

Yass Tribune



Area: South Coast and Southern Highlands, NSW
Published: We, Fr
Circulation*: 976
Readership †: 2991
Type: Paid
Frequency: Bi-Weekly
Website: yasstribune.com.au
Approx P1's*: 251303
Audited Circulation: ABC September 2014

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

AREA STATISTICS

| | Primary | Secondary | Total |
|------------------------|---------|-----------|-------|
| Total Persons | 8022 | 5762 | 13784 |
| Total Males | 3879 | 2881 | 6760 |
| Total Females | 4143 | 2881 | 7024 |
| Total Dwellings | 2821 | 1946 | 4767 |
| Fully Owned | 1045 | 803 | 1848 |
| Being Purchased | 1154 | 779 | 1933 |
| Rented | 622 | 364 | 986 |

The Paper

The Yass Tribune is a local tradition and has served Yass and surrounding districts since 1857. Our community newspaper is as relevant today as it was 140 years ago, chronicling the lives of local residents. The Yass Tribune covers local news and human interest stories as well as local sporting events and council news. The paper is a bi-weekly paper, published Wednesdays and Fridays, with a readership in excess of 4000. Our circulation area covers a wide distance to Bookham in the South, Gunning to the North, Bowning, Dalton and Boorowa to the West and across to Hall at the ACT border.

The Market

Yass, with a population of 10,250, is part of the Southern Tablelands Canberra Region of NSW. Located 60km from Canberra and 280km south of Sydney, Yass offers a friendly rural setting ideal for tourists wishing to explore the region. Yass is proud of its rural heritage, and is working hard to preserve the history of the town with the redevelopment of the heritage streetscape, preservation of Cooma Cottage as an educational centre. The town boasts many heritage listed buildings, such as the magnificent courthouse, and the bank buildings which were built during the middle of last century. Yass has long been known as the fine wool centre of the world, though the theme of "Wine Wool and Waterways" effectively encapsulates much of what the area has to offer. A growing number of cool climate vineyards carry on the fine winemaking traditions established by our first settlers. The area promotes well as a tourist destination, with areas such as Wee Jasper with its limestone caves, fossil formations and excellent camping and bushwalking areas offering much to tourists. The growth of the nearby ACT is making a positive impact on the Yass Shire, with a growing number of residents opting for a rural lifestyle and commuting to work and school in Canberra each day.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|----|----|-----|-----|-----|-----|-----|---|---|----|----|
| 35 | 72 | 106 | 146 | 183 | 224 | 260 | 0 | 0 | 0 | 0 |

DEADLINES: Bookings: 10am 2 working days prior **Material:** 10am 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 | 5000cm | 7500cm | 10000cm | 15000cm |
|----------------|--------|--------|--------|--------|--------|---------|---------|
| Ex GST | \$8.51 | \$6.34 | \$5.96 | \$5.19 | \$4.76 | \$4.28 | \$4.06 |
| Inc GST | \$9.36 | \$6.97 | \$6.56 | \$5.71 | \$5.24 | \$4.71 | \$4.47 |

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes **Publisher Code** G444 **QuickCut Paper Code** YASS
 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 |
|----|----|----|-----|-----|-----|-----|-----|---|----|----|
| 32 | 63 | 97 | 131 | 163 | 198 | 230 | 260 | 0 | 0 | 0 |

DEADLINES: Bookings: 9.30am 1 working day prior **Material:** 9.30am 1 working day prior

RATES:

| | | | | | | | | | | |
|---------------------------------|----------------------|-----------------------|------------------------|--|--|--|--|--|--|--|
| Casual | Ex GST \$8.51 | Inc GST \$9.36 | | | | | | | | |
| PV | Ex GST \$8.51 | Inc GST \$9.36 | | | | | | | | |
| Adzuna.com.au Lift Rates | Display | Ex GST \$15.00 | Inc GST \$16.50 | | | | | | | |
| | Lineage | Ex GST \$5.00 | Inc GST \$5.50 | | | | | | | |

COLOUR:

| | |
|--------------------|----------|
| Full Colour | \$465.00 |
| Inc GST | \$511.50 |

Production Email: national@dailyadvertiser.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

| | Sun | Mon | Tue | Wed* | Thu | Fri | Sat |
|--------------------|-----|-----|-----|------|-----|------|-----|
| Circulation | | | | 1196 | | 1021 | |
| Inserts | | | | 1438 | | 1237 | |
| Readership | | | | 2991 | | 2553 | |

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination

Capital Fine Print, 9 Pirie Street, Fyshwick ACT 2609