

Skipton Community News

ADVERTISING RATES FOR 2018

1st quarter: 29.1.2018 – 29.3.2018 2nd quarter: 16.4.2018 – 29.6.2018
3rd quarter: 16.7.2018 – 21.9.2018 4th quarter: 8.10.2018 – 21.12.2018

Editor: Kathy Sproules can be contacted at 14 Scott Street, Skipton, 3361, or by phone on 5340 2340.
Our Fax number - 5340 2434. Email: skiptonscn@bigpond.com

If in doubt—Ask! To avoid problems and later confusion for all enquiries and concerns please ask. Details above.

**Casual advertisements MUST BE PAID FOR AT TIME OF LODGMENT and
Yearly, ½ Yearly. and Quarterly advertisements ARE TO BE PAID FOR IN ADVANCE.**

If preparing your own articles please try to remember to allow sufficient area for page margins, essential for printing of the newsletter. There is no additional charge for type-setting for any ads that I make for you.

Your early payment assists to minimize administrative costs. However, for items received without payment, or by fax, accounts will be sent and receipts issued as required for your business records.

Distribution: SCN is a **Weekly community newsletter** and is distributed to all households in the 3361 district 'free of charge' each Wednesday. Additional copies are distributed through local business houses and post offices, in Skipton, Linton and Streatham, and also to landholders in Mannibadar and Mt. Emu Settlement. A total of 500 issues of SCN printed per edition.

S.C.N. Collection Boxes are located for your convenience at the Skipton Post Office, Skipton Roadhouse and Adam's FoodWorks Supermarket. It is wise to think carefully when submitting your articles and ensure that you read information carefully to ensure accuracy of details submitted. It is up to you to advise if details need to be amended or corrected.

Classifieds: Please include payment for articles at the time of lodgment – rates \$5.00 or \$10.00 for 'Casual Classifieds' e.g. For Sale – Bereavements – Public Notices – 'Thank You' and the like. Refer to price list below for larger articles.

Below are prices for ads for inclusion in SCN during 2018—Rates remain unchanged again for the New Year.

FULL PAGE \$50 issue CASUAL RATE or \$1,000.00 year
\$ 750.00 ¾ year
\$ 500.00 ½ year
\$ 300.00 ¼ year

1/2 PAGE \$25 issue CASUAL RATE or \$500.00 year
\$360.00 ¾ year
\$250.00 ½ year
\$150.00 ¼ year

1/4 PAGE \$12.50 issue CASUAL RATE or \$300.00 year
\$200.00 ¾ year
\$150.00 ½ year
\$100.00 ¼ year

1/8 PAGE \$10.00 issue CASUAL RATE or \$200.00 year
\$150.00 ¾ year
\$115.00 ½ year
\$ 90.00 ¼ year

1/16 PAGE \$5.00 issue CASUAL RATE or \$150.00 year
\$100.00 ¾ year
\$ 80.00 ½ year
\$ 50.00 ¼ year

} As you can see from
} this price list:
} these SCN costs offer a
} significant saving to
} you if booked for the
} full year.

}
} A great way to reach
} your target market.

**2018 Telephone Directory
Advertisements
Ads Phone Book Only—\$100.00
For SCN Ads N/C Phone Book**

Mailing List: Many people outside the district have SCN mailed to them each week. Great way to keep in touch. If you are interested in being included on the 'SCN Mailing List' simply send your details to the Editor S.C.N. with payment for postage. SCN is mailed to those who live outside of this district and upon request each week at the personal cost of the recipients.

In 2018, \$12.50 per term, \$50.00 p.a. School holidays mark the quarterly breaks.

Sponsorship: It is through the weekly sponsors that SCN is able to pay for the delivery of newsletters to your homes, ensuring a 'free service'. The cost is \$55.00 and must be found for each edition to meet the costs to Australia Post for the weekly delivery of completed newsletters. Please forward your payment of \$55.00, by cheque, cash or EFT/DC to The Editor SCN, via Collection Boxes (see above or contact details above). Sponsorship is a separate cost to SCN.

Advertising costs are separate costs and this covers the costs of production, paper, toner, maintenance etc.

The mast on the front page of each edition of SCN has the name of the sponsor of that particular newsletter.

SCN needs 42 sponsors each year. All donations to SCN are most welcome at anytime.

Please Note: All groups and organisations are required to pay for advertising of events. It is through advertisements that SCN meets the costs of production, thus enabling production of a weekly newsletter 'free of charge' to readers throughout the district. I am fairly lenient in charges for local fund raising; your cooperation is always appreciated.

Kathy Sproules - Editor