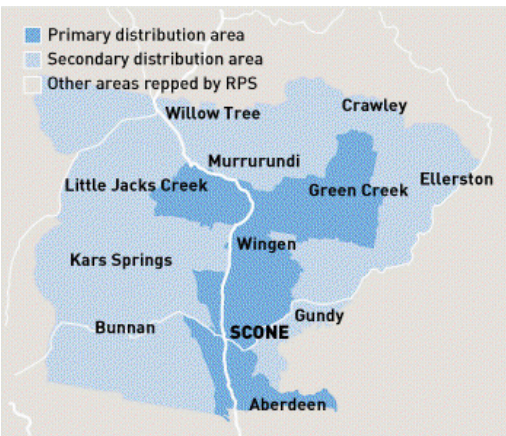


The Scone Advocate



Area: Hunter, NSW
 Published Circulation Readership †
 1887 5349
 Type: Paid Frequency: Weekly
 Website: sconeadvocate.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	9188	1958	11146
Total Males	4597	979	5576
Total Females	4591	979	5570
Total Dwellings	3371	701	4072
Fully Owned	1279	297	1576
Being Purchased	1119	141	1260
Rented	973	263	1236

The Paper

The Scone Advocate is the only paper in Scone which provides the depth and spread of local news coverage. Its close involvement with its community is reflected in its high penetration rate in Scone itself.

The Market

Scone shire is a conservative, rural area with a steady population rise. Its economy is diverse and therefore not reliant on one industry. Rurally, Scone Shire is a major cattle producing area which supports a sale yard and an abattoir. It is also a major horse breeding area and is renowned as Australia's Horse Capital supported by the development of a world-class racecourse, TAFE college specialising in equine studies and an equine research centre. Scone Shire is also home to a major piggery. Scone Shire is not affected physically by coal-mining but much of its population benefits from the nearby coal industry and power stations for employment. The wine industry is now starting to make its presence felt in Scone shire and tourism is a growing industry. Scone has excellent schools, recreation, aged and health facilities. The area is becoming more and more popular with urban people who are attracted to the rural environment and lifestyle of Scone, just a few hours from Sydney.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	110	149	186	224	262	0	0	0	0

DEADLINES: Bookings: 12 noon 3 working days prior Material: 12 noon 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	\$9.71	\$6.60	\$5.95	\$5.23	\$4.56	-	\$4.25	-
Inc GST	\$10.68	\$7.26	\$6.55	\$5.75	\$5.02	-	\$4.68	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code MAME QuickCut Paper Code SC

Production Email: production.upperhunter@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
32	63	97	131	163	198	230	260	0	0	0

DEADLINES: Bookings 12 noon 2 working day prior Material 5pm 2 working day prior

RATES:

Casual Ex GST \$9.96 Inc GST \$10.96

PV Ex GST \$11.79 Inc GST \$12.97

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 1887	No	No
Inserts	0	0	0	0	2100	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

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340