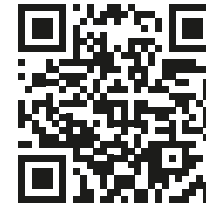


ADVERTISING PACKAGES 2021

the LOCAL News

ISLAND AND SURROUNDS

A Newspaper for the digital world!



HOLD YOUR DEVICE
CAMERA OVER THIS CODE
TO LINK TO OUR WEBSITE

www.islandandsurrounds.com



Community News, Hospitality, Tourism, Real Estate & Trade Services

the LOCAL News
ISLAND AND SURROUNDS

SHERI BINZER
0412 666 779
Exceptionally Motivated - Extremely Dedicated

THE TRADIE PAGE
JOCK'S GARDEN LOGGING
BUDGET BATHROOM AND KITCHEN RENOS
HIRE A HANDYMAN
PAINT SERVICE
CASH FOR CARS
0432 086 747

RV & TRANSPORT STORAGE AND SERVICES
"The Transit Lounge for your RV"
Affordable, Convenient, Flexible
Driving Wheels
1360 003 748
drivingwheels.com.au

SPECIAL PIE OFFERS
5 for only \$25
ALL EASY & DELICIOUS DINNER FOR ONLY \$27.95
BEEFY'S

COLOUR IN AND WIN 2 MOVIE TICKETS!
MERRY CHRISTMAS
BIBBIE CINEMA

OPEN AIR CINEMA
HARDY & SANTA CLAUSE
HORROR

IT'S FREE to the community

OUR VISION

- *Delivering a high quality local newspaper*
- *We have the highest distribution in our region and will increase delivery even further*
- *To provide a platform for local businesses to promote their activities and services*
- *Most important, to provide value to our advertisers.*

OUR FACTS

Distribution: 24,000 Highest distribution of any paper in the vicinity

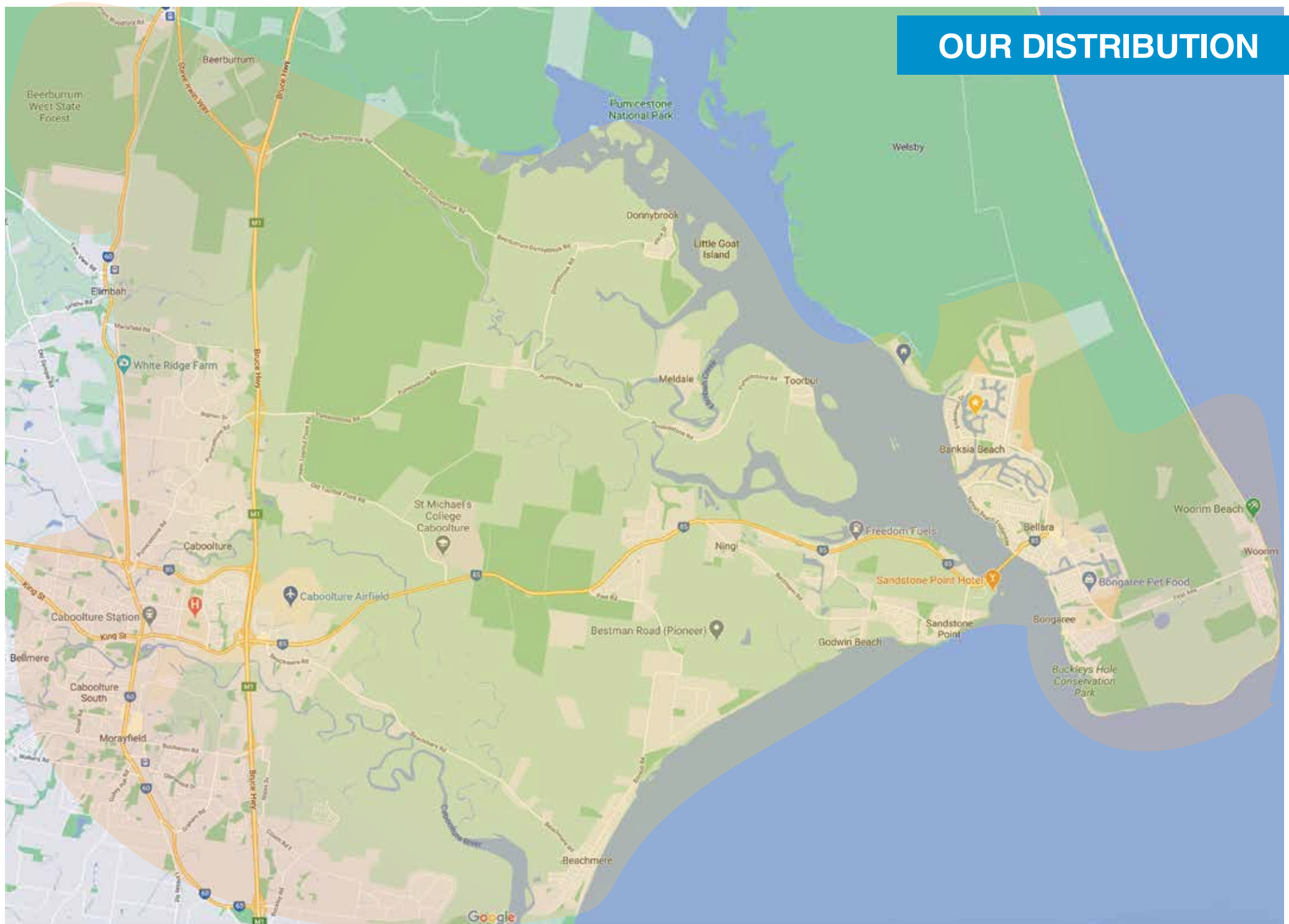
(Bribie Island, Ningi, Godwin Beach, Sandstone Point, Beachmere, Toorbul, Donnybrook): every driveway, Elimbah & Central Lakes, shopping centres, retirement villages etc.

