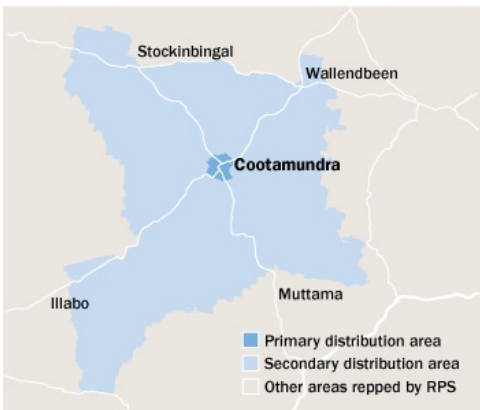


COOTAMUNDRA Herald



Area: Wagga and Murrumbidgee, NSW
Published Circulation* **Readership †**
 We, Fr 1251 3538
Type: Paid **Frequency:** Bi-Weekly
Website: cootamundraherald.com.au
Approx PI's[^]: 30243
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	5565	1746	7311
Total Males	2632	873	3505
Total Females	2933	873	3806
Total Dwellings	2181	597	2778
Fully Owned	1017	310	1327
Being Purchased	621	197	818
Rented	543	90	633

The Paper

The Bi-weekly Cootamundra Herald publishes an average of 60 pages per week. Its strengths lie with providing local news for local readers. Some highlights include an education page, a rural page, a social page, regular features on district happenings and a strong emphasis on picture pages. Staff also pride themselves on being accessible to the public and covering the issues that matter. In this small community the tailoring of the paper to the market is backed by its high penetration rate.

The Market

Cootamundra (population 7,000) is an important travel centre, acting as a junction for the XPT train services and many bus services. The district is mainly made up of wheat and sheep farmers, although smaller diverse industries are beginning to make an impact. These include a jerky making business, a skinning plant, a small abattoir, a grain-fed beef farm, deer farm, ostrich farm and mustard seed oil enterprise. The shopping centre is active, with the central business district recently undergoing a facelift. People are optimistic that new businesses will continue to see the town's potential.

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:** 1pm 1 working day prior

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

Ex GST	Casual
Inc GST	\$51.54
	\$56.69

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code DALD QuickCut Paper Code COOT
 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	194.5	227.2	260	0	0	0

DEADLINES: Bookings 11am 1 working day prior **Material** 11am 1 working day prior

RATES:

Casual	Ex GST \$5.44	Inc GST \$5.98
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				1324		1415	
Inserts				1559		1685	
Readership				3310		3538	

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

216 Macquarie Street, DUBBO, NSW, 2830