

More local news, more local sport, your local paper!



THE PENNANT
PENOLA

CIRCULATING EXTENSIVELY THROUGHOUT THE PENOLA DISTRICT, EMBRACING NANGWARRY, KALANGADOO, COONAWARRA, COMALUM, MONBULLA AND MAROUPÉ

Phone (08) 8737 2839 WEDNESDAY, JUNE 10, 2015 \$1.20

PENOLA FOOTBALL CLUB CELEBRATES 150 YEARS

SPECIAL FEATURE INSIDE TODAY

Murray awarded

Penola resident receives Queen's Birthday honour

KYRA SYKES

Now a familiar face to people of the town, he has been regularly involved in community efforts to build and retain services and ensure Penola is not forgotten by powerbrokers at any level of government.

He said the medal was a privilege to receive. "No one does the things they do for recognition, I do it because it gives me an unforgettable satisfaction inside," he said.

"However, it is a great privilege to be awarded for service to the community and it is pretty special to be awarded exactly 50 years since I came to the country."

Continued page 6

When I look back on my time, it is pleasing to have lived a good life and be recognised for my contributions to Penola.

Bill Murray (pictured)

Thomas, DeGaris & Clarkson
RLA 44072

LOTS 25 & 26 CLARKE STREET PENOLA \$59,000 EACH

2 Quality Abotments available
• All 1000sqm • Bath 20m storage
Services • SA Water, Common effluent pond, Power avail
purchase them both side by side for \$99,000

8737 2695 33 Church St, Penola • www.thomasdegaris.com.au • Local, serving the local community
Lower Dawson 0418 803 031 • Park DeGaris 0428 372 124

JOIN THE MT. GAMBIER CANCER SUPPORT GROUP

KEVIN SPORER & FRIENDS GREAT AFTERNOON OF COUNTRY MUSIC
FRIDAY 26 JUNE, 2015 - 1 TO 4PM

THE RSL BOWLING CLUB,
2 JUBILEE HIGHWAY EAST, MOUNT GAMBIER

Lucky draw prize, lucky dips and raffles with afternoon tea - Tickets \$15.00

For Bookings Contact:
Bare Necessities Lingerie
89 Commercial St West, Mt Gambier
Ph: 8723 9573 • 0419 808 558 OR 0418 930 563
RSVP BY: 19 June, 2015

Kevin Sporer Philip Willson
Dennis O'Carroll Ben (Talking dog & Des)
JoyHeather/Jan Maureen Opperman

WHO WILL YOU BE SELLING TO?

2,714*

READERS ON
AVERAGE EVERY
EDITION.

Published Wednesday's

Our readers live here!

Penola
Coonawarra
Mt Burr
Kalangadoo
Nangwarry
Tarpeena



1. Source: AMAA Data July to December 2015 multiplied by industry standard 3 readers per copy.

ADVERTISING RATES 2016 – 2017

RATES

Effective

July 1st 2016

to June 30th 2017

PCCM: Per column cm

Level	Expenditure level \$	PCCM Rate \$	PCCM GST \$	PCCM Total \$
	Casual	3.66	.37	4.03
1	\$2,500	3.32	.33	3.65
2	\$5,000	3.03	.30	3.33
3	\$7,500	2.73	.27	3.00

COLOUR

Colour Option	Rate \$	GST \$	Total \$
Spot Colour	175.06	17.51	192.57
Full Colour	477.41	47.74	525.15

PAGE LOADINGS

Important Note: Errors and Adjustments

Advertising copy is accepted subject to the approval of The Border Watch Newspaper Company Pty Ltd (The Company). The Company shall be under no liability whatsoever for any error for which the Company may be responsible in any advertisement beyond the cost of the space occupied by the advertisement.