Frequency: 4 weekly publication (13 issues per year)

Ownership: Locally owned and operated by locals



OUR DISTRIBUTION



WHY ADVERTISE WITH THE LOCAL ISLAND AND SURROUNDS?

Quality content that includes a diverse range of subjects are published to capture the readership of a broad spectrum of the community as possible.

Cover Story

Early General News

Community Politics

Cranky Lizard

Close Encounters

Community Clubs

Community Committees

Health and Wellbeing

Travel

Meander Map

Local Business

Youth

Real Estate

Sport

Fishing

Trades and Services



Real Estate **SELLING YOUR HOME?**
To have your property featured on this page FREE call us now 0447 007 966

DECEMBER Fishing Report

Perhaps La Nina is coming in after all

bridge lately, as well – they're a good source of information, the bridge fishers, all we need now is for them to clean up after themselves!

Of course, you can also fish under the bridge, from a boat. Bee scored himself a snapper and a lovely school mackerel before the rains, 'a bit of berley helped'. Cameron has his own special recipe – 3-day salted prawns. He used them to catch a 45cm beavm and a 45cm sweetlip, under the bridge.

The Pumicestone Passage's mudflats and protected wetlands also support many species of wading birds. During summer, huge numbers of migratory birds use Brille Island and the Pumicestone Passage as their nesting place; others use the area as a resting place on their migratory path.

TIDE TIMES 2021

Lat 27°22' S / Long 153°10' E
Times and Heights of High and Low Waters
AUSTRALIA, EAST COAST – BRISBANE BAR

JANUARY

Time in	Time out
1 0429 0.37	16 0515 0.43
FR 1104 2.51	1148 2.49
FR 1745 0.41	SA 1834 0.37
2309 1.81	
2 0100 0.46	17 0001 1.05
SA 1104 2.50	0552 0.52
SA 1826 0.41	SU 1235 2.38
2334 1.81	1906 0.62

WHY ADVERTISE WITH THE LOCAL ISLAND AND SURROUNDS?



