

# More news, more sport, more often!



2010, 2011, 2012 & 2013 Country Press SA Newspaper Of The Year

**19,125\***  
**READERS ON**  
**AVERAGE EVERY**  
**EDITION.**

**The Border Watch**

South Australia  
 Mount Gambier  
 Kingston  
 Robe  
 Coonawarra  
 Beachport  
 Southend  
 Millicent  
 Tantanoola  
 Kalangadoo  
 Naracoorte

Bordertown  
 Glencoe  
 Mount Burr  
 Tarpeena  
 Penola  
 Port MacDonnell  
**Victoria**  
 Casterton  
 Dartmoor  
 Nelson  
 Hamilton

**The South Eastern Times**

Southend  
 Tantanoola  
 Kalangadoo  
 Furner  
 Hatherleigh  
 Beachport  
 Rendelsham  
 Mount Burr  
 Glencoe  
 Nangwarry

**THE PENNANT**

Penola  
 Coonawarra  
 Mount Burr  
 Kalangadoo  
 Nangwarry  
 Tarpeena



**Published:**  
**The Border Watch –**  
**Tuesday, Wednesday,**  
**Thursday & Friday.**  
**The South Eastern Times –**  
**Tuesday, & Thursday.**  
**The Penola Pennant –**  
**Wednesday**

1. Source: Circulation Data July to December 2016 multiplied by industry standard 3 readers per copy.

## RATES 2017 – 2018

### RATES

#### Effective

July 1<sup>st</sup> 2017  
to June 30<sup>th</sup> 2018

### DEADLINES

#### BOOKING DEADLINE

4.30pm 3 working days  
prior to publication.

#### COPY DEADLINE

3pm 2 working days prior  
to publication.

### COLOUR

### PAGE LOADINGS

#### Load calculation

Rate + Colour Load +  
Positional loading

#### 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.

Level	Expenditure level \$	PCCM TBW Rate \$	PCCM SET Rate \$	PCCM PP Rate \$
	Casual	10.53	5.91	4.15
1	\$2,500	9.13	5.08	3.75
2	\$5,000	7.48	4.83	3.43
3	\$7,500	5.97	4.25	3.09
4	\$12,000	5.25	4.00	3.00
5	\$15,000	4.93	Neg	Neg
6	\$30,000	4.46	Neg	Neg

PCCM: Per column cm \*all rates above include gst

Colour Option	Rate \$	GST \$	Total \$
Full Colour	110.91	11.09	125

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

Prices are inclusive of GST and are valid from July 1<sup>st</sup> 2017 to June 30<sup>th</sup> 2018.

## South Eastern Times & Penola Pennant

Full Page (38cm high 26.2cm wide)	Mono \$991	Colour \$1,116
Half Page (19cm high 26.2cm wide)	Mono \$743	Colour \$867

Outside of Full & Half Pages  
Mono PCCM Rate \$7.82 + \$125 Colour

## The Border Watch & Penola Pennant

Full Page (38cm high 26.2cm wide)	Mono \$1,296	Colour \$1,424
Half Page (19cm high 26.2cm wide)	Mono \$804	Colour \$930

Outside of Full & Half Pages  
Mono PCCM Rate \$11.25 + \$125 Colour

## The Border Watch & South Eastern Times

Full Page (38cm high 26.2cm wide)	Mono \$1,424	Colour \$1,548
Half Page (19cm high 26.2cm wide)	Mono \$867	Colour \$993

Outside of Full & Half Pages  
Mono PCCM Rate \$12.33 + \$125 Colour

## The Border Watch & South Eastern Times & Penola Pennant

Full Page (38cm high 26.2cm wide)	Mono \$1,485	Colour \$1,610
Half Page (19cm high 26.2cm wide)	Mono \$929	Colour \$1,053

