

# The Loxton News

Published every Wednesday

Circulated throughout the Riverland region, including all major Riverland towns, Barmera, Berri, Renmark, Waikerie. Also circulating to Moorook, Kingston-On-Murray, and Northern Mallee towns including Alawoona, Mindarie, Karoonda, Wanbi and Wunkar.



A consistent award winner in SA Country Press Association annual judging, The Loxton News is published at Loxton, the business centre for both the largest irrigation area in the Riverland region of South Australia and also the Northern Mallee farming district.

Citrus, grapes, almonds, olives, stone fruits, vegetables, cereals, sheep, wool and cattle are products of the Loxton district, as are wine, fruit juice, olive oil and dried fruit.

Located on the River Murray, 250km north east of Adelaide, Loxton is the administrative centre of the Loxton Waikerie Council.

The Loxton News is part of the Taylor Group of Newspapers, with sister newspapers in SA's Riverland at Renmark (The Murray Pioneer), Waikerie (The River News), Pinnaroo (The Border Times), Gawler (The Bunyip) and Burra (The Mid North Broadcaster).

For further information about multi-paper buys with attractive rates for all six newspapers contact the Advertising Department on (08) 8586 8024.

## ADVERTISING RATES AND INFORMATION

### Rates effective 1 July 2011 – 30 June 2012

#### DISPLAY ADVERTISING

	Annual Spend	Rate	+GST=	Total	Disc
CASUAL		\$4.71	.47	\$5.18	
500cm	(\$2,165 + gst)	\$4.33	.43	\$4.76	8%
1,000cm	(\$4,040 + gst)	\$4.04	.40	\$4.44	14%
2,500cm	(\$9,500 + gst)	\$3.80	.38	\$4.18	19%
5,000cm	(\$18,100 + gst)	\$3.62	.36	\$3.98	23%
7,500cm	(\$24,300 + gst)	\$3.24	.32	\$3.56	31%
10,000cm	(\$29,600 + gst)	\$2.96	.30	\$3.26	37%

\*per single column centimetre.

#### INSERT RATES

Minimum 9c + .9cents GST = 9.9c per insert  
Over 16 pages or tabloid size - Price on application

#### COLOUR ADVERTISING RATES

FULL COLOUR - \$565 GST inclusive

#### CLASSIFIED ADVERTISING

**\$8.50 for 5 lines** (19 characters per line)  
**or \$20.00 for six weeks\***

\*Private sellers only and same copy each week.

Additional lines \$1.55 each and photos \$10 per week.

For sale classifieds will appear in Tuesday's Murray Pioneer, and Wednesday in The Loxton News, The River News and The Border Times.

Note: Payment required (cash/credit card) on submission of classified advertisement unless an account is already established.

\*All classified rates are inclusive GST

#### PAGE LOADINGS

FRONT PAGE	50%
PAGE 2	15%
PAGE 3	50%
PAGE 5	25%

\*Preference will be given to advertisements carrying loadings.

#### COVER PRICE

\$1.30

GST inclusive

# BOOKINGS & COPY DEADLINES

## DISPLAY ADVERTISING DEADLINES

Published Wednesday

### BOOKINGS & COPY:

Display Advertisements Booking: 5pm Friday  
Display Advertisements Copy: 10.30am Monday  
Classified Advertisements: 12noon Monday  
Cancellation deadline: 5pm Friday

\*Complete artwork must be submitted as per the specifications outlined below.

### MECHANICAL DATA

COLUMN DEPTH	40cm
Column Width	3.4cm
2 Columns	7.2cm
3 Columns	11cm
4 Columns	14.7cm
5 Columns	18.5cm
6 Columns	22.3cm
7 Columns	26.2cm
Gutter Width	4.2mm

CIRCULATION  
**2,400**  
READERSHIP  
**7,200**

## ELECTRONIC DATA TRANSFER

### Platforms Accepted:

PC Only (not Macintosh)

### Applications Accepted:

Adobe InDesign and Photoshop.

Microsoft Word is for text only and is not an approved application for advertisements or photographs.

Graphics/photographs must be supplied as separate .jpg files and at least 200dpi and no greater than 300dpi, if colour, CMYK.

### Saving to disk/CD:

When saving to disk the following must be included: original graphic files, fonts used, hard copy proof (colour if the advertisement is colour).

### Submitting advertisements:

Advertisements accepted by email, USB flash drive and CD for PC. Our preferred method of file is Adobe Acrobat PDF. All fonts must be converted to outlines, any colour must be CMYK (NOT RGB) and transparency to be flattened prior to sending.

Do not use True Type fonts. If advertisement is mono (black only) please supply in mono, not in colour. This also applies to any logos or graphics.

### Provider's responsibility:

Ensure advertisement bookings are made before sending copy.

All advertisements must adhere to the above conditions and contain information on the application used, which platform and contact phone number/fax number of provider.

**Any difficulties please call the Production Department on 8586 8024.**

**Email Address:** [ads@loxton-news.com.au](mailto:ads@loxton-news.com.au)

**The  
Loxton News**

**54 East Terrace, Loxton SA 5333  
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