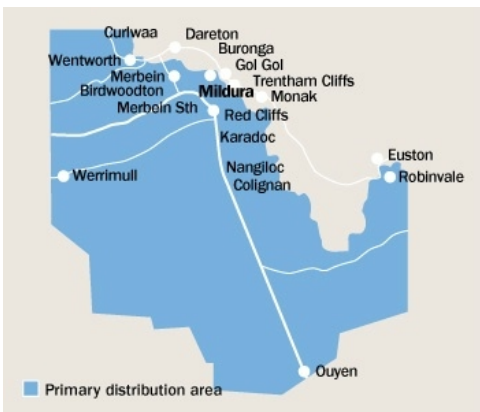


SunraysiaDaily



Area: Mighty V, VIC
Published: Mo, Tu, We, Th, Fr, Sa
Circulation*: 9828
Readership: 30375
Type: Paid
Frequency: Daily
Website: sunrasyiadaily.com.au
Approx PIs*: 215359
Audited Circulation: ABC December 2014

† Estimated based on readers per copy
 * Monthly website page impressions
 * Average per day

The Paper

The Mildura Sunraysia Daily is a tabloid newspaper that was first published Monday to Saturday. The newspaper was first published on October 15, 1920, providing the riverside township of Mildura comprehensive national, international and local news. The Sunraysia Daily is alive around the clock with a combined staff of 50 people producing a daily newspaper. All departments of the Sunraysia daily are linked by a sophisticated Pongrass 2000 computerised publishing system involving over 40 networked video display terminals. Advertising and editorial copy entered into the terminals and drawn up on large work stations for compilation into newspaper pages.

The Market

Mildura is situated on the Murray River bordering the Victorian and New South Wales Border. It is a rich agricultural area with rolling vineyards and citrus groves. The Mediterranean climate and fertile lands has encouraged people of all cultures to live in this oasis on the banks of the Murray. Today the Mildura region has a cosmopolitan flavour thanks to it's multicultural society, world class wines, stunning restaurants and casual cafes, healthy arts culture and a busy year round calendar of festivals and celebrations. The combination of water and warm, dry climate is perfect for holiday makers. The rivers provide hours of fun and entertainment with kyaking, swimming and skiing or spending time on the many sandy banks fishing or enjoying a family picnic. Houseboat holidays is a fantastic way to tour the area and really get a break from your everyday routine. The Mildura area has an abundance of top class wineries including Lindemans, Stanley, Trentham Estate, Zizie, Buronga Hill and Robinvale Wines. Sunraysia is also one of Australia's largest producers of dried fruits with several large packing sheds where fruit is packed for both the overseas and local markets. Fresh table grapes are exported in various varieties to markets through out Asia, USA and England as well as the domestic market in Australia. The citrus industry is also a large primary producer with Navel Oranges being exported and sold on our domestic market.

DISPLAY / EGN ADVERTISING * This publication uses a Modular layout

Modules: Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
-	-	-	-	-	-	-	-	-	-	-	-

DEADLINES: Bookings: 1pm 2 working days prior **Material:** 1pm 2 working days prior

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

Ex GST	Casual
Inc GST	\$76.00
	\$83.60

COLOUR: Full Colour \$400.00

MATERIAL: Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** SDAV **QuickCut Paper Code**
 Production Email: ads@sunrasyiadaily.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
29	62.4	95.7	129	162.4	195.7	229	260	0	0	0

DEADLINES: Bookings 1pm 2 working days prior **Material** 1pm 2 working days prior

RATES:

Casual	Ex GST \$10.00	Inc GST \$11.00
Casual SAT	Ex GST \$11.40	Inc GST \$12.54
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$0.00	Inc GST \$0.00

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Circulation		7250	8812	9562	8875	7450	12150
Inserts		7250	8812	9562	8875	7450	12150
Readership		18125	22031	23906	22187	18625	30375

SOURCE: FRM Circulation Database November 2013

INSERTS

Insert Destination
 22 Deakin Avenue, MILDURA, VIC 3500