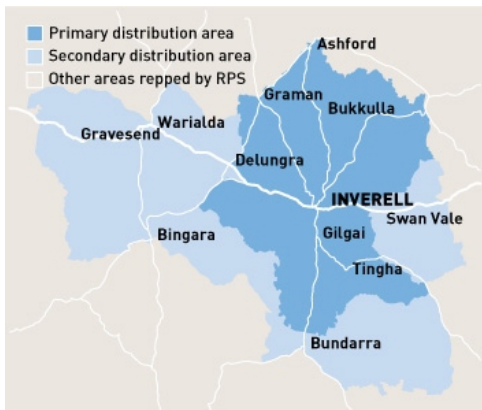


THE INVERELL Times



Area: Tamworth and Northern, NSW
Published Circulation* **Readership †**
 Tu, Fr 2641 8436
Type: Paid **Frequency:** Bi-Weekly
Website: inverelltimes.com.au
Approx PI's[^]: 49261
Audited Circulation: ABC December 2015

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

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15302	4684	19986
Total Males	7516	2342	9858
Total Females	7786	2342	10128
Total Dwellings	5527	1747	7274
Fully Owned	2339	938	3277
Being Purchased	1720	418	2138
Rented	1468	391	1859

The Paper

The Inverell Times was established in 1875. The Times has a proud history of award winning journalism and community service. A true community newspaper, the Inverell Times faithfully covers all local issues, from hard news to births, deaths and marriages. The Inverell Times is well respected as Inverell's local paper and will continue to play a vital role in the town's future. AK114

The Market

Inverell, "the meeting place of the swans", is also known as the Sapphire City. High quality sapphires have been mined for many years, and today still attracts tourists to local fossicking sites. The Inverell district also has two major dams - Pindari and Copeton. Copeton stores three times the volume of water in Sydney Harbour and along with its vital role in irrigation is also a popular spot for fishing and water sports. With its scenic location and many attractions, Inverell boasts a 22 million dollar turnover in tourism. The main strength of Inverell's economy is agriculture. The district is recognised for its fine wool, cattle, wheat and a variety of other crops. Inverell is a thriving commercial and service centre with a population of 10,000. The shire has a total population of 16,998. A strong rural community on the picturesque Northern Tablelands.

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: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

	Casual	500cm	1000cm	2500cm	5000cm	10000cm	15000cm	25000cm
Ex GST	\$9.62	\$7.92	\$7.17	\$6.28	\$6.14	\$5.46	\$5.24	\$4.44
Inc GST	\$10.58	\$8.71	\$7.89	\$6.91	\$6.75	\$6.01	\$5.76	\$4.88

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** TNDL **QuickCut Paper Code** INTI
 Production Email: sales.invtimes@ruralpress.com

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 10am 1 working day prior **Material** 10am 1 working day prior

RATES:

Casual	Ex GST \$22.41	Inc GST \$24.65
PV	Ex GST \$25.73	Inc GST \$28.30
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$5.00	Inc GST \$5.50

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri*	Sat
Circulation			2462			3374	
Inserts			2903			3854	
Readership			6156			8436	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

64-66 Armstrong Street, Glen Artney Estate, TAMWORTH NSW 2340