11. Western Suburbs Weekly
   12. Western Suburbs Weekly Catchment Area
   13. Western Suburbs Weekly

14. Eastern Reporter
   15. Eastern Reporter Catchment Area - Urbanites
   16. Eastern Reporter – Vincent & Stirling
   17. Eastern Reporter – Bayswater & Bassendean

18. Gazette Zone East
   19. Gazette (East) Catchment Area - Heartland
   20. Canning Gazette
   21. Southern Gazette

22. Gazette Zone West
   23. Gazette (West) Catchment Area - Heartland
   24. Melville Gazette
   25. Western Suburbs Weekly

26. South Coast Zone
   27. South Coast Area - Lifestylers
   28. Sound Telegraph

29. Coastal Times – Mandurah & Murray

30. Print Solutions
   31. Tell Your Story
   32. Paid Expert Column

33. Real Estate
   34. Residential

35. Trade & Services
   36. Looklocalwa

37. Commercial Content
   38. Audience Targeted Content
   39. Luxury Lifestyle
   40. Perth’s Finest Private Schools

41. Digital Solutions
   42. Community News Integration With Perthnow
   43. Print Solutions
   44. Planning Rates
   45. Front Page Options
   46. Page 2 Package
   47. Wraps
   48. Wrap Guidelines & Deadlines
   49. Tell Your Story
   50. Digital Advertiser Content
   51. Advertising Features
   52. Contact Us
WHO IS COMMUNITY NEWS?

Community News is a highly trusted voice and source of information for the people of Perth. Established in 1985, Community News has been serving and strengthening Perth’s local communities for over 30 years. This year Community News joined the Seven West Media stable alongside The West Australian, Sunday Times and West Regional Network mastheads. As a digital-first publisher, Community News keeps Perth locals up-to-date across their day and across their devices. With over 600,000 unique visitors a month and a social following exceeding 100,000, Community News’ content has relevance across the full age spectrum.

Community News is also strongly data-driven to best serve its readers and advertisers with relevant products delivering quality commercial outcomes. We regularly tap into our reader panel of 4,500 passionate readers to keep our content contemporary. This year, we have completely recast our distribution network to best ensure our product is getting into the hands of those most likely to read it and act upon the advertising within.
As CNG is now part of Seven West Media group in WA, CNG can offer advertising sales into the Sound Telegraph, which is part of the West Australian Regional Newspaper network. CAB 6 months to 31 March 2020.

**COMMUNITY NEWS TITLES (AVERAGE WEEKLY COPIES DISTRIBUTED)**

**TIMES ZONE**
- Joondalup Times – 25,247
- Wanneroo Times – 21,368
- Stirling Times – 16,944

**WESTERN SUBURBS WEEKLY**
- Cambridge & Stirling – 25,265
- Western Suburbs – 28,295

**EASTERN REPORTER**
- Bayswater & Bassendean – 15,360
- Vincent & Stirling – 15,555

**GAZETTE (EAST) ZONE**
- Canning Gazette – 17,767
- Southern Gazette – 20,265

**GAZETTE (WEST) ZONE**
- Cockburn Gazette – 22,323
- Fremantle Gazette – 12,896
- Melville Gazette – 28,437

**SOUTH COAST ZONE**
- Coastal Times - 30,58
- Sound Telegraph – 49,178

**TOTAL COMMUNITY NEWS** – 327,929
PRINT + DIGITAL = 1.032 MILLION PEOPLE PER MONTH

Source: emma TM conducted by Ipsos MediaCT CMV 12 months to March 2020. Nielsen DRM. Print (533,000) + Digital (647,000) L4W.
The Times zone comprises the Cities of Wanneroo and Joondalup, and parts of the City of Stirling. Residents of these municipalities traditionally spend most of their leisure time within the northern suburbs and there is a growing proportion who both live and work in the north. High in community spirit, the residents take great interest in local organised events (fairs, exhibitions, celebrations) and sporting teams.
The local market

Annual spend:
- $106.9mil on private/catholic school fees
- $76.6mil on sporting equipment/gym fees
- $54.5mil on hardware or garden products
- $49.0mil on household appliances

