



BURWOOD BULLETIN

Advertisers' Kit

Everything you need to place your advertisement in the *Burwood Bulletin* is in this Advertisers' Kit. However, for any queries contact advertise@burwoodbulletin.org.

The *Burwood Bulletin* can design your advertisement free of charge. However, if you wish to supply it yourself, artwork must be **print ready**. Queries: email designer@burwoodbulletin.org

Strict deadlines apply for receipt of advertising copy: 1 February, 1 May, 1 August, 1 November.
NB: Ads must be booked early – space is usually committed well before advertised deadlines.

ADVERTISING RATES

Sizes and price of display advertisements (GST included) are below. Some pages are sold in advance (e.g. inside cover and back page) – please check availability. Prices may change from time to time – the latest details are available at <https://burwoodbulletin.org/advertise/>

Ad Description		Dimensions	Cost		
Small Block Ad [four issues]		w 6cm x h 5cm	\$250 per annum		
Ad Description	Price / issue	Dimensions	4 Issue Deals		Saving
Quarter Column	\$132	w 9cm x h 6cm	16.66% disc.	\$440	\$88
Quarter Page - Vertical	\$168	w 9cm x h 13cm	10% disc.	\$605	\$ 67
Quarter Page - Horizontal	\$168	w 18.5cm x h 6cm			
Half Page – Vertical	\$278	w 9cm x h 26cm	10% disc.	\$1001	\$111
Half Page – Horizontal	\$278	w 18.5cm x h 13cm			
Full Page (A4) Inset	\$441	w 18.5cm x h 26cm	10% disc.	\$1588	\$176
Full Page (total coverage)	\$441	w 21.6cm x h 30.3cm			
Inside cover/Middle page/s	\$488	w 18.5cm x h 26cm	10% disc.	\$1758	\$195
Outside Back Page	\$499	w 21.6cm x h 30.3cm	10% disc.	\$1795	\$199

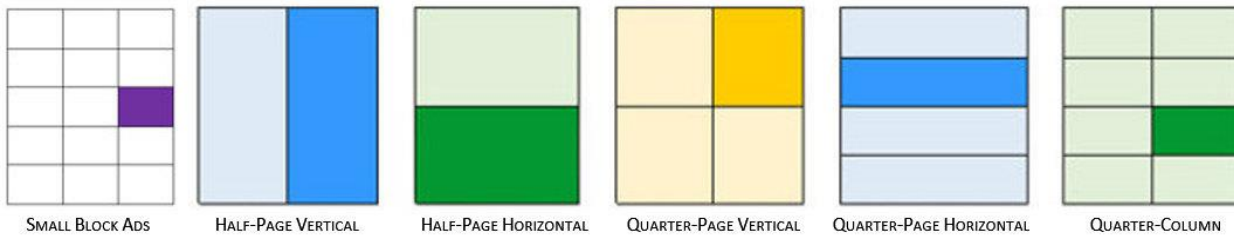
NB: Discounts apply for Four-Issue Deals when paid *within 30 days of invoicing*.

ADVANTAGES OF ADVERTISING WITH US

- **Quarter-page, Half-page and Full-page** four-issue deals attract 10% discount.
- **Online Exposure:** All current Advertisers are listed (3-4 lines) on the 'Our Advertisers' page of our website – <https://burwoodbulletin.org/our-advertisers/>

ADVERTISEMENT SIZES

To make the various advertisement sizes clearer, below are examples of each size. Exact design placement of the advertisement within the magazine rests with the *Burwood Bulletin*.



BUSINESS DIRECTORIES

- **Small / Home Based Business Block Ads**

For small local businesses are 6cm x 5cm block ads on p.41 next to Directory listings. If you are interested in learning more, email editor@burwoodbulletin.org to discuss your graphic requirements (free ad design). Cost is \$250 p.a. (S&HB Directory line ads are up to \$189 p.a.)



- **Small / Home Based Business Directory**

Directory to promote small and home-based businesses in local community. \$126 per annum for four lines, plus \$31.50 per line to maximum of six lines (up to \$189 pa). GST inclusive.

- **Local Business Directory**

\$63 per annum [\$15.75 per issue!] for a single line entry: business name, address, phone number. GST inclusive. Most listings also have a dedicated heading.

- **Online Exposure for Directory Listings**

All current Directory listings appear on our website on the 'Our Advertisers' page: <https://burwoodbulletin.org/our-advertisers/> Each listing includes a business address details and 1-2 lines of descriptive text.

ADVERTISING CANCELLATIONS

If you need to cancel your ad (apart from four-issue deals), email advertise@burwoodbulletin.org **before** the deadline: 1 February, 1 May, 1 August or 1 November. Thank you.

Reimbursement claims for cancellation of four-issue deals, prior to their conclusion, is at the total discretion of the *Burwood Bulletin* and will be examined on an individual basis.

BURWOOD BULLETIN ADVERTISING BOOKING FORM

Except for Four-Issue Deals, cancellations must be made before deadline of each issue to advertise@burwoodbulletin.org (1 Feb, 1 May, 1 Aug, and 1 Nov).

Advertisers' artwork provided to us is their responsibility OR our graphic artist can design ads at no charge. PLEASE PRINT OR TYPE your details on the form below, scan and email to advertise@burwoodbulletin.org

NB: WE MUST RECEIVE A COMPLETED BOOKING FORM BEFORE YOUR ADVERTISEMENT CAN BE PLACED.

Contact Name					
Business Name and Street Address					
Mailing Address					
Contact numbers		Landline:	Mobile:		
Email [block print]					
No. of Issues <input checked="" type="checkbox"/>		<input type="checkbox"/> One-Off	<input type="checkbox"/> Continuing	Issue # to Issue #	
Ad size :	<input type="checkbox"/> Small Block	<input type="checkbox"/> Quarter-page Horizontal	<input type="checkbox"/> Half-page Horizontal	<input type="checkbox"/> Full-page	
<input checked="" type="checkbox"/>	<input type="checkbox"/> Quarter column	<input type="checkbox"/> Quarter-Page Vertical	<input type="checkbox"/> Half-page Vertical		

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4-ISSUE DEAL = 10% Discount		<input type="checkbox"/> I/we wish to pre-pay four issues and receive 10% discount.			
Existing ad changes	Graphic artist contact me	We'll provide ad	New ad each issue	Existing ad unchanged	

Business Directories		<input checked="" type="checkbox"/>	Email proposed wording to advertise@burwoodbulletin.org
Small/Home Based: \$126 pa: 4 lines, extra lines \$31.50 (max. 6 lines)		<input type="checkbox"/>	
Local Business Directory: (one line listing): \$63 pa		<input type="checkbox"/>	

Print name: Date:

Bank transfer (quote invoice #):
 Account: Burwood Bulletin
 BSB: 633-000 Account No.: 1290 96582

