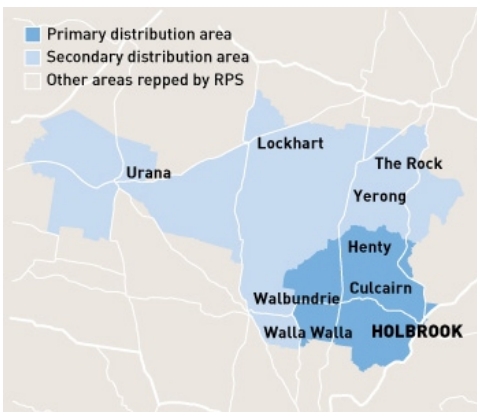


Eastern Riverina Chronicle



Area: Wagga and Murrumbidgee, NSW
Published Circulation* **Readership †**
 We 697 1816
Type: Paid **Frequency:** Weekly
Website: easternriverinachronicle.com.au
Approx PI's[^]: 5534
Audited Circulation: ABC December 2014

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

The Paper

The paper focuses solely on local news, events and sport. Emphasis is always placed on local news, with a concerted effort to include the goings on of all towns within the readership area. The community is supportive of its local paper, with many contributors, particularly sporting contributors, having their input in the paper each week. Stringers are employed from time to time to ensure even coverage across the region. The focus will continue to be on providing a great variety of smaller news items to appeal to the largest sector of the community.

The Market

Based in the two townships of Henty and Holbrook, the recently merged Eastern Riverina Chronicle covers many of the satellite towns in the area, including Culcairn, Walbundrie, Lockhart, The Rock and Urana. Most of the production in these towns is agriculturally based, and many advertising features centre around this, including sowing and harvest features and the all important Henty Machinery Field Days. Although the business sector is quite small in this region, they are close knit communities with an interest in promoting the various community events and attractions their towns have to offer. As this merged paper is the only community paper located between Wagga and Albury, Eastern Riverina Chronicle advertising representatives are starting to tap into those markets, with unlimited advertising potential in many different areas such as real estate, motor vehicles, travelling tradesmen etc.

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:** 5pm 2 working days 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	\$50.14
	\$55.15

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code DALD QuickCut Paper Code EAST
 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 9.30am 1 working day prior **Material** 9.30am 1 working day prior

RATES:

Casual	Ex GST \$5.01	Inc GST \$5.51
PV	Ex GST \$5.01	Inc GST \$5.51
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				726			
Inserts				869			
Readership				1816			

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Border Mail Printing, 1 McKoy Street, WODONGA, NSW, 3690