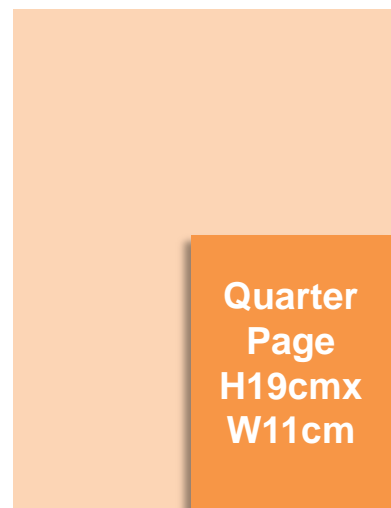
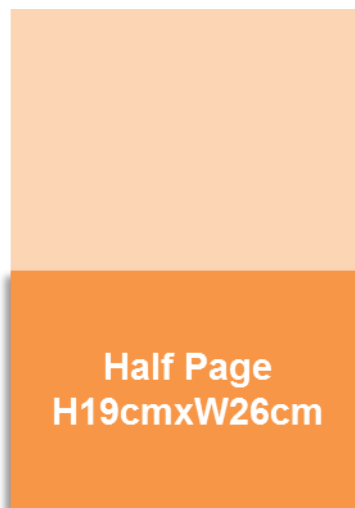
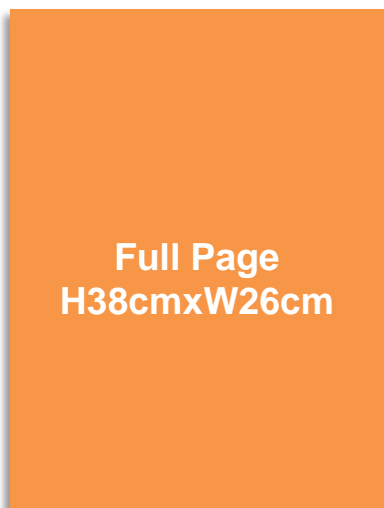
Outside of Full & Half Pages  
Mono PCCM Rate \$13.79 + \$125 Colour

# FULL, HALF and QUARTER PAGE RATES

[www.borderwatch.com.au](http://www.borderwatch.com.au)

Publication	Size	Mono \$	Colour \$
TBW	Full Page	1,150	1,277
TBW	Half Page	769	895
TBW	Quarter Page	477	599
SET	Full Page	895	1018
SET	Half Page	642	766
SET	Quarter Page	352	474
PP	Full Page	768	894
PP	Half Page	514	640
PP	Quarter Page	228	350

Prices are inclusive of GST and are valid from July 1<sup>st</sup> 2017 to June 30<sup>th</sup> 2018.



## RATES 2017 – 2018 Effective: July 1<sup>st</sup> 2017 to June 30<sup>th</sup> 2018

### RATE

Rate \$	GST \$	Total \$
9.86	.99	10.85

### PACKAGES

#### Package calculation:

Investment based on casual rate for paid advertisements. Advertisements must appear in consecutive weeks.

PACKAGES	OFFER	TOTAL INSERTIONS
BUY 1	GET 2 <sup>ND</sup> 50% OFF	2
BUY 2	GET 1 FREE	3
BUY 3	GET 2 FREE	5
BUY 5	GET 3 FREE	8

### 3 PAPER PACKS

#### Package calculation:

Investment based on casual rate for paid advertisements. Advertisements must appear in consecutive weeks.

Rate \$	GST \$	Total \$
13.09	1.31	14.40

PACKAGES	OFFER	TOTAL INSERTIONS
BUY 1	GET 2 <sup>ND</sup> 50% OFF	2
BUY 2	GET 1 FREE	3

### COLOUR

Colour Option	Rate \$	GST \$	Total \$
Full Colour	113.64	11.36	125

**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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# INSERT RATES 2017 – 2018

## The Border Watch

### RATE

**Effective:**  
July 1<sup>st</sup> 2017 to June 30<sup>th</sup>  
2018

Day	No Inserts	Total \$	Conditions
Tuesday, Wednesday or Thursday edition	6,000	1,020	Maximum 2 inserts
Friday edition	7,500	1,320	Maximum 2 Inserts

## The South Eastern Times

### TITLES

Day	No Inserts	Total \$	Conditions
Tuesday or Thursday edition	2,000	379	Maximum 2 inserts

## The Penola Pennant

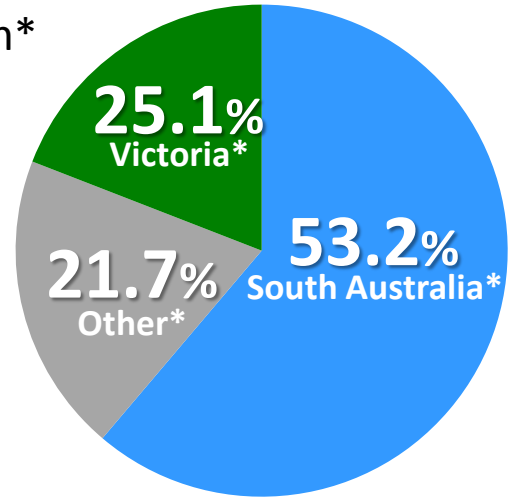
Day	No Inserts	Total \$	Conditions
Wednesday edition	1,000	165	Maximum 2 inserts

