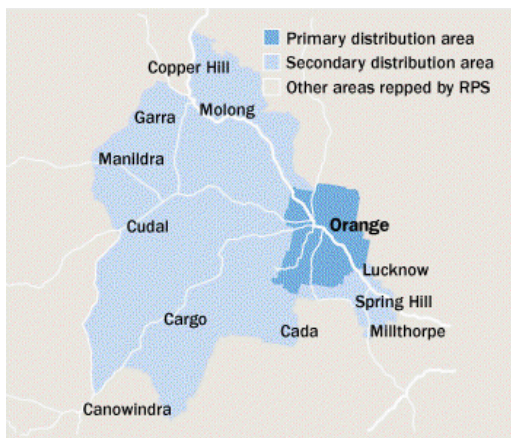


MIDSTATE Observer



Area: Bathurst and Central West, NSW
Published Circulation 13297
Readership † 23970
Type: Free **Frequency:** Weekly
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	35277	7164	42441
Total Males	17103	3582	20685
Total Females	18174	3582	21756
Total Dwellings	12234	2441	14675
Fully Owned	4244	1046	5290
Being Purchased	4034	906	4940
Rented	3956	489	4445

The Paper

Residents of Orange and surrounding villages enjoy this free weekly publication, home delivered every Thursday morning to 12,300 homes. This paper provides the community with local community news, columns and features.

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 for the region. The local economic infrastructure 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. Major industries in Orange include Email, the city's largest employer and the continuing developments at Newcrest gold and copper mine and the Orange Abattoirs. There are 2,500 students enrolled at the 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	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 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	\$12.85	\$12.37	\$11.85	\$11.47	\$11.10	\$10.63	-	-
Inc GST	\$14.14	\$13.61	\$13.04	\$12.62	\$12.21	\$11.69	-	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

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Production Email: prod.cwd@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 12 noon 3 working days prior **Material** 5pm 2 working days prior

RATES:

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

PV Ex GST \$26.83 **Inc GST** \$29.51

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 Circulation	No	No	No	No	Yes 13297	No	No
Inserts	0	0	0	0	14000	0	0

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