COMMUNITY NEWSPAPER RATE CARD 2024 - 2025

Our community newspapers reach more than 71,000 homes across the municipalities of Glenorchy, Hobart, Clarence and parts of Sorell.

Delivered free, this is an exceptionally cost effective way of getting your message on the doorsteps of homes and businesses in your local area.

GLENORCHY GAZETTE

www.glenorchygazette.com.au

Average Cost
$0.02 per thousand issues*

Circulation
22,938 businesses and households

Distribution
First Tuesday of the month

Advertising
advertising@glenorchygazette.com.au

Editorial
editorial@glenorchygazette.com.au

HOBART OBSERVER

www.hobartobserver.com.au

Average Cost
$0.02 per thousand issues*

Circulation:
22,331 businesses and households

Distribution:
Second Tuesday of the month

Advertising:
advertising@hobartobserver.com.au

Editorial:
editorial@hobartobserver.com.au

EASTERN SHORE SUN

www.easternshoresun.com.au

Average Cost
$0.02 per thousand issues*

Circulation:
26,068 businesses and households

Distribution:
Third Tuesday of the month

Advertsing:
advertising@easternshoresun.com.au

Editorial:
editorial@easternshoresun.com.au

* Approximate figures

Contact Justine on 6210 5201 or email **justine.brazil@corcomms.com.au** to book your space today!

2024-2025 ADVERTISING DEADLINES

GLENORCHY GAZETTE

Distributed 1st week of the month

Issue	Advertising Booking & Editorial Submission	Press Ready Material	Print	Distribution
JUL '24	13 Jun	24 Jun	26 Jun	2 Jul
AUG '24	18 Jul	29 Jul	31 Jul	6 Aug
SEP '24	15 Aug	26 Aug	28 Aug	3 Sep
OCT '24	12 Sep	23 Sep	25 Sep	1 Oct
NOV '24	17 Oct	28 Oct	30 Oct	5 Nov
DEC '24	14 Nov	25 Nov	27 Nov	3 Dec
JAN '25	19 Dec	6 Jan	8 Jan	14 Jan
FEB '25	16 Jan	23 Jan (Thu)	29 Jan	4 Feb
MAR '25	13 Feb	24 Feb	26 Feb	4 Mar
APR '25	13 Mar	24 Mar	26 Mar	1 Apr
MAY '25	17 Apr	28 Apr	30 Apr	6 May
JUN '25	15 May	26 May	28 May	3 Jun
JUL '25	12 Jun	23 Jun	25 Jun	1 Jul
AUG '25	17 Jul	28 Jul	30 Jul	5 Aug
SEP '25	14 Aug	25 Aug	27 Aug	2 Sep
OCT '25	18 Sep	29 Sep	1 Oct	7 Oct
NOV '25	16 Oct	27 Oct	29 Oct	4 Nov
DEC '25	13 Nov	24 Nov	26 Nov	2 Dec

HOBART OBSERVER

Distributed 2nd week of the month

Issue	Advertising Booking & Editorial Submission	Press Ready Material	Print	Distribution
JUL '24	20 Jun	1 Jul	3 Jul	9 Jul
AUG '24	25 Jul	5 Aug	7 Aug	13 Aug
SEP '24	22 Aug	2 Sep	4 Sep	10 Sep
OCT '24	19 Sep	30 Sep	2 Oct	8 Oct
NOV '24	24 Oct	4 Nov	6 Nov	12 Nov
DEC '24	21 Nov	2 Dec	4 Dec	10 Dec
JAN '25	19 Dec	13 Jan	15 Jan	21 Jan
FEB '25	23 Jan	3 Feb	5 Feb	11 Feb
MAR '25	20 Feb	3 Mar	5 Mar	11 Mar
APR '25	20 Mar	31 Mar	2 Apr	8 Apr
MAY '25	24 Apr	5 May	7 May	13 May
JUN '25	22 May	2 Jun	4 Jun	10 Jun
JUL '25	19 Jun	30 Jun	2 Jul	8 Jul
AUG '25	24 July	4 Aug	6 Aug	12 Aug
SEP '25	21 Aug	1 Sep	3 Sep	9 Sep
OCT '25	25 Sep	6 Oct	8 Oct	14 Oct
NOV '25	27 Oct (Mon)	3 Nov	5 Nov	11 Nov
DEC '25	20 Nov	1 Dec	3 Dec	9 Dec