Source: GeoTribes Explorer © RDA Research 2020
*Joondalup/Wanneroo Times & Weekender.
The local market

Annual spend:
- $99.0mil on private/catholic school fees
- $46.5mil on pet food/supplies
- $58.7mil on hardware or garden products
- $56.7mil on household appliances
- $49.6mil on childcare

Source: GeoTribes Explorer © RDA Research 2020

Our audience

Weekly (in print) copies: 21,368
Monthly (net) readers: 66,000
Monthly digital page views: 110,053
FB followers: 21,217*

Suburbs of:
Alexander Heights, Alkimos, Ashby, Banksia Grove, Butler, Carramar, Clarkson, Darch, Eglinton, Girrawheen, Hocking, Jindalee, Koondoola, Landsdale, Madeley, Marangaroo, Merriwa, Mindarie, Nerrabup, Nowergup, Pearsall, Quinns Rock, Sinagra, Tapping, Two Rocks, Wangara, Wanneroo, Yanchep

Source: GeoTribes Explorer © RDA Research 2020
STIRLING TIMES
Published weekly on Thursday.

The local market

Annual spend:
$115.4mil on dining out
$56.4mil on sporting equipment/gym fees
$39.0mil on household appliances
$38.2mil on hardware or garden products
$28.3mil on wine

Our audience

Weekly (in print) copies: 16,944
Monthly (net) readers: 36,000
Monthly digital page views: 110,082
FB followers: 4,226

Suburbs of:
Balcatta, Carine, Dianella (North)
Doubleview, Glendalough, Gwelup,
Hamersley, Herdsman, Joondanna,
Karrinyup (North), North Beach,
Mirrabooka, North Beach, Osborne
Park, Stirling, Tuart Hill,
Watermans Bay, Westminster,
Yokine

Source: GeoTribes Explorer © RDA Research 2020
The affluent belt taking in the western coastal strip of the City of Stirling plus the traditional western suburbs represents the most premium market in Perth. Highly educated and wealthy, the residents, who pay among the highest property prices in the metropolitan area, have a real sense of ownership in their local area and therefore are a vocal group in local politics and lobbying on community issues. Hyper-local and engaging lifestyle content appeals to this audience, less so the happenings in the wider community. A key area for prestige real estate advertising.
The local market

Annual spend:
- $205.4mil on dining out
- $135.4mil on private/catholic school fees
- $66.1mil on tertiary fees
- $137.8mil on new vehicle purchase
- $61.2mil on wine
- $60.0mil on furniture

Our audience

Weekly (in print) copies: 54,009
Monthly (net) readers: 82,000
Monthly digital page views: 337,222
FB followers: 6,206

Suburbs of:
- Churchlands
- City Beach
- Claremont
- Cottesloe
- Crawley
- Daglish
- Dalkeith
- Doubleview
- Floreat
- Innaloo
- Jolimont
- Karrinyup (South)
- Mosman Park
- Mt Claremont
- Nedlands
- Peppermint Grove
- Scarborough
- Shenton Park
- Subiaco
- Swanbourne
- Trigg
- Wembley
- Wembley Downs
- West Leederville
- Woodlands

Source: GeoTribes Explorer © RDA Research 2020
The people of the inner north crowd into the northern fringe of the central business district, in smaller lots than the outer suburbs, forming unique urban cultures. Hipsters, artists and young professionals love the dining precincts and entertainment options, while migrant families have long histories with the areas, keeping the grown children at home as long as they can to get a start in life.
EASTERN REPORTER – VINCENT & STIRLING
Published weekly on Thursday.

The local market

Annual spend:
$105.9mil on dining out
$85.5mil on alcohol
$67.8mil on mobile /telephone/internet
$45.6mil on sporting equipment/gym
$36.3mil on tertiary fees
$24.5mil on computer software & hardware

Our audience

Weekly (in print) copies: 30,915*
Monthly (net) readers: 45,000*
Monthly digital page views: 135,719
FB followers: 3,754**

Suburbs of:
Coolbinia, Dianella (South), East Perth, Highgate, Inglewood, Leederville, Menora, Mt Hawthorn, Mt Lawley, North Perth, West Perth

Source: GeoTribes Explorer © RDA Research 2020
*Total Eastern Reporter. **Eastern Reporter/Guardian Express.
EASTERN REPORTER – BAYSWATER & BASSENDEAN
Published weekly on Thursday.

