

Galston, Glenorie & Hills Rural

COMMUNITY NEWS

ADVERTISING THAT WORKS • YOUR LOCAL CONNECTION

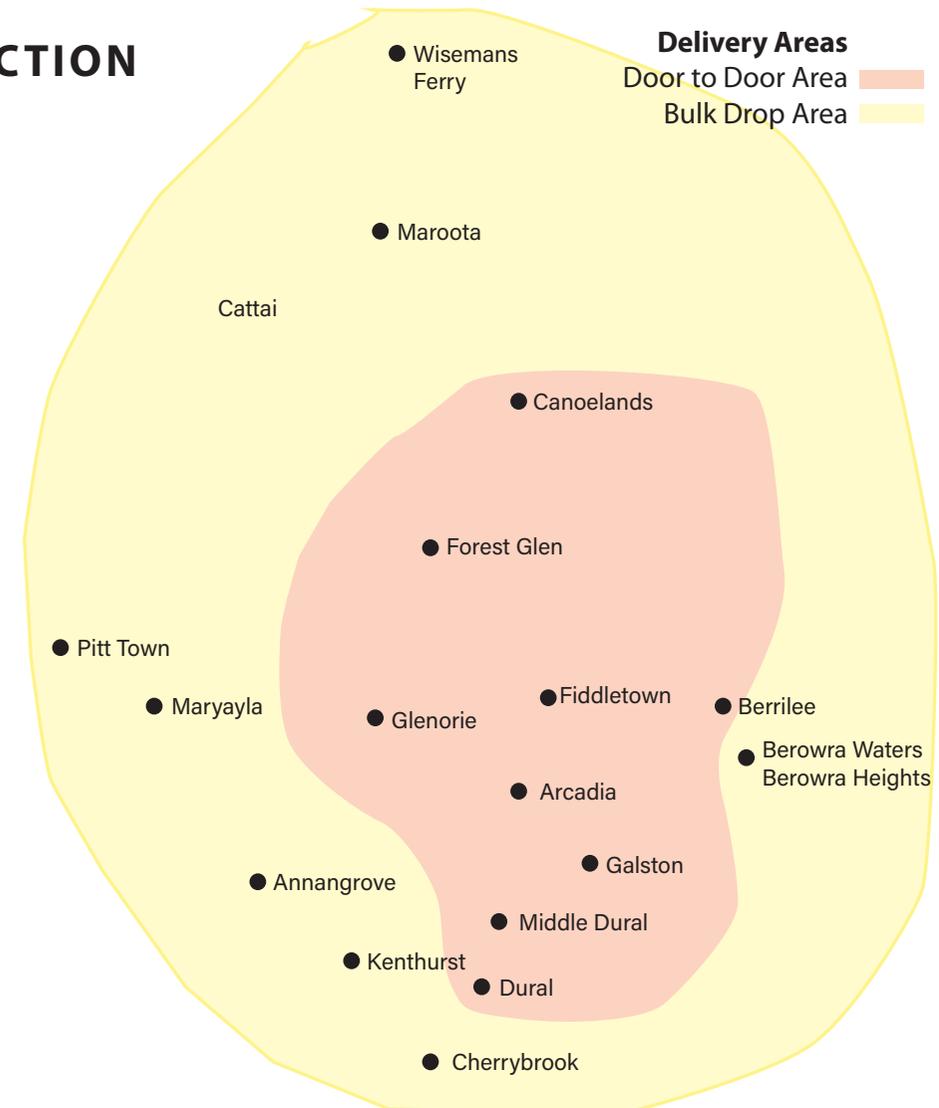
- 7,000 copies published monthly
- 3,500 delivered door to door through affluent high net worth areas
- Published and trusted for over 34 years
- Distributed in an area which receives little junk mail
- 3,500 copies bulk dropped to popular shopping destinations and businesses

The Demographics of the Area:

Average age 43 years; 78% born in Australia; the median individual income is \$681 per week and the median household income is \$1,998 per week; 44% of homes are owned outright, 41% are mortgaged, 15% are rented.