EASTERN SHORE SUN

Distributed 3rd week of the month

Issue	Advertising Booking & Editorial Submission	Press Ready Material	Print	Distribution
JUL '24	27 Jun	8 Jul	10 Jul	16 Jul
AUG '24	1 Aug	12 Aug	14 Aug	20 Aug
SEP '24	29 Aug	9 Sep	11 Sep	17 Sep
OCT '24	26 Sep	7 Oct	9 Oct	15 Oct
NOV '24	31 Oct	11 Nov	13 Nov	19 Nov
DEC '24	28 Nov	9 Dec	11 Dec	17 Dec
JAN '25	9 Jan	20 Jan	22 Jan	28 Jan
FEB '25	30 Jan	6 Feb (Thu)	12 Feb	18 Feb
MAR '25	27 Feb	6 Mar (Thu)	12 Mar	18 Mar
APR '25	27 Mar	7 Apr	9 Apr	15 Apr
MAY '25	1 May	12 May	14 May	20 May
JUN '25	29 May	5 Jun (Thu)	11 Jun	17 Jun
JUL '25	26 Jun	7 Jul	9 Jul	15 Jul
AUG '25	31 Jul	11 Aug	13 Aug	19 Aug
SEP '25	28 Aug	8 Sep	10 Sep	16 Sep
OCT '25	2 Oct	13 Oct	15 Oct	21 Oct
NOV '25	30 Oct	10 Nov	12 Nov	18 Nov
DEC '25	27 Nov	8 Dec	10 Dec	16 Dec

Advertising Booking & Editorial Submission Date

Generally falls on a Thursday.

The final deadline for advertising to be booked, and editorial content to be submitted for editing.

Press Ready Material Date

Generally falls on a Monday.

The final deadline for press ready advertising material to be submitted. Material should be appropraite in size and format.

Print Date

Generally falls on a Wednesday.

The date the issue is printed.

Distribution Date

Generally falls on a Tuesday.

The date the issue is distributed to homes and businesses.

Please note

NB: Dates may be subject to change to account for public holidays and year-end holiday period.

DISTRIBUTION

We are proud to have the lowest 'cost per thousand' rate for our newspapers against the other major community and daily newspapers in Tasmania.

Being able to focus on the Hobart, Glenorchy and Clarence municipalities across our three papers means advertisers can deliver more localised and authentic messages to readers.

Digital Readers

In addition to the physical issues, digital versions of all three newspapers are released to their respective websites on the distribution dates. These websites receive **over 7,000 users per month***, making them a great way to reach an even larger audience.

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ADVERTISING OPTIONS EARLY GENERAL NEWS

Advertising Terms & Conditions:

When required, a proof of your advertisement will be emailed to you prior to publication printing for your approval.

No responsibility will be taken for mistakes made by the advertiser.

Cancellations are permitted prior to the advertising bookings deadlines which are located on rate card and online. Cancellation after this date will result in a charge of 50% of your advertisement cost.

Payment is due on the date specified on the invoice and interest will be charged on overdue accounts at 6.5% pa until payment is received in full.

You agree to pay all costs and expenses (including all legal costs and expenses) incurred as a result of your failure to pay (including the cost of debt recovery).

Any disputes regarding invoices MUST be raised within 14 days of receiving invoices or you will be liable to pay the full amount invoiced.

Supplied material

Press Ready PDF

CMYK

Fonts outlined

Column Widths

1 column:	34mm
2 column:	72mm
3 column:	110mm
4 column:	148mm
5 column:	186mm
6 column:	224mm
7 column :	262mm

A Selection of our Standard Sizes

HALF PAGE
19cm x 7col
190mm H x 262mm W
$1,313

1/6TH PAGE
15cm x 3col
150mm H x 110mm W
$444

SMALL
8cm x 2col
$158
Small dimensions:
80mm H x 72mm W

QUARTER PAGE
19cm x 4col
190mm H x 148mm W
$750

SQUARE
10cm x 3col
100mm H x 110mm W
$296

FULL PAGE
38cm x 7col
380mm H x 262mm W
$2,625

STRIP BANNER 6cm x 7col
60mm H x 262mm W $415

OTHER SIZES AVAILABLE UPON REQUEST AT $9.90 (INC GST) PER COLUMN CM

All prices are full colour, inc GST and are per placement. Sizes shown not to scale.