The local market

Annual spend:
$140.2mil medical/health expenses including-
$62.9mil on health/dental insurance
$66.2mil on telcos
(mobile/phone/net)
$34.4mil on sporting equipment/gym fees

Our audience

Weekly (in print) copies: 30,915*
Monthly (net) readers: 45,000*
Monthly digital page views: 135,719
FB followers: 3,754**

Suburbs of:
Ashfield, Bassendean, Bayswater, Bedford, Eden Hill, Embleton, Maylands, Morley, Noranda

Source: GeoTribes Explorer © RDA Research 2020
*Total Eastern Reporter. **Eastern Reporter/Guardian Express.
While some of the southern Swan River suburbs are among the most expensive in Perth, predominantly the southern suburbs are “heartland” communities of working-class families. In the southern region of the zone, large sporting centers are filled weekly by children and adults cheering on local teams. They care about education, health, recreational activities and house prices.
CANNING GAZETTE
Published weekly on Thursday.

The local market
Annual spend:
$175.3mil medical/health expenses including-
$82.4mil on health/dental insurance
$87.4mil on telcos (mobile/phone/net)
$30.1mil on hardware or garden products

Our audience
Weekly (in print) copies: 15,767
Monthly (net) readers: 77,000
Monthly digital page views: 27,843
FB followers: 3,003*

Suburbs of:
Bentley, Cannington, Canning Vale, East Cannington, Ferndale, Lynwood, Parkwood, Queens Park, Riverton, Rossmoyne, Shelley, Willetton, Wilson

Source: GeoTribes Explorer © RDA Research 2020
*Canning Times/Melville Times
SOUTHERN GAZETTE

Published weekly on Thursday.

The local market

Annual spend:
$126.3mil on dining out
$100.4mil on telcos
(mobile/phone/net)
$94.3mil on health/dental insurance
$40.2mil on household appliances
$36.7mil on furniture
$32.3mil on wine

Our audience

Weekly (in print) copies: 20,265
Monthly (net) readers: 28,000
Monthly digital page views: 142,121
FB followers: 1,963

Suburbs of:

Ascot, Belmont, Burswood, Carlisle, Cloverdale, Como, East Victoria Park, Karawara, Kensington, Kewdale, Lathlain, Manning, Redcliffe, Rivervale, Salter Point, South Perth, St James, Victoria Park, Waterford.

Source: GeoTribes Explorer © RDA Research 2020
*Total Eastern Reporter. **Eastern Reporter/Guardian Express.
While some of the southern Swan River suburbs are among the most expensive in Perth, predominantly the southern suburbs are “heartland” communities of working-class families. In the southern region of the zone, large sporting centers are filled weekly by children and adults cheering on local teams. They care about education, health, recreational activities and house prices.
The local market

Annual spend:
- $100.6mil on health/dental insurance
- $68.0mil on school fees
- $68.7mil on new vehicle purchase
- $34.2mil on hardware or garden products
- $29.2mil on wine

Our audience

Weekly (in print) copies: 28,437
Monthly (net) readers: 48,000
Monthly digital page views: 46,911
FB followers: 3,003*

Suburbs of:
Alfred Cove, Applecross, Ardross, Attadale, Bateman, Bicton, Booragoon, Brentwood, Bull Creek, Kardinya, Leeming, Melville, Mt Pleasant, Murdoch, Myaree, Palmyra, Willagee, Winthrop

Source: GeoTribes Explorer © RDA Research 2020
CAB Mar20, EMMA Mar20, Google Analytics Mar20.
The local market

Annual spend:
- $148.3mil on dining out
- $114.2mil on telcos (mobile/phone/net)
- $76.5mil on sporting equipment/gym fees
- $55.5mil on hardware or garden products
- $38.6mil on wine

Our audience

Weekly (in print) copies: 35,219
Monthly (net) readers: 88,000
Monthly digital page views: 81,946
FB followers: 8,089

Suburbs of:
The people of the South Coast are drawn by the vicinity of the ocean and beaches, but at a discount to affluent suburb prices. There’s also a desire to remain in touch with the amenities of Perth, but be removed enough to feel they are free from the hassles of city living.
The local market

