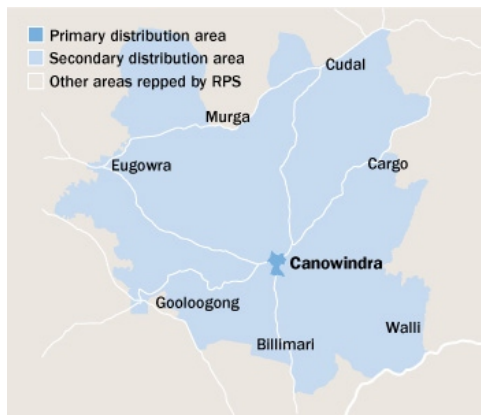


# CANOWINDRA NEWS



**Area:** Bathurst and Central West, NSW  
**Published We** **Circulation\*** **Readership †**  
 403 1095  
**Type:** Paid **Frequency:** Weekly  
**Website:** canowindranews.com.au  
**Approx PI's<sup>^</sup>:** 5881  
**Audited Circulation:** ABC December 2014

† Estimated based on readers per copy  
<sup>\*</sup> Monthly website page impressions  
<sup>\*</sup> Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	1504	3438	4942
<b>Total Males</b>	767	1719	2486
<b>Total Females</b>	737	1719	2456
<b>Total Dwellings</b>	609	1220	1829
<b>Fully Owned</b>	299	625	924
<b>Being Purchased</b>	148	372	520
<b>Rented</b>	162	223	385

## The Paper

The Canowindra News is the only detailed source of local news for the people of Canowindra. A weekly publication of eight pages the newspaper is a vital link in keeping the people of this small but proud community informed. The Canowindra News has an extremely high penetration rate. If you need to reach the people of Canowindra you can be assured of spreading your message through the Canowindra News.

## The Market

Historic Canowindra is a charming small town situated in country NSW, approximately 300km from Sydney and 220km north west of Canberra. Located just a short leisurely drive from the larger centres of Orange and Cowra, Canowindra is fast becoming known as the hot air balloon capital of Australia. The town's major event, the Marti's Balloon Fiesta, is held in April each year. The event is attracting up to 20,000 visitors. A discovery of fish fossils, some of the oldest in the world has put Canowindra on the map internationally in recent years. As a consequence a world class museum has been built in the town to house the fossils. A small community, Canowindra relies heavily on its agricultural industry. Its major products are wine, lucerne, irrigated from the Belubula River, sheep, fat lambs, cattle and wheat.

## 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	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
<b>Ex GST</b>	\$5.96	\$5.77	\$5.60	\$5.19	\$4.61	\$4.06
<b>Inc GST</b>	\$6.56	\$6.35	\$6.16	\$5.71	\$5.07	\$4.47

**COLOUR:** Full Colour \$465.00

### MATERIAL:

Preferred method of receiving material: Quickcut  
**QuickCut** Yes **Publisher Code** DALD **QuickCut Paper Code** CN  
 Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## CLASSIFIED ADVERTISING

**COLUMNS:** Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
62.5	125	195	260	0	0	0	0	0	0	0

**DEADLINES:** Bookings 12 noon 3 working days prior **Material** 12 noon 2 working days prior

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$12.54	<b>Inc GST</b> \$13.79
<b>PV</b>	<b>Ex GST</b> \$14.44	<b>Inc GST</b> \$15.88
<b>Adzuna.com.au Lift Rates</b>	Display <b>Ex GST</b> \$15.00	<b>Inc GST</b> \$16.50
	Lineage <b>Ex GST</b> \$5.00	<b>Inc GST</b> \$5.50

Production Email: [national@dailyadvertiser.com.au](mailto:national@dailyadvertiser.com.au)

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
<b>Circulation</b>				438			
<b>Inserts</b>				523			
<b>Readership</b>				1095			

SOURCE: FRM Circulation Database June 2013

## INSERTS

### Insert Destination

216 Macquarie Street, DUBBO, NSW, 2830