### DEADLINES

Process	Deadline
Insert Delivery	4 working days prior to insert
Delivery Address	81 Commercial Street East, Mount Gambier SA 5290

**20,984** Unique Browsers each month\*  
**51,195** Page Visits each month\*  
**28,943** Sessions each month\*

\*Google Analytics :January 2016 to December 2016 Average Monthly statistics.



**Online Ad Positions**

- Home Screen
- Sports page
- Police News
- Entertainment



**LEADER BOARD TOP**

**\$500.00 per month**

**MREC**

**\$180.00 per month**



AD SPECS	W x H (PIXELS)	STANDARD FORMAT	RICH MEDIA (3RD PARTY ADSERVED ONLY)	IAB NAME
Leader Board Top / Bottom	1162 x 250	GIF, JPG, PNG, SWF < 40KB	SWF < 100KB	Leader Board
Medium Rectangle	366 x 250	GIF, JPG, PNG, SWF < 40KB	SWF < 100KB	MREC

**DEADLINES**

**BOOKING DEADLINE**

12 working days prior to appearing online.

**COPY DEADLINE**

10 working days prior to appearing online.

Please note this may vary for rich media advertisements.

**Important Note: Errors and Adjustments**

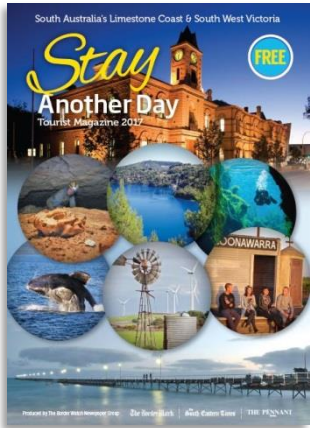
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**LEADER BOAR BOTTOM**

**\$250.00 per month**

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**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.



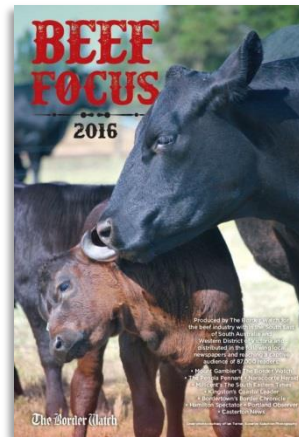
**Wedding Planner**

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.



**Parent Talk**

In it's second year Parent Talk has been a successful magazine for the Limestone Coast Community. It covers information for parents including services, tips, schools, activities and health.

# The Border Watch

## What's unique in Tuesday's edition



### Sports

- ✓ The latest sports results from the weekend.
- ✓ Weekend sports scores & results
- ✓ Sports news from around the region
- ✓ News from around the region



### Carsmart

An 8 page comprehensive guide to the latest new vehicle releases plus motor trade giving readers a guide to their motoring needs such as tyres, mechanics, parts, servicing and more.



### Business Focus

The latest in local business News from around the Limestone Coast.



### From the archives

The Border Watch 50 years ago.



### History

A look back, 10, 20, 30 and 40 years ago.

# The Border Watch

## What's unique in Wednesday's edition



### TV Watch

4 page TV guide with a full week's program.



### Social Snap Shots

One or more pages of photos of people from around the region.



### Billy's Puzzle page

Just for the kids includes a colour in competition, Billy's birthday wishes, recipes for the kids and much more.

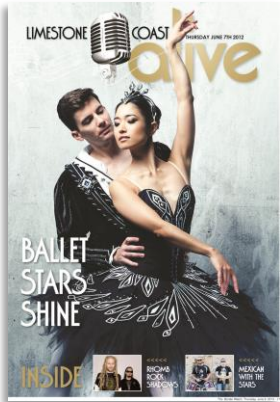


### Sport

Western Border Football League Player of the Year results and table.

# The Border Watch

## What's unique in Thursday's edition



### Limestone Coast Alive

An 5-8 page entertainment and arts guide.



