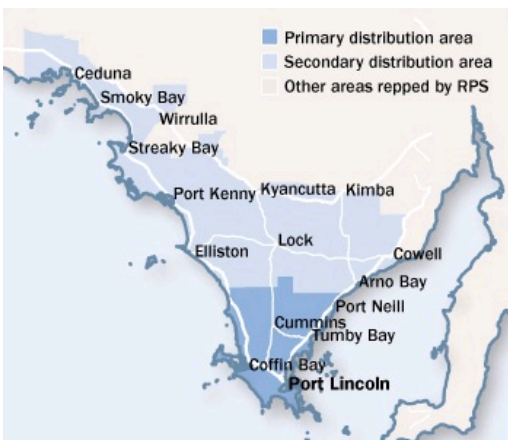


Port Lincoln Times



Area: South Australia, SA
 Published **Circulation** **Readership**
 7366 19888
 Type: Paid **Frequency:** Bi-Weekly
 Website: portlincoln.yourguide.com.au

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	20546	10056	30602
Total Males	10817	5028	15845
Total Females	9729	5028	14757
Total Dwellings Fully Owned	2904	1562	4466
Being Purchased	2871	409	3280
Rented	2428	943	3371

The Paper

The Port Lincoln Times has grown its circulation through tailoring the paper to the market. The bi-weekly paper is the unchallenged print medium in this market with a household penetration rate exceeding 80 per cent.

The Market

Port Lincoln is the focal point of Eyre Peninsula, a rural region of South Australia that is a leader in primary production and exports. The region accommodates a diverse industry base encompassing agriculture and farming practices, fishing and aquaculture, tourism, and a growing retirement industry. Agriculture production, the main economic drive, is expected to continue to prosper into the future with the fruits of alternative farming ventures including cropping canola and noodle wheat, and farming emu, goat, ostrich and deer. The city is most well known as the home of the largest fishing fleet in Australia, serving the tuna, prawn, abalone, rock lobster and scalefish fisheries, altogether valued at about \$145 million. The region farms tuna, abalone, oysters, kingfish and mussels, with room for expansion into other finfish. The tuna industry alone boasts almost 1000 jobs created by its wild fishery and aquaculture operations. Tourism is another money-earner for the region, attracting both international and interstate visitors for fishing or sightseeing adventures in a relatively untouched wilderness.

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 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	\$6.43	\$6.11	\$5.79	\$5.47	\$5.14	\$4.82	\$4.50	-
Inc GST	\$7.07	\$6.72	\$6.37	\$6.02	\$5.65	\$5.30	\$4.95	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes **Publisher Code** WNRA **QuickCut Paper Code** PLT
 Production Email: prod.lincolntimes@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 3 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual	Ex GST	\$10.25	Inc GST	\$11.28
PV	Ex GST	\$10.25	Inc GST	\$11.28

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Published	No	No	Yes	No	Yes	No	No
Circulation			6506		7366		
Inserts	0	0	6500	0	7500	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

	1-100	100-500	500-750	750-1500	1500-2000	2000-2500
000's						
Ex GST	-	-	-	-	\$75.00	-
Inc GST	-	-	-	-	\$82.50	-

Insert Destination: Bridge Printing, 110-118 Adelaide Road, Murray Bridge, SA, 5253