Annual spend:
$139.0mil on telcos (mobile/phone/net)
$66.6mil on sporting equipment/gym fees
$50.8mil on household appliances
$46.0mil on furniture
$38.0mil on childcare

Our audience

Weekly (in print) copies: 49,178
Monthly (net) readers: 57,000

Suburbs of:
Rockingham, Kwinana, Orelia, Parmelia, Calista, Medina, Leda, Bertram, Wellard, Port Kennedy, Warnbro, Waikiki, Cooloongup, Safety Bay, Shoalwater, Hillman, Baldivis, Karnup, Secret Harbour, Golden Bay and Singleton

Source: GeoTribes Explorer © RDA Research 2020
CAB Mar20, EMMA Mar20, Google Analytics Mar20.
The local market

Annual spend:
- $77.2 mil on alcohol
- $73.6mil hospital/dental insurance
- $64.5mil on dining out
- $31.6 mil on hardware or garden products
- $25.4mil on pet food/supplies

Our audience

Weekly (in print) copies: 30,580
Monthly (net) readers: 43,000
Monthly digital page views: 35,650
FB followers: 15,842

Suburbs of:
- Barragup, Coodanup, Coolup, Dawesville, Dudley Park, Erskine, Falcon, Furnissdale, Greenfields, Halls Head, Mandurah, Meadow Springs, North Yunderup, Parklands, Pinjarra, Ravenswood, South Yunderup, Stake Hill, Wannanup

Source: GeoTribes Explorer © RDA Research 2020
TELL YOUR STORY

Put the spotlight firmly on your business and attract new clientele by telling your story in this exclusive advertising feature.

By advertising in Tell Your Story, you will be the only client featured on the page. You will receive a half-page advertisement, with editorial and photographs about your business filling the rest of the page.

In essence, you are receiving a full page to promote your business in a way that will highly engage readers and encourage them to visit your store or website.
PAID EXPERT COLUMN

Provide content for the newspaper which is informative and is recognised as expert advice or opinion. The editorial director has final approval over whether the content is appropriate for the newspaper.

A column must come from a person and carry a photo and name of author, and footer stating what company they are from. Depending on the content, it may also require disclosure it is a paid column.

The column must be purchased as a series of four or more, with at least one running monthly. The column must not be advertorial about a product – it needs to be expert opinion style and could be, for example, a Q&A.

The Editorial department will sight content prior to publication, suggest changes, sub-edit it and return for approval. Columns will only run if the editor and/or editorial director is satisfied it meets the audience interest test.

Online execution: This content is also suited to our “sponsored” module online, sold as “native advertising”
RESIDENTIAL

Featuring pictorial style property reviews, industry and market updates, Residential is the ideal home for local real estate advertising.

Residential is published in-paper across all Community News titles, while a dedicated real estate section on communitynews.com.au features all the best property news from around Perth.

Advertising in Residential allows vendors to effectively target key suburbs and home buyers, reaching active and passive real estate markets. Flexible packages are available to suit individual needs.
TRADE & SERVICES
LOOKLOCALWA

LookLocalWA is our print Trades & Services directory, published weekly across 12 newspaper titles and online at looklocalwa.com.au.

In-paper advertising options include feature, display and lineage. Online packages feature customised business profile pages and SMS job alerts.

Our Toolbox packages are aimed specifically at local tradespeople, offering great value for regular advertising schedules.
AUDIENCE TARGETED CONTENT

Associate your business with a particular category of content created by the Community News editorial team. The aim is for a particular type of demographic to see your advertising because they will stop and read the content. It could also help your brand’s recall or association with that category.

You will be consulted on the type of content you would like to be associated with (for example, luxury holidays) but the actual topic of choice, content creation and decisions about layout and design is entirely up to the editorial team. The advertiser does not have influence over the look of the page, headlines, etc.

Your business logo can be featured on the page (for example, “Powered by XYZ Corporation”). Any wording needs to be approved by the editorial director.
LUXURY LIFESTYLE

The award winning and internationally nominated Luxury Lifestyle is published every six months.

