

The Western Cape **Bulletin**



Area: Queensland, QLD
 Published Circulation Readership
 1300 3510
 Type: Paid Frequency: Weekly

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	11798	0	11798
Total Males	6054	0	6054
Total Females	5744	0	5744
Total Dwellings	2910	0	2910
Fully Owned	320	0	320
Being Purchased	189	0	189
Rented	2401	0	2401

The Market

Weipa, the largest town on the Gulf of Carpentaria coast on Cape York Peninsula in Queensland (sometimes considered the 'Capital of Cape York'), is a mining town of approximately 3,000 people that exists because of the enormous bauxite deposits along the coast. Weipa is just south of Duyfken Point, a location now agreed to be the first recorded point of European contact with the Australian continent. Dutch explorer Willem Janszoon on his ship, the Duyfken, sighted the coast here in 1606. This was 164 years before Captain James Cook sailed up the east coast of Australia. Weipa began as a Presbyterian Aboriginal mission outpost in 1898. In 1932 it was moved to Jessica Point, now called Napranum, about 12 km south of the present town of Weipa. In 1955 a geologist, Harry Evans, discovered that the red cliffs remarked on by the early Dutch explorers and Matthew Flinders were actually enormous deposits of bauxite and to a lesser extent tungsten - the ore from which aluminium is made. The red cliffs result in large (red) dust storms being created in this hospitable area. The present town has been constructed mainly by Comalco, now called Rio Tinto Aluminium, a large aluminium company, who began taking trial shipments of bauxite to Japan in 1962.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	109	146	183	116	160	0	0	0	0

DEADLINES: Bookings: 5pm 4 working days prior Material: 5pm 4 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	\$7.44	\$5.96	\$4.18	\$4.03	\$3.92	-	-	-
Inc GST	\$8.18	\$6.56	\$4.60	\$4.43	\$4.31	-	-	-

COLOUR: Full Colour \$315.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code QuickCut Paper Code
 Production Email: editor@westerncapebulletin.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
0	0	0	0	0	0	0	0	0	0	0

DEADLINES: Bookings 5pm 4 working days prior Material 5pm 4 working days prior

RATES:

Casual Ex GST \$7.09 Inc GST \$7.80

COLOUR:

Full Colour \$465.00
 Inc GST \$511.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published	No	No	No	Yes	No	No	No
Circulation				1300			
Inserts	0	0	0	1300	0	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

000's	1-100	100-500	500-750	750-1500	1500-2000	2000-2500
Ex GST	-	-	-	-	-	-
Inc GST	-	-	-	-	-	-

Insert Destination: Shop 5, Memorial Square, WEIPA QLD 4874