



THE ADVERTISER (CAMPBELLTOWN/CAMDEN-NARELLAN/WOLLONDILLY) OVERVIEW

112,000 Total Readership

The Macarthur's 256,000 residents enjoy the benefits of a local university, great sporting facilities, top-level healthcare, leading cultural institutions and several major retail centres; all wrapped in a world of national parks and farmland.

The Campbelltown Advertiser, Camden-Narellan Advertiser and the Wollondilly Advertiser are committed to providing readers with accurate editorial and play a vital role in informing the community on local events, news, sports and other local issues that directly affect them.

Source: emma conducted by Ipsos MediaCT | People 14+ for the 12 months ending Dec 2015 | Nielsen Online Ratings Dec 2015.

DISTRIBUTION MAP

The Advertiser is part of **Fairfax Community Newspaper** (FCN) NSW; designed to provide local residents with specialised local news, sport, council information, entertainment and events, as well as product or service availabilities in their local area.

AUDIENCE

By constantly supporting businesses, as well as sponsoring many local events, the Advertisers are able to provide residents with specialised local news on sport, council, entertainments and community events, as well as products and services available.

79,703 Circulation ^

Source: Audit Bureau of Circulations, September 2015

The Advertiser Rates

EGN/Display, Classifieds, Trades & Services:

SECTIONS	RATE EX GST	RATE INCL GST
Display Module	\$122.60	\$134.86
Classifieds Jobs, Notices, For Sale, Real Estate & General Classifieds	\$31.00	\$34.10
Adult Notices & Services	\$33.40	\$36.74
Trades & Professional Services Directory	\$41.30	\$45.43

Casual colour load \$400 for process colour (\$440 incl GST) and \$200 for Spot Colour (\$220 incl GST). Please download display rate card for discount structure. For information on preferred position loads, Inserts, Adhesive Notes and other marketing opportunities, please contact your Fairfax Community Sales Office.

AD SPECS

Please note all verbal bookings, alterations or cancellations must be confirmed in writing prior to booking deadlines. Alterations or cancellations after deadline may not be accepted and charges may still apply.

Failure to supply material resulting in an advertisement's non appearance will also incur charges.

Earlier deadlines may occasionally be implemented to accommodate press and production time lines, especially around and after Public Holidays.

Display Deadlines:

PUBLICATION DAY: WEDNESDAY	DEADLINE
Booking & Cancellation	1pm Wednesday prior
Material Copy (Ad creation)	5pm Thursday
News/Display Complete Supplied Material	12pm Monday
Domain (Real Estate) Complete Supplied Material	12pm Friday

Classifieds Deadlines:

CAMPBELLTOWN MACARTHUR ADVERTISER & CAMDEN NARELLAN ADVERTISER	DEADLINE
Publication Day	Wednesday
Booking & Copy (Ad creation) for Classifieds, Trades & Services	5pm Monday
Booking & Supplied material for Classifieds, Trades & Services	12pm Tuesday
Booking (lineage ads only) Phone Deadline for Classifieds, Trades & Services	2pm Tuesday

Classifieds Deadlines:

WOLLONDILLY ADVERTISER	DEADLINE
Publication Day	Wednesday
Booking & Copy (Ad creation) for Classifieds, Trades & Services	5pm Monday
Booking & Supplied material for Classifieds, Trades & Services	9am Tuesday
Booking (lineage ads only) Phone Deadline for Classifieds, Trades & Services	11am Tuesday

Modular Display Sizes

1 Module Wide

Code Specs (mm)	T11 45 x 63	T21 92 x 63	T31 139 x 63	T41 186 x 63	T51 233 x 63	T81 374 x 63

2 Modules Wide

Code Specs (mm)	T12 45 x 129	T22 92 x 129	T32 139 x 129	T42 186 x 129	T52 233 x 129	T82 374 x 129

3 Modules Wide

Code Specs (mm)	T23 92 x 194	T43 186 x 194	T63 280 x 194	T83* 374 x 194

4 Modules Wide

Code Specs (mm)	T14 45 x 260	T24 92 x 260	T34 139 x 260	T44 186 x 260	T64* 280 x 260	T74* 328 x 260	T84 374 x 260

8 Modules Wide (double page)

Code Specs (mm)	T88 374 x 550

* only for Real Estate & Motoring