45% of residents are professionals or managers, 18% administrative, 12% technicians and trades

CONNECTION. EXPOSURE. GROWTH.



BLOCK BOOKINGS AND PACKAGE DEALS AVAILABLE.

We also produce the following publications:

**Dooral Roundup
Hills to Hawkesbury Living
Monthly Chronicle**

Ask our Advertising Team for details of savings when advertising in our other publications.

Prices include FREE Design of Ad

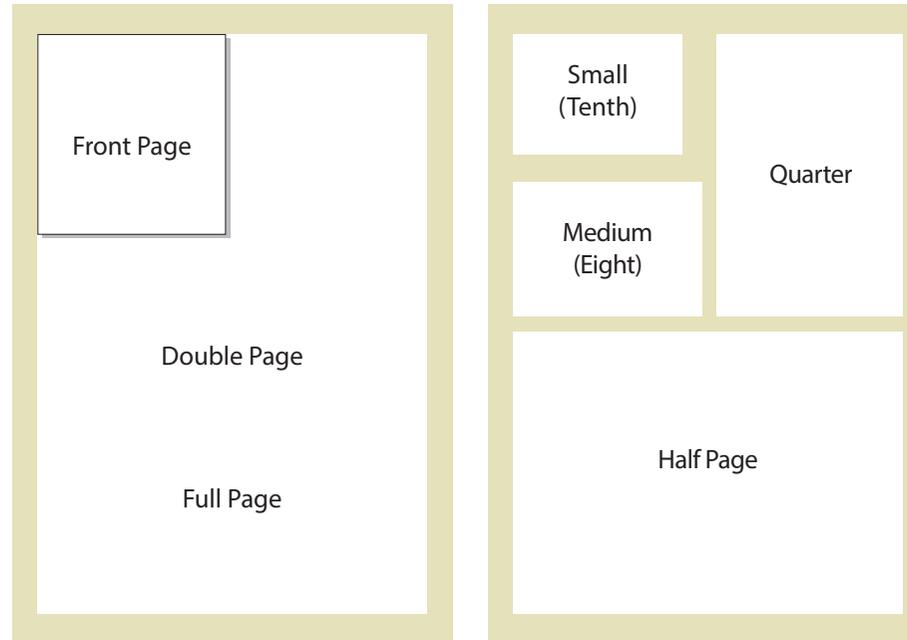
*Each edition closes on the **15th of each month** with distribution commencing on 30th/1st of each month*

Flyer Insertion & delivery \$120 per thousand plus GST, maximum 6000 flyers.*

**conditions apply*

CALL US NOW SO WE CAN ASSIST YOU TO GENERATE MORE BUSINESS.

Advertising Rates



RATES (Excluding GST)			
Front Page	60 x 75 mm		\$320
Full Colour Ads			
Double Page	287 x 190 mm x 2		\$828
Full Page	287 x 190 mm		\$614
Half Page	190 x 136 mm		\$336
Quarter	92.5 x 136 mm		\$184
Medium (Eighth)	92.5 x 65 mm		\$99
Small (Tenth)	92.5 x 48 mm		\$89
Trade Listing	4 Lines plus logo		\$47
Premium Pages	Pages 2-3	12%	Pages 4-5 8%

For Advertising Call:

Mary Ord

0400 363 563

advertising@galstoncommunity.com.au

Don't Forget we Deliver DOOR TO DOOR you get 95% coverage, that means nearly EVERYONE gets a copy of our paper.

How to Create an Effective Advertisement

We would offer the following guidelines for creating Ads which will increase the likelihood of a response:

- 1) Create and use an effective **headline**. You only have 3 secs to grab the readers attention.
- 2) The **benefit** to the reader, what problem do they have which you are going to resolve?
- 3) The **offer**, ie free trial, 50% of first appointment, money back guarantee?
- 4) The **proof**, some scientific or other statement about why this works.