Position Loadings

Front page:	100%,	Back page:	50%
Page 3:	30%	Page 5:	20%
Page 7 & 9:	15%	Any specified page:	10%

Advertisement Design:

Basic design fee with one set of corrections:	$25
Complex design fee with two sets of corrections:	$50

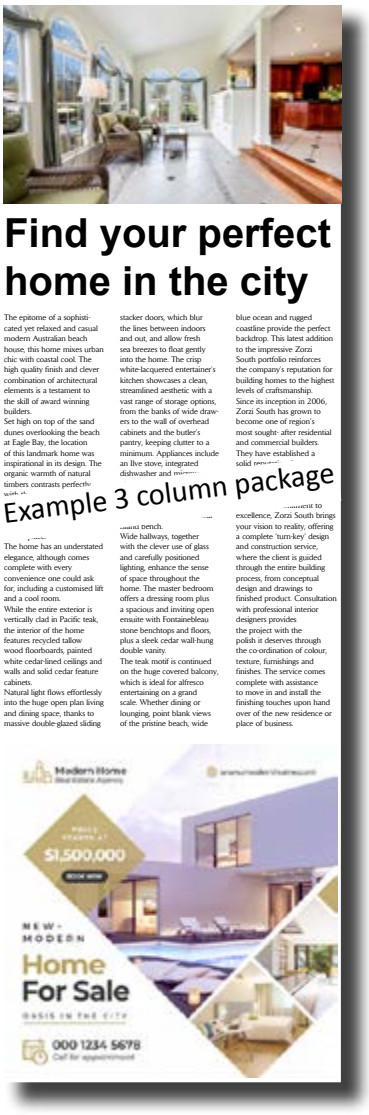
Sizes and prices of Early General News also apply to advertisements in regular monthly features, such as **Health, Beauty & Lifestyle**, **A Financial Moment**, **Trades, Services & Classifieds**, **Pet Talk** and **Sport**. These sizes and prices are different to Special Features, as described on page 4.

ADVERTISING PACKAGE DEALS

Package Deal over Multiple Placements

	1 Placement	3 Placements 10% discount	6 Placements 15% discount	12 Placements 30% discount
Square - 10cm x 3col	$296.00	$266.40	$251.60	$207.20
Strip Banner - 6cm x 7col	$415.00	$373.50	$352.75	$290.50
1/6th of a Page - 15cm x 3col	$444.00	$399.60	$377.40	$310.80
Quarter page - 19cm x 4col	$750.00	$675.00	$637.50	$525.00
Half page - 19cm x 7col	$1,313.00	$1,181.70	$1,116.05	$919.10
Full page - 38cm x 7col	$2,625.00	$2,362.50	$2,231.25	$1,837.50

Prices per placement, including GST and colour. Packages can be taken across multiple papers. Conditions may apply.



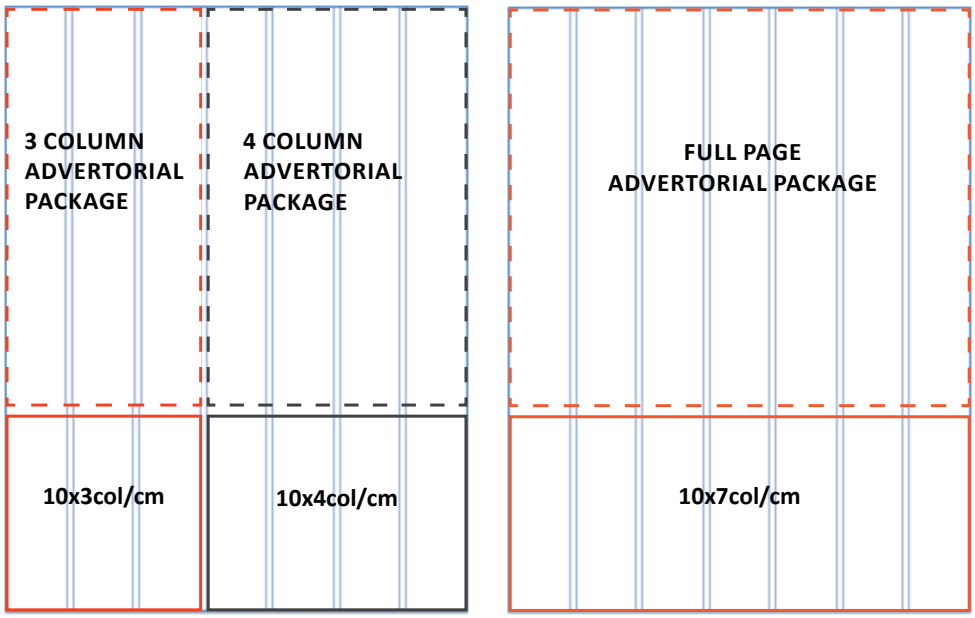
Advertorial Options

BRING YOUR MESSAGE HOME WITH AN ADVERTORIAL PACKAGE:

Guaranteed editorial placed above your advertisement over 3 or 4 columns.

