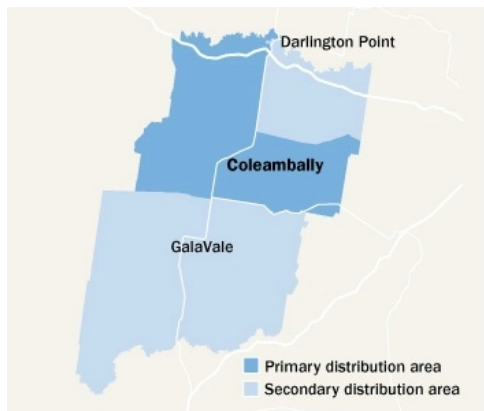


The Observer



Area: Wagga and Murrumbidgee, NSW
Published We **Circulation*** **Readership †**
 277 755
Type: Paid **Frequency:** Weekly
Website: colypointobserver.com.au
Approx PI's[‡]: 2553
Audited Circulation: ABC December 2014

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	1164	1722	2886
Total Males	606	861	1467
Total Females	558	861	1419
Total Dwellings	404	541	945
Fully Owned	164	196	360
Being Purchased	104	160	264
Rented	136	185	321

The Paper

Established in 1970, The Observer has been part of the Riverina Media Group since 1982. Through the pages of The Observer, the townships of Coleambally and Darlington Point have been kept up-to-date with all the local news, happenings and sporting events. The newspaper has a solid distribution each Wednesday and is circulated throughout the townships of Coleambally, Darlington Point and surrounding communities.

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 * 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
45	92	139	186	233	280	328	374	63	129	194	260

DEADLINES: Bookings: 1pm 3 working days prior **Material:** 12pm 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
Ex GST	\$34.24
Inc GST	\$37.66

MATERIAL:

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

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 8

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.9	161.7	194.47	227.2	260	0	0	0

DEADLINES: Bookings 1pm 1 working day prior **Material** 1pm 1 working day prior

RATES:

Casual Ex GST	\$6.26	Inc GST	\$6.89
Adzuna.com.au Lift Rates	Display	Ex GST	\$15.00
	Lineage	Inc GST	\$16.50
		Ex GST	\$5.00
		Inc GST	\$5.50

Production Email: national@dailyadvertiser.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Circulation				302			
Inserts				378			
Readership				755			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690