Readership †
 7501 20800
Type: Paid **Frequency:** Daily
Website: centralwesterndaily.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

| | Primary | Secondary | Total |
|------------------------|---------|-----------|-------|
| Total Persons | 40834 | 12100 | 52934 |
| Total Males | 19881 | 6050 | 25931 |
| Total Females | 20953 | 6050 | 27003 |
| Total Dwellings | 14103 | 4359 | 18462 |
| Fully Owned | 5027 | 2099 | 7126 |
| Being Purchased | 4754 | 1269 | 6023 |
| Rented | 4322 | 991 | 5313 |

The Paper

The Central Western Daily was established in 1945. It is a paid, daily newspaper on sale six mornings a week (Monday to Saturday) and enjoys a strong reputation in the local community. The Central Western Daily focuses on community news, issues and people stories but contains regional, national and world news as well. The newspaper also publishes special feature sections covering lifestyle, motoring, travel, entertainment, leisure, real estate, agriculture and the arts. Typically, the Daily ranges from 28 pages (minimum) up to 68 pages (on Saturdays). It has an average circulation of about 5500.

The Market

Orange is one of the major regional centres on the Central Tablelands of NSW. The decentralisation movement has formed the basis of the local economy, placing Orange as a major centre for Industry, Agriculture, Education and Government Infrastructure. The local economy received an incredible boost when the NSW Department of Agriculture relocated its head quarters to Orange in 1991. The Orange district is a major producer of fruit, with crops worth \$10 million in an average season and accounting for two thirds of the State's apple crops. Small mixed farms produce fat lambs, beef cattle, wheat and oats. There are also significant timber producing areas in the district. Wine grape production is emerging as a new agricultural strength of the region. Major industries in Orange include Email, the city's largest employer, with the development of Newcrest Gold and Copper mines as well as developments with Orange Abattoir, providing hundreds of new jobs in the next few years. There are 2500 students enrolled at two tertiary facilities, Orange Agricultural College, University of Sydney and the Western Institute of TAFE.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|--|----|----|-----|-----|-----|-----|-----|---|---|----|----|
| | 35 | 72 | 109 | 147 | 185 | 223 | 262 | 0 | 0 | 0 | 0 |

DEADLINES: Bookings: 5pm 3 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 | \$13.21 | \$12.37 | \$11.64 | \$11.10 | \$10.63 | - | \$9.72 | \$9.20 |
| Inc GST | \$14.53 | \$13.61 | \$12.80 | \$12.21 | \$11.69 | - | \$10.69 | \$10.12 |

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** DALD **QuickCut Paper Code** OCWD

Production Email: ROP:prod.cwd@ruralpress.com; **Classies:** classifieds.orange@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 36 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 12 noon 1 working day prior **Material** 3pm 1 working day prior

RATES:

Casual Ex GST \$23.24 **Inc GST** \$25.56

PV Ex GST \$41.01 **Inc GST** \$45.11

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 | Yes | Yes | Yes | Yes | Yes | Yes |
| Circulation | | 4184 | 4576 | 4273 | 4372 | 4330 | 7501 |
| Inserts | 0 | 5400 | 5400 | 5400 | 5400 | 5400 | 8870 |

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