### Motor Sport

The latest in results and news for motor sport from across the Limestone Coast.



### New Born

A glimpse at the latest arrivals from across the region.



### Wedding Photos

Wedding photos from around the region.



### Sport

Western Border Football League personality of the week.

# What's unique in Friday's edition



**Limestone Coast Property Guide**  
The Limestone Coast's number one guide for home buying and rentals.



**On The Land**  
Farming news from around the region.



**Handy Home Helpers**  
A comprehensive directory of businesses that can help turn our house into a home.



**Jobs.com.au**  
Job opportunities from around the region.



**Glibos Race Wrap.**  
The latest fields and results for racing across the region.



**Sport**  
Preview of upcoming sporting events from around the region.  
 ✓ Expert local football tips for the weekend  
 ✓ WBFL and MSE team line ups  
 ✓ And more

**SPORTING**

Month	Feature
January	Holcim Cup Coonawarra Cup
February	Mount Gambier Harness Racing
March	Pioneers Season Preview
April	MIDSE Preview WBFL Preview KTNFL Preview Mount Gambier Netball Preview Millicent Cup (horse racing)
May	Gold Cup Fashion (Includes Gold Cup Race Guide) Mount Gambier Little League Baseball
June	Café Belgornio Cup (Soccer)
September	Mid SE Preview & Review KNTFN Finals Preview & Review MTG Netball Grand Final WB Grand Final Preview & Review WBSA Soccer Preview
October	Pines Enduro
November	Legends Of The Lake (Motor Sport)
December	Mount Gambier Bowls Club Tournament

**SPECIAL EVENTS**

Month	Feature
January	Port Mac Bayside Festival Mount Gambier Rodeo Autofest Show n Shine Dartmoor Rodeo Australia Day Robe Boat & Fishing Festival
February	Valentines Day
March	St Patricks Day Coonawarra After Dark Easter Trading SE Field Days Geltwood Festival
May	Port Mac Fishing Competition Mother Day Coonawarra Arts Festival Disability & Aging Expo Giant Fly In (Robe)
July	Cellar Dwellers
August	Robe Home Brew Beer Fest
September	Fathers Day Lobster Season (Blessing Of The Fleet – Robe)
October	Mil Lel show Coonawarra Cabernet Paws around the lake Melbourne Cup Pink Ribbon Day Penola Show Antique British Sports Car Rally
November	Millicent show Bushfire Action Week Paws Around The Lake
December	Christmas Trading Hours

## AGRICULTURE & HORTICULTURE

Month	Feature
January	Beef Focus (Pre Print) Rain Record
March	Cropping
May	Dairy Focus
August	Prime Lamb (Pre Print) Hay and Silage/ Harvesting
December	2016 Rain Chart

## EDUCATION

Month	Feature
January	Back To School
April	Kids Magazine (pre Print)
May	Education & Careers
July	Education & Careers Universities
November	School Out

## BUILDING & RENOVATING

Month	Feature
May	Winter Home & Living
August	Commercial Development
September	Spring Home & Living
October	Save on Utility Bills

## NATIONAL DAYS/ WEEKS/ MONTHS

Month	Feature
May	Volunteers Week Spinal Health Week
August	National Skills Week Daffodil Day Dental Health Week Brain Injury Awareness Week
September	Prostrate Awareness Month Safe Work Week
October	Seniors month
November	International Day of People with Disability Bushfire Action Week

## INDUSTRY BASED

Month	Feature
February	Truck & Transport
March	Bon Appetite Magazine (pre-print)
June	Wedding Planner Magazine (Pre Print) Tax Time & Finance
July	Crime Prevention
August	Retirement Timber Focus Coffee Lovers Try A Local Tradie
December	Stay Another Day Tourist Magazine (Pre Print) Carols booklet (Christmas Pre Print)

**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.

\* Source: Brand Navigator March 2012



[www.borderwatch.com.au](http://www.borderwatch.com.au)

**Address** - 81 Commercial street East, Mount Gambier SA or P.O Box 309, Mount Gambier, SA 5290

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**Copy Support**

Stacey Jaensch (08) 8724 1546  
E-mail [ads@tbw.com.au](mailto:ads@tbw.com.au)

**Penola Pennant Media Sales Consultant + Copy Support**

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E-mail [copy@tbw.com.au](mailto:copy@tbw.com.au)

**Copy Support Fax (08) 8724 7477**

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