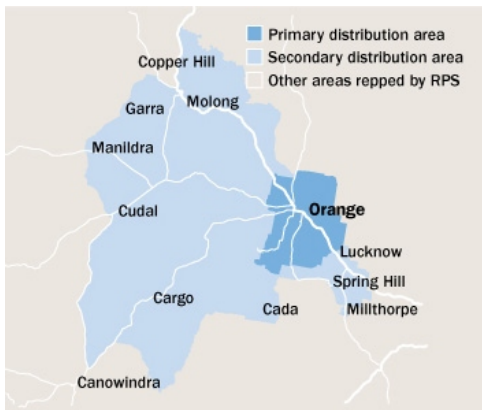


# MIDSTATE Observer



**Area:** Bathurst and Central West, NSW  
**Published Th** 9000  
**Circulation\*** 19224  
**Readership †** 19224  
**Type:** Free **Frequency:** Weekly  
**Audited Circulation:** CAB December 2014

† Estimated based on readers per copy  
 \* Average per day

## AREA STATISTICS

	Primary	Secondary	Total
<b>Total Persons</b>	35277	7164	42441
<b>Total Males</b>	17103	3582	20685
<b>Total Females</b>	18174	3582	21756
<b>Total Dwellings</b>	12234	2441	14675
<b>Fully Owned</b>	4244	1046	5290
<b>Being Purchased</b>	4034	906	4940
<b>Rented</b>	3956	489	4445

## The Paper

Residents of Orange and surrounding villages enjoy this free weekly publication, home delivered every Thursday morning to 12,300 homes. This paper provides the community with local community news, columns and features.

## The Market

Orange is one of the major regional centres on the Central Tablelands of NSW. The decentralisation movement has formed the basis of the local economy, placing Orange as a major centre for Industry, Agriculture, Education and Government Infrastructure for the region. The local economic infrastructure received an incredible boost when the NSW Department of Agriculture relocated its head quarters to Orange in 1991. The Orange district is a major producer of fruit, with crops worth \$10 million in an average season and accounting for two thirds of the state's apple crops. Small mixed farms produce fat lambs, beef cattle, wheat and oats. There are also significant timber producing areas in the district. Major industries in Orange include Email, the city's largest employer and the continuing developments at Newcrest gold and copper mine and the Orange Abattoirs. There are 2,500 students enrolled at the two tertiary facilities, Orange Agricultural College, University of Sydney and The Western Institute of TAFE.

## DISPLAY / EGN ADVERTISING

COLUMNS:	1	2	3	4	5	6	7	8	9	10	11
<b>Max Cms:</b>	35	72	106	146	183	224	260	0	0	0	0
<b>Max Cols:</b>	7	7	7	7	7	7	7	7	7	7	7

**DEADLINES:** Bookings: 12 noon 2 working days prior **Material:** 4.30pm 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>	\$13.41	\$12.93	\$12.39	\$11.99	\$11.60	\$11.11
<b>Inc GST</b>	\$14.75	\$14.22	\$13.63	\$13.19	\$12.76	\$12.22

**COLOUR:** Full Colour \$465.00

### MATERIAL:

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

## CLASSIFIED ADVERTISING

COLUMNS:	1	2	3	4	5	6	7	8	9	10	11
<b>Max Cms:</b>	62.5	125	195	260	0	0	0	0	0	0	0
<b>Max Cols:</b>	4	4	4	4	4	4	4	4	4	4	4

**DEADLINES:** Bookings 12 noon 3 working days prior (Monday) **Material** 4.30pm 3 working days prior (Monday)

### RATES:

<b>Casual</b>	<b>Ex GST</b> \$24.30	<b>Inc GST</b> \$26.73		
<b>PV</b>	<b>Ex GST</b> \$28.05	<b>Inc GST</b> \$30.86		
<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		

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### COLOUR:

<b>Full Colour</b>	\$465.00
<b>Inc GST</b>	\$511.50

## PUBLICATION AND CIRCULATION \* Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
<b>Circulation</b>					12811		
<b>Inserts</b>					12900		
<b>Readership</b>					19224		

SOURCE: FRM Circulation Database June 2013

## INSERTS

Insert Destination