This exclusive publication showcases the latest trends in fashion, design, lifestyle, homewares and real estate, all tailored to the discerning elite consumer.

With a strong focus on local content, Luxury Lifestyle features Perth’s most exclusive brands and must-have items of the season.

This high quality publication is produced on gloss stock and delivered to over 60,000 homes and businesses in Perth’s most affluent suburbs, and is complemented by a digital magazine replica edition available at luxury.communitynews.com.au.
PERTH’S FINEST PRIVATE SCHOOLS

This exclusive annual publication showcases Perth’s elite private schools to the discerning parents who are evaluating a considerable investment in their child’s future.

With a strong focus on your schools offering, this guide will provide the most up-to-date information to aid parents in the important decision of choosing which Perth private school is best for their children.

This high quality publication is produced on gloss stock and delivered to over 60,000 homes and businesses in Perth’s most affluent suburbs, and is complemented by a digital magazine replica edition.
Community News has migrated all of its digital offerings to the extremely popular PerthNow site which also falls under the Seven West Media banner.

PerthNow.com.au already has a strong and established presence in the market with 3million unique audience members each month and 27.2million monthly page impressions*.
PRINT SOLUTIONS

Preferred sets
Sized planning rate options
• Half page horizontal
• Half page vertical
• Eighth
• Medium strip
• Quarter
• Full page
# PLANNING RATES

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
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<tbody>
<tr>
<td><strong>Joondalup Times</strong></td>
<td>$3,500</td>
<td>$2,100</td>
<td>$1,400</td>
<td>$700</td>
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<tr>
<td><strong>Wanneroo Times</strong></td>
<td>$3,000</td>
<td>$1,800</td>
<td>$1,200</td>
<td>$600</td>
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<tr>
<td><strong>Stirling Times</strong></td>
<td>$2,500</td>
<td>$1,500</td>
<td>$1,000</td>
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<tr>
<td><strong>TIMES ZONE</strong></td>
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<td>$1,200</td>
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<tr>
<td><strong>2 out of 3</strong></td>
<td>$4,500</td>
<td>$2,700</td>
<td>$1,800</td>
<td>$900</td>
</tr>
<tr>
<td><strong>Western Suburbs Weekly</strong></td>
<td>$3,000</td>
<td>$1,800</td>
<td>$1,200</td>
<td>$600</td>
</tr>
<tr>
<td><strong>Eastern Reporter</strong></td>
<td>$3,500</td>
<td>$2,100</td>
<td>$1,400</td>
<td>$700</td>
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<tr>
<td><strong>Canning Gazette</strong></td>
<td>$2,500</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Southern Gazette</strong></td>
<td>$3,000</td>
<td>$1,800</td>
<td>$1,200</td>
<td>$600</td>
</tr>
<tr>
<td><strong>GAZETTE (EAST) ZONE</strong></td>
<td>$4,000</td>
<td>$2,400</td>
<td>$1,600</td>
<td>$800</td>
</tr>
<tr>
<td><strong>Fremantle/Cockburn Gazette</strong></td>
<td>$2,500</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Melville Gazette</strong></td>
<td>$3,000</td>
<td>$1,800</td>
<td>$1,200</td>
<td>$600</td>
</tr>
<tr>
<td><strong>GAZETTE (WEST) ZONE</strong></td>
<td>$4,000</td>
<td>$2,400</td>
<td>$1,600</td>
<td>$800</td>
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<tr>
<td><strong>Coastal Times</strong></td>
<td>$1,500</td>
<td>$900</td>
<td>$600</td>
<td>$300</td>
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<tr>
<td><strong>Sound Telegraph</strong></td>
<td>$1,960</td>
<td>$1,290</td>
<td>$915</td>
<td>$550</td>
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<td><strong>SOUTH COAST ZONE</strong></td>
<td>POA</td>
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</tr>
<tr>
<td><strong>Group buy - All papers</strong></td>
<td>$27,000</td>
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<td><strong>Group buy - South</strong></td>
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</tbody>
</table>

