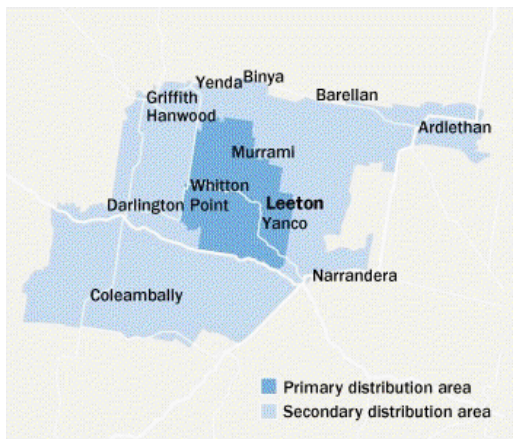




The Irrigator



Area: Wagga and Murrumbidgee, NSW
Published Circulation Readership †
 2653 7970
Type: Paid **Frequency:** Bi-Weekly
Website: leeton.yourguide.com.au
Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	10839	29194	40033
Total Males	5481	14597	20078
Total Females	5358	14597	19955
Total Dwellings	3641	9878	13519
Fully Owned	1434	3907	5341
Being Purchased	1217	2826	4043
Rented	990	3145	4135

The Paper

The Irrigator newspaper serves the vibrant community of Leeton and surrounding districts and is published every Tuesday and Friday. Leeton is situated in the Murrumbidgee Irrigation Area (MIA) in the Riverina region of southern New South Wales. The area is the heartland of one of the richest food producing areas of Australia and is renowned as being the "Heart of SunRice Country". The Irrigator is a 2005 and 2006 Pacific Area Newspaper Publishers' Association (PANPA) advertising awards winner.

The Market

The Riverina region of New South Wales stretches some 500 kilometres east from the alpine peaks of Kosciuszko National Park across the sheep/wheat belt of the South Wet Slopes and the Riverine Plains (including the vast horticultural districts of the Murrumbidgee and Coleambally Irrigation Areas), to the semi-arid plains of Hay, the region boasts a broad and diverse industry base. The region's main industries are: agriculture and horticulture; manufacturing, food processing; defence - army and airforce; softwood forestry, logging, wood and paper processing; textiles; viticulture and winemaking (the region is Australia's largest producer of wine with about 50% of the region's wine production exported); tertiary education.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	110	148	186	224	262	0	0	0	0

DEADLINES: Bookings: 10am 2 working days prior **Material:** 10am 1 working day 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	\$7.82	-	\$6.63	\$4.98	\$4.14	-	\$3.61	-
Inc GST	\$8.60	-	\$7.29	\$5.48	\$4.55	-	\$3.97	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes **Publisher Code** WWDA **QuickCut Paper Code**

Production Email: national@rivmediagroup.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

DEADLINES: Bookings 10am 1 working day prior **Material** 10am 1 working day prior

RATES:

Casual Ex GST \$7.18 **Inc GST** \$7.90

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	No	Yes	No	No	Yes	No
Circulation			2338			2653	
Inserts	0	0	3000	0	0	3000	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

Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690