



The Village News is the leading local publication reflecting the views and lifestyles of residents, workers and visitors in Brisbane's most desirable suburbs which include New Farm, Teneriffe, Newstead, Fortitude Valley, Spring Hill, Petrie Bight and Kangaroo Point.

TARGET AUDIENCE

Extensive urban renewal has transformed these once sleepy suburbs into thriving, eclectic and extremely trendy inner-city locations. The combined suburbs are home to a rapidly growing population of educated, high-income, professionals; mixing easily with the families who continue to call the area home. As one of the first precincts in Brisbane to have high rise living there is also a large number of empty nesters/retirees.

WHY THE VILLAGE NEWS

The village atmosphere results from a number of modern cultural influences, including boutique retail shopping and a café society the envy of the rest of the city. Alfresco dining mixes with the charm of Brisbane's early history, catering to residents who have a strong social conscience and commitment to the inner-city environment. The Village News has a commitment to an open free flowing editorial design that allows the advertiser to be amongst the editorial and not crammed in with other ads.

EDITORIAL

The Village News is printed on a lightweight coated gloss stock which makes it look great on the coffee table has a strong local community news focus and including regular sections on dining, entertainment, local social events and property. Popular monthly columns include Village Voice by Anna Stewart, Tony Jones Diary, Village People by Gary Balkin and Seniors Voice by Tony Townsend.

READERSHIP & AUDITED CIRCULATION

20,000 copies of the Village News are personally hand delivered covering the area of the New Farm/Newstead peninsula and along the Brisbane River from Petrie Bight/Kangaroo Point under the Story Bridge to Breakfast Creek at Newstead. The Village News is delivered to every home, apartment and business with additional bulk copies available in cafés and high traffic flow locations across the distribution area shown on the map. The Village News is a member of the Circulation Audit Bureau.

ADVERTISING SPECIFICATIONS

- All display ads are to be supplied as 300 dpi Hi-RES PDF's only. (ONLY Full page ads are to have 3 mm bleed and crop marks email design@newfarmvillagenews.com.au for full and double page ad specifications)
- Convert all images and photographs to CMYK and assign the profile supplied by Village News. Please convert all fonts to outlines.
- Emails with attachments are not to exceed 10Mb. If over please email design@newfarmvillagenews.com.au for FTP details.
- Attachments can be complete supplied in PDF, JPEG, Zip or .sit (Stuffit) files. JPEG files should be set to 300 dpi at full size.

Business name: Authorising Officer:

Mailing address: Post code:

Phone/Mobile: Fax: Email:

AD SIZES

AD RATES (Excluding GST)

| SIZES | | WIDTH | | HEIGHT | ✓ CASUAL | ✓ 3 - 5 issues | ✓ 6 - 12 issues |
|-------|----------------------|--------|---|---------------------|------------|----------------|-----------------|
| A | Full page | 235 mm | X | 275 mm + 3 mm bleed | 1800 + gst | 1500 + gst | 1350 + gst |
| B | Half page horizontal | 215 mm | X | 120 mm | 900 + gst | 810 + gst | 720 + gst |
| B | Half page vertical | 105 mm | X | 250 mm | 900 + gst | 810 + gst | 720 + gst |
| C | Quarter page | 105 mm | X | 120 mm | 600 + gst | 550 + gst | 500 + gst |
| D | Eighth page | 105 mm | X | 57 mm | 400 + gst | 350 + gst | 300 + gst |

(Classified rates and booking form available on request)

SCHEDULE

| MONTH | ✓ BOOKING | ARTWORK | PUB DATE |
|---------------|--------------------------|---------------------------|--------------------------|
| JAN | WED 4 TH JAN | FRI 6 TH JAN | MON 9 TH JAN |
| FEB | FRI 27 TH JAN | WED 1 ST FEB | MON 6 TH FEB |
| MAR | FRI 24 TH FEB | WED 29 TH FEB | MON 5 TH MAR |
| APR | FRI 23 RD MAR | WED 28 TH APR | MON 2 ND APR |
| MAY | FRI 20 TH APR | THUR 26 TH APR | MON 30 TH APR |
| JUN | FRI 25 TH MAY | WED 30 TH MAY | MON 4 TH JUN |
| 12 mth | 12 Month package | | |

| | | | |
|----------------------|----|--------------|----|
| TOTAL AD COST | \$ | + GST | \$ |
| AD DESIGN | \$ | + GST | \$ |
| TOTAL COST | | | \$ |

CONDITIONS OF BOOKING

- GST or ad design is not included in quoted rates. Ad design \$75/hour*.
- Loadings apply for pages 2-7 and preferred positions.
- Rates are based on artwork being supplied. Ads must be supplied as per ADVERTISING SPECIFICATIONS. (See page 1)
- Packages must be used within 12 months
- Magazine printed on 54 gsm LWC stock

PAYMENT METHOD

EFT
BANK: St George Bank
BSB: 114 879 ACC: 483 869 851

CHEQUE
Payable to New Farm Village News

CREDIT CARD (Amex 3% surcharge) Amount: \$

Card holder name: Expiry Date: /

Card Number:

FAX BACK: 3358 6325

TERMS & CONDITIONS

• Advertisement design is not included in the advertised rate • Basic ad design is a min of \$75/hour • Amex has a 3% surcharge • Cancellations will not be accepted within seven days of publication date • Invoiced credit terms is strictly 14 days from date of publication • Discount and Prepaid ad rates and special offers must be paid at confirmation of the booking otherwise the casual rate will apply. Unpaid or overdue accounts will attract a surcharge of 5%. All work is copyright to the New Farm - Fortitude Valley Village News • The Publisher (New Farm - Fortitude Valley Village News ABN 88330509542) does not accept responsibility for any content in any advertisement or advertorial published.

I confirm the booking and accept the terms & conditions:

Signature:

Date: / / 2012