1. **Locally owned and operated.** Just a normal small business with local staff just like you and by advertising your money stays in our community
2. **Distribution of 24,000.** Get your message to a market of at least 24,000 readers, providing great value. Our newspapers aren't just delivered to homes – shopping centres, retirement villages (every independent living unit), holiday accommodation, cafes, doctor surgeries, hairdressers, physios, Caboolture Hospital and much more. All done by the business owner to ensure it is done the right way. Unlike junk mail our paper is delivered to homes that have a no junk mail sign.
3. **Quality content.** At the LOCAL Island and Surrounds News, there is no secret to a successful paper. We do our best to ensure the news and articles are all about our local community opinions on local issues which affect all of us. Showcasing our local businesses
4. **Deal direct with the business owner.** Our approach is long-term and we want our advertisers to grow with us.
5. **Advertising options.** Newspaper, inserts, coupons, classifieds, meander map or our website provide print online advertising options and advertising packages tailored around your business to ensure you get the very best exposure for your money.
6. **No lock-in contracts.** If you are booked out for the month or cash-flow is tight let us know and of course you don't 'have to' have an advertisement in every publication.
7. **Flexi-ads.** Offering flexibility with your advertising and still receiving the same discounts for long term commitments.
8. **Marketing support.** Our team are experienced across all facets of marketing, from research, brand development, events, graphic design, web design, video production and more.
9. **Editorial opportunities.** If you have a story to tell about your business talk to us about editorial opportunities.
10. **Our primary focus.** Our primary focus is our newspaper, providing quality content and value to advertisers.
11. **Demonstrate your expertise.** Have you thought about being a regular contributor? If you are an expert in a specific field, we may be able to provide you with a platform for a regular article. Talk to us about this opportunity.
12. **Moreton Bay Meander Map.** Our local region is a major tourist destination. It makes sense to tap into this market and that is why we have developed the Moreton Bay meander map. If tourism is important to your business check out our options to be in the meander. This is a go to place for our visitors to grab the Meander Map and see where they can go and what they can do while they are here, it will be in print and online.
13. **QR Codes.** The perfect link between print and online. Simply scan the code and it will take you anywhere online – whether it be a video, website or landing page.
14. **Website Advertising.** Online provides the opportunity for cost effective and entry level advertising. Place your add on one of our pages and users can click straight through to a landing page. www.islandandsurrounds.com/yourbusinessname
15. **Design.** No need to worry about expensive design costs, using an advertising agency or wasting your own time on design. We have a one-off design fee of \$100. If you don't have a logo we can design one for you.

WHY ADVERTISE WITH THE LOCAL ISLAND AND SURROUNDS?

16. **Value add options.** Bundle advertising options to get greater exposure and save!
17. **Inserts.** We offer inserts to all advertisers with the option to target certain suburbs only.
18. **Supporting your local business.** We encourage our readers to support our local businesses and build our economy.
19. **A newspaper in a digital world.** LOCAL Island and Surrounds News recognises that we need to move with the times and your advertising can be both in print and online which provides you with much more exposure.
20. **Weekly payment option.** We can offer you weekly payment plans. Conditions apply.
21. **Supporting local community groups.** LOCAL Island and Surrounds News also supports local community groups and events by way of sponsorships.
22. **Full size tabloid.** By advertising with LOCAL Island and Surrounds News you advert is much larger more value for your money and more colourful due to the paper being printed on a thicker paper, not thin dirty looking paper.
23. **Podcast**“The LOCAL News now has a podcast show, contact us if you would like to advertise and be interviewed by our resident producer increasing your reach and message.



ADVERTISING RATES (incl. GST) as at January 2021

Prices valid until December 2021 and subject to change



DESIGN COSTS

Newspaper:

One-off design fee: \$100

Changes to existing ad: \$44

ebsite:

One-off design fee: \$55

Landing Page: \$55

www.islandandsurrounds.com/yourbusinessname

Includes contact us form, background image and links to your website and other contact details.

If you are providing your own artwork contact us for the required specifications.

SIZE OF ADVERT	Price incl GST/per issue
FRONT PAGE ADVERTISING	
Front Page Feature, includes 1 page article, and front cover photo and lead in	\$2,200.00
Front Page Box Small - Casual	\$250.00
Front Page Box Small - 6 Ads	\$220.00
Front Page Box Small - 13 Ads	\$210.00
Front Page Box Medium - Casual	\$350.00
Front Page Box Medium - 3 Ads	\$335.00
Front Page Box Medium - 6 Ads	\$320.00
Front Page Box Medium - 13 Ads	\$300.00
Front Page Large Box - 6 Ads	\$410.00
Front Page Large Box Casual	\$450.00
Front Page Large Box - 13 Ads	\$370.00
BACK PAGE ADVERTISING	
Back Page Casual	\$1,400.00
Back Page - 3 Ads	\$1,200.00
Back Page - 6 Ads	\$1,100.00
Back Page - 13 Ads	\$910.00
2 PAGES - DOUBLE PAGE SPREAD - ADVERTISING	
2 Pages - Casual (Double Page Spread)	\$1,850.00
2 Pages - 3 Ads (Double Page Spread)	\$1,600.00
2 Pages - 6 Ads (Double Page Spread)	\$1,525.00
2 Pages - 13 Ads (Double Page Spread)	\$1,450.00
FULL PAGE ADVERTISING	
Full Page Advert - Casual	\$990.00
Full Page - 3 Ads	\$890.00
Full Page - 6 Ads	\$800.00
Full Page - 13 Ads	\$775.00
Full Page – 2 years/26 issues	\$700.00
HALF OF A PAGE ADVERTISING	
1/2 Page Casual	\$600.00
1/2 Page - 3 Ads	\$520.00
1/2 Page - 6 Ads	\$500.00
1/2 Page - 13 Ads	\$480.00
1/2 Page – 2 years/26 issues	\$435.00

