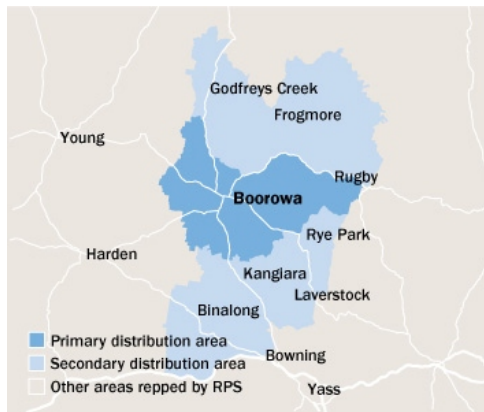


Boorowa News



Area: Wagga and Murrumbidgee, NSW
Published Th Circulation* 569 Readership † 1415
Type: Paid **Frequency:** Weekly
Website: boorowanewsonline.com.au
Approx P1's: 15772
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	1540	1528	3068
Total Males	764	764	1528
Total Females	776	764	1540
Total Dwellings	608	544	1152
Fully Owned	318	271	589
Being Purchased	155	158	313
Rented	135	115	250

The Paper

Served by a staff of two, the Boorowa News is proud of its active involvement in the community. There is not much which happens around town which is not published in the News, including farming, council and other stories about local happenings. Located near Cowra and less than two hours drive from Canberra, Boorowa is a vibrant town and has many supporters of the weekly Boorowa News.

The Market

Boorowa is situated in the wheat sheep area of centre NSW. The land in the area is known for its richness and fertility. There is a population of about 1500 in the town itself. Last season's excellent conditions provided a boost to the economy particularly the small business base. Boorowa is commonly referred to as "riding on the sheep's back" and this is certainly the case for the majority of people in the area. It also has an aged population with the shire council of the area now trying to promote Boorowa as a retirement centre. It is only just over an hour to Canberra, allowing many elderly people are taking advantage of the excellent nursing and hostel facilities in the town and moving to Boorowa.

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 2 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
Ex GST	\$5.72	\$3.40	\$3.12	\$3.09	\$2.85
Inc GST	\$6.29	\$3.74	\$3.43	\$3.40	\$3.14

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code DALD QuickCut Paper Code BOOR
 Production Email: 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 2 working days prior **Material** 12 noon 2 working days prior

RATES:

Casual	Ex GST \$11.11	Inc GST \$12.22
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage 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					566		
Inserts					706		
Readership					1415		

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

216 Macquarie Street, DUBBO, NSW, 2830