Page	Loading	Maximum Size
Page 1	50%	6x7
Page 2	25%	38x4
Page 3	35%	14x7
Page 4	20%	14x7
Page 5	25%	14x7
Page 6	15%	14x7
Page 7	20%	14x7
Page 9	15%	14x7
Back Page	35%	19x7

DEADLINES

Process	Deadline
Booking	4.30pm, 3 working days prior to publication
Copy	3pm 2 working days prior to publication

RATES 2016 – 2017

Effective: July 1st 2016 to June 30th 2017

RATE

Rate \$	GST \$	Total \$
3.66	.36	4.03

COLOUR

Colour Option	Rate \$	GST \$	Total \$
Spot Colour	175.06	17.51	192.57
Full Colour	477.41	47.74	525.15

Note: Colour may not be accessible under all classified categories

DEADLINES

Process	Deadline
Booking	11am the day prior to publication
Copy	11am the day prior to publication

SPECIFICATIONS

Columns	1	2	3	4	5	6	7
Width mm	34	72	110	148	186	224	262

CONTACT

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The Penola Pennant

INSERTS

RATE

Effective:

July 1st 2016 to June 30th
2017

Per Insert**GST \$****Total**

14.55 cents

1.46

16 cents

TITLES

Insert calculation:

Investment based on 15
cents per insert for average
no of copies printed.

Day**No
Inserts****Total \$****Conditions**Wednesday
Edition

1,000

160

Maximum 2
inserts

FEATURE TOPICS

January

Coonawarra Vignerons Cup (3PP)
– Centrespread/Facing Pages
Australia Day

April

Coonawarra After Dark (3PP)

April

Football/Netball Preview

May

Mother's Day
Penola Coonawarra Arts Festival
(3PP)
Volunteer's Week

June

Cut 'n' Save (double sided
coupons)

July

Cellar Dwellers

August

Father's Day
Try Your Local Tradie

September

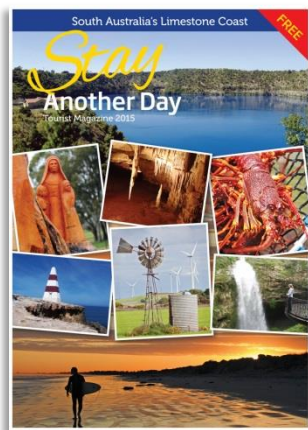
Grand Final Preview

October

Cabernet Celebrations (3PP)
Penola Show

December

Christmas Greetings



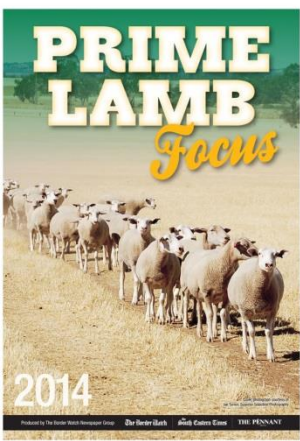
Stay Another Day

A comprehensive annual publication for visitors, providing information and maps you need to discover the Limestone Coast. Distributed to key information centres, entry points and tourist businesses through out the Limestone Coast.



Wedding Planner

An Bi annual quarter fold publication providing the wife and husband to be with all they need to know to arrange that special day. As its name suggests inside the bride and groom to be can detail all of their ideas, where to go, what they liked, who their inviting and what it is all going to cost. It is the Limestone Coasts only true wedding planner.



Prime Lamb Focus

Prime Lambs are mainly produced in the Southern Australia, with the largest concentrations being in high rain fall areas around the Limestone Coast. This annual publication is distributed through out the entire upper and lower South East. Editorial submissions welcome.



Beef Focus

Beef producers in the South East are among the best in the nation and continue to be at the cutting edge of this 100 million dollar industry. The iconic Beef Focus provides the industry with market information, bull sales, cattle sales, prices and more. Distributed through out the upper and lower south East AND Western Victoria it is must for businesses and associations involved in the beef industry.

Did you know?
Your community
newspaper can deliver:

- ✓ More traffic in store
- ✓ Drive more traffic to your website
- ✓ Increase your inquiry rate

Advertising in community newspapers can drive a stronger level of enquiry, is more likely to deliver traffic to your website and can help generate more traffic in store. Here are the facts:



- FACT 1** Your local newspaper can drive 3 times the level of enquiry than local TV.
- FACT 2** Your local newspaper will drive 5 times a stronger level of enquiry than local radio
- FACT 3** Your local newspaper is 3.5 times more effective at helping generate the store traffic than on local TV or radio
- FACT 4** Your local newspaper is 2 times more likely to drive traffic to your website than local TV.

Address Office Hours Tuesday & Thursday 9am to 3pm
29 Church Street, Penola SA 5277

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