All prices include GST.
## FRONT PAGE OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>Exclusive medium strip (3x6)</th>
<th>Front page header/post it note</th>
<th>Front page strip/EAR</th>
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<tbody>
<tr>
<td>Joondalup Times</td>
<td>$2,100</td>
<td>$840</td>
<td>$700</td>
</tr>
<tr>
<td>Wanneroo Times</td>
<td>$1,800</td>
<td>$720</td>
<td>$600</td>
</tr>
<tr>
<td>Stirling Times</td>
<td>$1,500</td>
<td>$600</td>
<td>$500</td>
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<tr>
<td>TIMES ZONE</td>
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<td>2 out of 3</td>
<td>$2,700</td>
<td>$1,080</td>
<td>$900</td>
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<tr>
<td>WESTERN SUBURBS WEEKLY</td>
<td>$1,800</td>
<td>$720</td>
<td>$600</td>
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<tr>
<td>EASTERN REPORTER</td>
<td>$2,100</td>
<td>$840</td>
<td>$700</td>
</tr>
<tr>
<td>GAZETTE (EAST) ZONE</td>
<td>$2,400</td>
<td>$960</td>
<td>$800</td>
</tr>
<tr>
<td>Canning/Southern Gazette</td>
<td>$1,500</td>
<td>$600</td>
<td>$500</td>
</tr>
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<td>$2,400</td>
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<td>$800</td>
</tr>
<tr>
<td>GAZETTE (WEST) ZONE</td>
<td>$900</td>
<td>$360</td>
<td>$300</td>
</tr>
<tr>
<td>Coastal Times</td>
<td>$1,700</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>SOUTH COAST ZONE</td>
<td>POA</td>
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<td>NA</td>
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<tr>
<td>Group buy - All papers</td>
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<tr>
<td>Group buy - North</td>
<td>$7,500</td>
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<td>$2,500</td>
</tr>
<tr>
<td>Group buy - South</td>
<td>$5,700</td>
<td>$2,280</td>
<td>$1,900</td>
</tr>
</tbody>
</table>

All prices include GST.

Advertise on our most valued asset – the front page.

Position your ad at the bottom of the page as an exclusive medium strip, above the masthead as a front page header, under the cover story as a front page strip or next to the masthead as an EAR or post-it note.
PAGE 2 PACKAGE

Be seen first with a full page advertisement on page 2.

This package commands attention and ensures maximum exposure with a high impact position inside the paper.

<table>
<thead>
<tr>
<th>PAGE 2 PACKAGES</th>
</tr>
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<tbody>
<tr>
<td>Joondalup Times</td>
</tr>
<tr>
<td>Wanneroo Times</td>
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<td>SOUTH COAST ZONE</td>
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</table>

All prices include GST.
WRAPS

<table>
<thead>
<tr>
<th></th>
<th>4 PAGE NORMAL STOCK</th>
<th>4 PAGE WHITE STOCK</th>
<th>3 PAGE NORMAL STOCK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joondalup Times</td>
<td>$14,000</td>
<td>$10,500</td>
<td></td>
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<tr>
<td>Wanneroo Times</td>
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<td>$9,000</td>
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<tr>
<td>Stirling Times</td>
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<td>TIMES ZONE</td>
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<td>$18,000</td>
<td>$19,800</td>
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<td>WESTERN SUBURBS WEEKLY</td>
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<td>EASTERN REPORTER</td>
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<td>$15,400</td>
<td>$10,500</td>
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<td>GAZETTE (EAST) ZONE</td>
<td>$16,000</td>
<td>$17,600</td>
<td>$12,000</td>
</tr>
<tr>
<td>Canning/Southern Gazette</td>
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<tr>
<td>Fremantle/Cockburn Gazette</td>
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<td></td>
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<tr>
<td>Melville Gazette</td>
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<td>$9,000</td>
<td></td>
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<tr>
<td>GAZETTE (WEST) ZONE</td>
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<td>$17,600</td>
<td>$12,000</td>
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<tr>
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<td>Sound Telegraph</td>
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<td>NA</td>
<td>$5,880</td>
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<tr>
<td>SOUTH COAST ZONE</td>
<td>POA</td>
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<td>POA</td>
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</table>

All prices include GST.

Secure premium positioning and take full advantage of our exclusive local coverage by securing a wrap consisting of three-quarters of the front cover, a double page spread on page 2 and inside back cover, plus the back cover. Commercial wraps are also available in 3-page formats, minus the back page.