ADVERTISING RATES (incl. GST) as at January 2021

Prices valid until December 2021 and subject to change



QUATER OF A PAGE ADVERTISING

1/4 Page Casual	\$480.00
1/4 Page - 3 Ads	\$400.00
1/4 Page - 6 Ads	\$370.00
1/4 Page - 13 Ads	\$352.00
1/4 Page 2 years/26 issues	\$330.00

EIGHTH OF A PAGE ADVERTISING

1/8 Page Casual	\$310.00
1/8 Page - 3 Ads	\$285.00
1/8 Page - 6 Ads	\$270.00
1/8 Page - 13 Ads	\$245.00

SIXTH PAGE ADVERTISING

1/6 Page – Casual	\$250.00
1/6 Page – 3 issues	\$220.00
1/6 Page – 6 issues	\$200.00

INSERTS

Inserts - Casual	\$95.00
------------------	---------

ADVERTORIAL ADVERTISING

Advertorial - Casual	\$260.00
----------------------	----------

CLASSIFIED ADVERTISING

Classified Standard Size (Larger Classifieds ads on request)	\$110
--	-------

DIRECTORY AND MAP

Directory & Map Min 13 Issues (Larger Directory ads on request)	\$110.00
Directory - 3 Ads	\$130.00
Directory - 6 Ads	\$110.00
Directory - 13 Ads	\$88.00

SPONSORSHIP ADVERTISING

Sponsorship of an Article - Casual	\$175.00
Sponsorship of an Article - 3 Ads	\$160.00
Sponsorship of an Article - 6 Ads	\$130.00
Sponsorship of an Article - 13 Ads	\$110.00

MEANDER MAP ADVERTISING

Meander Monthly	\$220.00
-----------------	----------

PODCASTS

Podcast interview	\$300.00
-------------------	----------

DESIGN COSTS

Newspaper:

One-off design fee: \$100

Changes to existing ad: \$44

ebsite:

One-off design fee: \$55

Landing Page: \$55

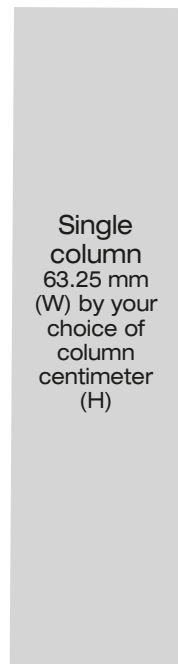
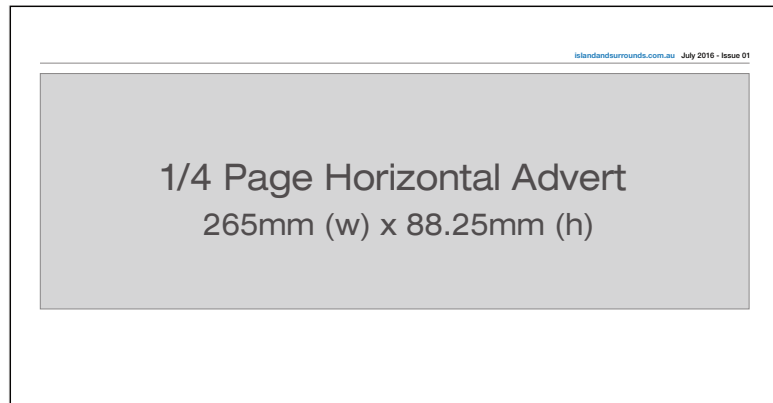
www.islandandsurrounds.com/yourbusinessname

Includes contact us form, background image and links to your website and other contact details.

If you are providing your own artwork contact us for the required specifications.