Or why not grab the whole page!

3 column package: $709
4 column package: $935
Full page package: $1670



Prices per placement, including GST. Packages can be taken across multiple papers. Conditions may apply.

ADVERTISING OPTIONS

SPECIAL FEATURES

Special Features

Every month, the community newspapers play host to one-to-two special features. Special features are a unique opportunity to appeal to your target audience for a reduced rate.

Some of our most popular features include:

PRIME TIMES
Prime Times is a seasonal feature, published four times a year, aimed at showcasing the services and aids available to older generations.

EDUCATION
The Education feature is published ... to get parents prepared and informed for the coming school year.

CHRISTMAS GUIDE
Published in the ... issues, the Christmas guide highlights the offers and seasonal events of the Christmas season.

BUSHFIRE AWARENESS
Bushfire Awareness is published in the ... issue to better prepare locals for the often-dangerous summer months.

Other features will be published throughout year. Please contact Justine to hear about upcoming special features.

Packages can be booked per paper or across all three.

Column Widths

1 column:	40mm
2 column:	84mm
3 column:	129mm
4 column:	173mm
5 column:	218mm
6 column:	262mm

A Selection of our Standard Sizes

QUARTER PAGE
177mm x 3col
177mm H x 129mm W
$500

HALF PAGE
177mm x 6col
177mm H x 262mm W
$750

FULL PAGE
357mm x 6col
357mm H x 262mm W
$1300

All prices are full colour, inc GST and are per placement. Sizes shown not to scale.

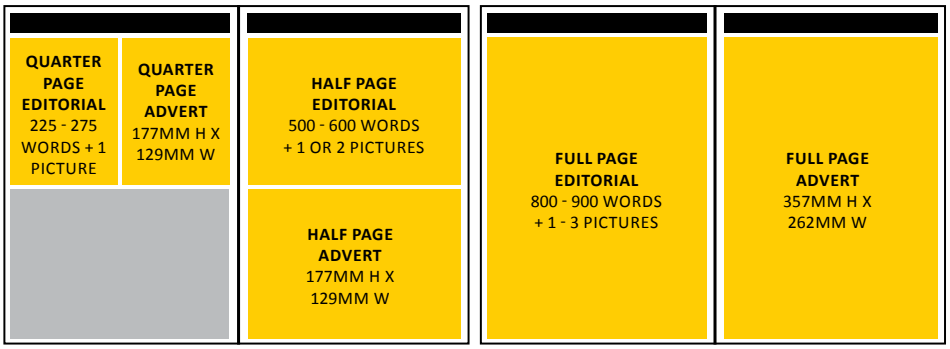
Advertorial Options

BRING YOUR MESSAGE HOME WITH AN ADVERTORIAL PACKAGE:

Guaranteed editorial placed above your advertisement over a full-length 3 columns, full page or 2-page spread.

Quarter page + editorial:	$750
Half page + editorial:	$1300
2-page package:	$2600

Pages in the 2-page package will be placed next to each other across a spread.



Prices per placement, including GST.

Regular monthly features such as **A Financial Moment**, **Trades, Services & Classifieds**, **Pet Talk** and **Sport** are priced and sized according to Early General News rates and dimensions.

TRADES, SERVICES & CLASSIFIEDS

8x2
$104.20
(80mm high x 72mm wide)

6x2
$78.10
(60mm high x 72mm wide)

6x3
$117.20
(60mm high x 110mm wide)

Special Trades & Services Packages

	1 Placement	3 Placements 10% discount	6 Placements 15% discount	12 Placements 30% discount
TRADES 6x2 (60mm x 72mm)	$78.10	$70.30	$66.40	$54.70
TRADES 8x2 (80mm x 72mm)	$104.20	$93.80	$88.60	$73.00
TRADES 6x3 (60mm x 110mm)	$117.20	$105.50	$99.60	$82.00

Costs are inclusive of GST and per placement. All other sizes at $6.20 inc GST per column/cm

Classified Rates

LINE ADVERTISING $28 – up to 24 words
Each additional 1-4 words add $2.50

Website Ads

Extend your reach! Digital versions of all Trades and Services ads (excluding classified ads) are hosted on a Trades and Services page on the Glenorchy Gazette, Hobart Observer and Eastern Shore Sun websites. With direct links to your business' website, it's even easier for customers to find you – at no additional cost!

Glenorchy Gazette
Hobart Observer
Eastern Shore Sun