Whether it is on newspaper stock or on white stock, wraps are the way to get noticed.
WRAP GUIDELINES & DEADLINES

A wrap consists of page 1, a spread on page 2 through to the inside back page, plus the back page. A three page wrap does not include the back page.

STYLE GUIDE

• The primary layout objective should be colourful with graphics/images, minimal clutter and products tastefully displayed.
• The front page of a wrap should not in any way try to resemble or replicate an editorial front page and should contain minimal price and product. A good guide is up to 4-5 photos and up to approximately 40 words.
• Be tasteful in design and keep with a poster format.
• The word ‘ADVERTISEMENT’ must appear in the top centre of the front page in capital letters, in 10pt Sans Serif font.
• The front cover is to be built in specs 252mm (H) x 262mm (W) and must carry the word ADVERTISEMENT in 10 point Sans capital letters in the top centre of the advertisement. This word MUST NOT be incorporated inside the artwork, ie, it must not be reversed out in the art. Instead, it should be black text outside any other art below.
• Any inside pages that use an editorial format (headline, story, picture) should also include the word ADVERTISEMENT in 10 point Sans capital letters in the top centre of the advertisement. Pages in this format must not use any of the fonts used in our editorial production and it must be clear that the content is from the advertiser.
• All wraps are subject to approval from our Editorial Director to ensure it does not reflect poorly on our product and that readers will not be confused about who the message is from. A PDF draft copy of the front page must be emailed to us 2-3 days prior to material deadlines (see deadlines below).
• Once approved, the material can arrive within normal deadlines via Addrop link, Quickcut or Adsend.

POLITICAL WRAPS

• Political wraps should adhere to the above guidelines.
• Every page should also clearly display a logo of the relevant political party to which the advertiser is affiliated, and the word ADVERTISEMENT at the top of each page in 10 point Sans capital letters. The word ADVERTISEMENT must not be incorporated inside any artwork.
• If the political message is from an independent politician, the politician’s identity and the fact they are an independent politician should also be clearly displayed.
• All political advertising copy must include the full name and full address of the person or persons both writing and authorising the advertising. This is an important legal requirement and P.O Box addresses are unacceptable.
• Any inside pages in an editorial style must clearly identify the content is by the politician and their affiliated political party.
TELL YOUR STORY

Put the spotlight firmly on your business and attract new clientele by telling your story in this exclusive advertising feature.

By advertising in Tell Your Story, you will be the only client featured on the page. You will receive a half-page advertisement, with editorial and photographs about your business filling the rest of the page.

In essence, you are receiving a full page to promote your business in a way that will highly engage readers and encourage them to visit your store or website.
Our Digital Advertiser Content package features tailored content that can promote your brand or service in an engaging article. This package offers clients an opportunity to publicise their product or service in a format that our digital audience understand and expect. Your article will sit amongst other news stories on our website gaining traction.

Community News-created package includes: 500-word content written about your brand/service appearing for one month on Home Page for chosen publications.

Client supplied: as above, however client supplies the content, which is vetted and approved to run by editorial. Content must be deemed of interest to your chosen Community newspaper audience.
ADVERTISING FEATURES

Editorial
Purchase an advertisement in a feature designed around an editorial topic, with independent stories on the topic. Examples include our Christmas feature, International Women’s Day or WAFL Grand Final wraps.

Advertorial
Content in advertorial features is purely about the businesses advertising within it. Content is supplied by the advertiser. The content may be co-written, or edited, by the Community News editorial team but the advertiser has rights over the tone and feel of the content.

Regular features include:

- Bejewel Yourself
- Catholic Schools
- Christmas Courses & Classes
- Education Matters
- Four of the Best
- Getting Hitched
- Health HQ
- Home & Garden
- Independent Schools
- International Women’s Day
- Let’s Eat
- Local Spotlight
- Love Local
- National Volunteer’s Week
- Open Road
- Rejuvenate Yourself
- Seniors Life
- Tax Time
- WAFL Grand Final
Get in touch with one of our local area marketing experts now to discuss solutions to meet your advertising needs!

Call 13 20 13 or email contact@communitynews.com.au