ADVERT SIZES

Side Strip

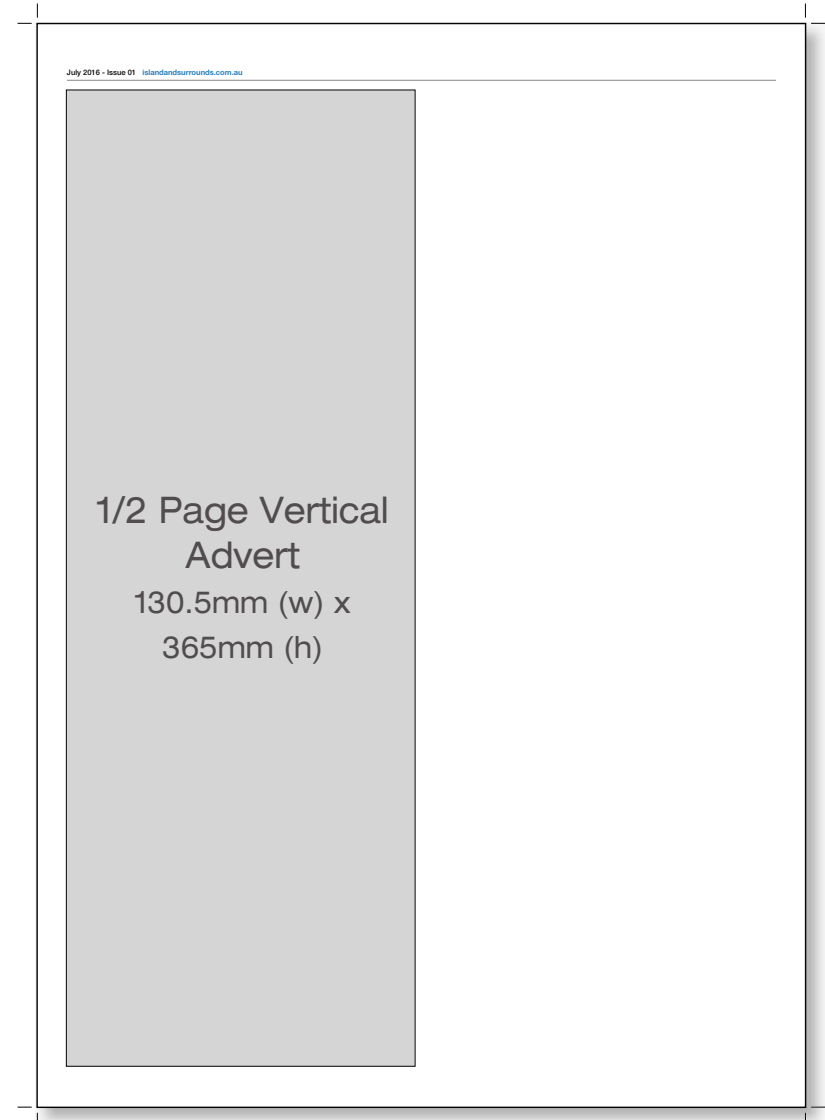


Single column
63.25 mm
(W) by your
choice of
column
centimeter
(H)

**Single column advert
can be purchased per
column centimeter.
Please enquire for
pricing.**



8mm (w)
x 380mm
(h)



ADVERT SIZES

2

islandandsurrounds.com.au July 2016 - Issue 01

Full Page Advert
265mm (w) x 365mm (h)

July 2016 - Issue 01 islandandsurrounds.com.au

1/2 Page Advert Horizontal
265mm (w) x 180.5mm (h)

1/4 Page Advert
130.5mm (w) x 180.5mm (h)

1/8 Page Advert
130.5mm (w) x 88.25mm (h)

Directory adverts

85mm (w) x 38mm (h)

HANDY MAN SERVICE



PAULS HANDYMAN SERVICES

• Carpentry • Plumbing • Painting • Plastering
• Tiling • Gutter Cleaning • Door and Furniture
Replacement • 30 Years Experience • Blue Card/
Police clearance • ABN 12 955 316 310

PHONE : 0423 078 739

Key Dates

2021

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE (APPROVAL)	DISTRIBUTION DATE
Issue 59	30th December 2020	30th December 2020	13th January
Issue 60	27th January	27th January	10th February
Issue 61	24th February	24th February	10th March
Issue 62	24th March	24th March	7th April
Issue 63	21st April	21st April	5th May
Issue 64	19th May	19th May	2nd June
Issue 65	16th June	16th June	30th June
Issue 66	14th July	14th July	28th July
Issue 67	11th August	11th August	25th August
Issue 68	8th September	8th September	22nd September
Issue 69	6th October	6th October	20th October
Issue 70	3rd November	3rd November	17th November
Issue 71	1st December	1st December	15th December

CONTACT

Belinda Ferguson

Owner / Editor

0447 007 966

belinda@islandandsurrounds.com.au

design1@islandandsurrounds.com.au

advertising@islandandsurrounds.com.au

admin@islandandsurrounds.com.au

stories@islandandsurrounds.com.au