



BURWOOD BULLETIN

Advertisers' Kit

FREE
AD
DESIGN

Everything you need to place your advertisement in the *Burwood Bulletin* is in this Advertisers' Kit. However, for any queries contact advertise@burwoodbulletin.org or phone 9877 5120 or mobile 0431 482 270.

The *Burwood Bulletin* is issued quarterly at the beginning of summer, autumn, winter and spring.

We 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 or phone 0413 412 844.

Strict deadlines apply for receipt of advertising copy: 1 February, 1 May, 1 August, 1 November.

NB: Ads must be pre-booked – space is usually committed well before advertised deadlines.

MAGAZINE QUALITY

The *Burwood Bulletin* is a 56-page full-colour magazine, printed on high-quality paper – 115gsm Magno Silk. Thus ensuring that your advertisement will be the best quality available. We distribute 6000 copies each quarter.

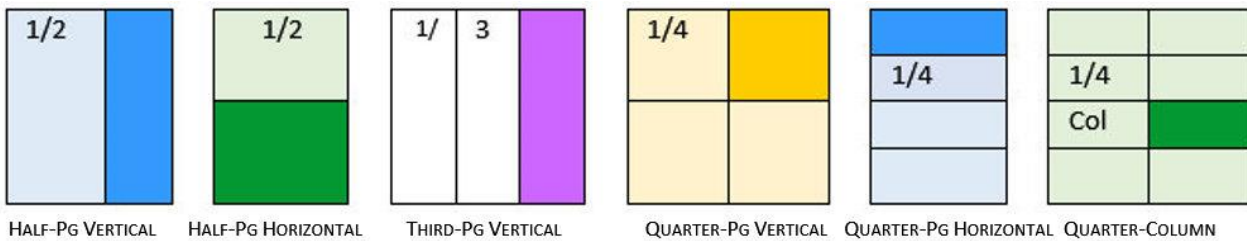
ADVERTISING RATES

All prices include GST. Some pages are sold in advance so please check availability. Prices may change from time to time – the latest details are available at <https://burwoodbulletin.org/advertise/>

Ad Description	Price / issue	Dimensions
Quarter Column	\$98	w 9cm x h 6cm
Quarter Page - Vertical	\$185	w 9cm x h 13cm
Quarter Page - Horizontal	\$185	w 18.5cm x h 6cm
Third Page - Vertical	\$242	w 7cm x h 30cm
Half Page – Vertical	\$306	w 9cm x h 26cm
Half Page – Horizontal	\$306	w 18.5cm x h 13cm
Full Page (A4) Inset	\$485	w 18.5cm x h 26cm
Full Page (total coverage)	\$485	w 21.6cm x h 30.3cm
Inside cover/Middle page	\$537	w 18.5cm x h 26cm
Outside Back Page	\$549	w 21.6cm x h 30.3cm

ADVERTISEMENT SIZES

Below are examples of each advertisement size. Exact placement of the advertisement within the magazine rests with the *Burwood Bulletin*.



ONLINE PROMOTION

All current Advertisers are listed (3-4 lines) on the 'Our Advertisers' page of our website – <https://burwoodbulletin.org/our-advertisers/>

BUSINESS DIRECTORIES

- **Small / Home Based Business Directory**

Directory to promote small and home-based businesses in local community. \$31.50 per issue for four lines, plus \$7.85 per line to a maximum of six lines. GST inclusive.

- **Local Business Directory**

\$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 business address details and 1-2 lines of descriptive text.

ADVERTISING CANCELLATIONS

Cancellations must be made by email to advertise@burwoodbulletin.org **before** the deadline: 1 February, 1 May, 1 August or 1 November. Thank you.

ADVERTISEMENT/ADVERTISER FEEDBACK

"... I thought your version[ad] looked lovely, eye-catching, colourful and just right ... My friend, who is a teacher/librarian ... had never seen your *Burwood Bulletin* before and thought it was a remarkably good magazine." *Laurie Maher, Whitehorse Film Society, 9 Apr 2019*

"I've got quite a bit of work from the *Burwood Bulletin* over the years and I think I've had my little ad running for about 15 years and had lots of jobs and met some lovely people. My main motivation is to give the BB some extra much needed income to help save this great magazine." ... *Martyn, Man Around the House 20 Feb 2019*

"Hi Raine, What an amazing job you guys have done! Say thanks to Chris too." ... *Dario Canale, Ashburton Eye Care, 4 Sept 2018*

ADVERTISING BOOKING FORM

Cancellations to advertise@burwoodbulletin.org must be made before an issue's deadline (1 Feb, 1 May, 1 Aug, and 1 Nov).

Advertisers' provided artwork 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		
Ad size :	<input type="checkbox"/> Quarter column	<input type="checkbox"/> Quarter-page Horizontal	<input type="checkbox"/> Half-page Horizontal	<input type="checkbox"/> Full-page	
<input checked="" type="checkbox"/>	<input type="checkbox"/> Third-page Vertical	<input type="checkbox"/> Quarter-page Vertical	<input type="checkbox"/> Half-page Vertical		

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Print name: Date:

Bank transfer (await receipt of invoice and quote invoice #):

Account: Burwood Bulletin
 BSB: 633-000
 Account No.: 1290 96582

