



Everything you need to place your advertisement in *The Bulletin* is in this Advertisers' Kit. However, for any queries contact [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org), or 9877 5120 or 0431 482 270.

*The Bulletin* issues 5000 copies 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: [designer@burwoodbulletin.org](mailto:designer@burwoodbulletin.org) or 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.**

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## MAGAZINE QUALITY

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*The Bulletin* is a 56-page full-colour magazine, printed on high-quality paper – 115gsm Magno Silk. This ensures that your advertisement will be high quality.

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## ADVERTISING RATES

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

Ad Description	Price / issue	Dimensions
Eighth Page (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
<b>NEW</b> Front Page Banner (foot of page)	\$400	w 21.6cm x 4cm

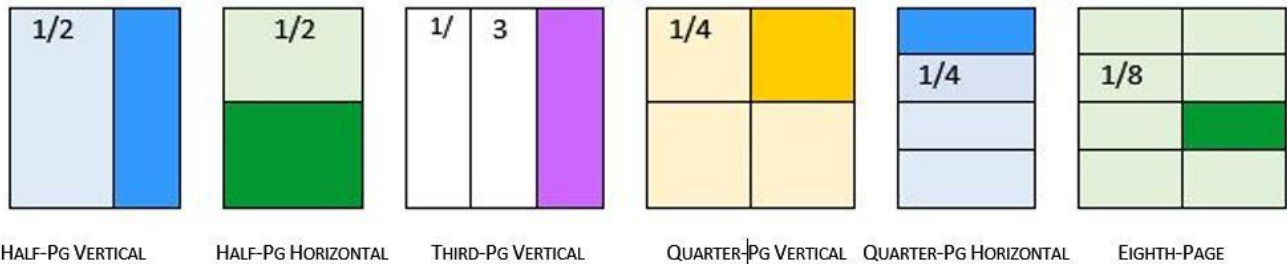
The greyed-out advertising options are subject to change. If interested in one of these options please email [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org)

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## ADVERTISEMENT SIZES

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



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## ONLINE PROMOTION

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All current Advertisers are listed (4-5 lines) on the 'Our Advertisers' page of our website – <https://burwoodbulletin.org/our-advertisers>

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## LOCAL BUSINESS DIRECTORY

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- **Five-Line Box Ads** – \$42 per issue. GST inclusive.
- **Six-Line Box Ads** – \$50.50 per issue. GST inclusive.
- **One Line Ads** – \$17.30 per issue: business name, address, phone number. GST inclusive.
- **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 either 3-4 or 1-2 lines of descriptive text.

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## ADVERTISING CANCELLATIONS

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Cancellations must be made **before** deadline by email to [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org) – 1 February, 1 May, 1 August or 1 November. Thank you.

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## ADVERTISER/READER FEEDBACK

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Hi Raine, I always manage to bring something from an article in the magazine into the conversation with the customers no matter what I am selling in the Showroom. ... Summer Edition No.158, I do think it's one of the best (or maybe I was just missing it so much – lol). I can look forward to a read with a cup of tea tonight. Looking forward to the next edition and happy to promote. ... *Karen, DécoR Stone, Dec 2020.*

"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](mailto: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 email completed form to [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org) OR print it, write details, scan and email.

**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 <b>[block print]</b>																																									
No. of Issues <input checked="" type="checkbox"/>		<input type="checkbox"/> One-Off	<input type="checkbox"/> Continuing [cancel at any time; booking form not required each issue]																																						
Ad size :	<input checked="" type="checkbox"/> Eighth-page	<input type="checkbox"/> Quarter-page Horizontal	<input type="checkbox"/> Half-page Horizontal	<input type="checkbox"/> Full-page																																					
	<input type="checkbox"/> Third-page Vertical	<input type="checkbox"/> Quarter-page Vertical	<input type="checkbox"/> Half-page Vertical	<input type="checkbox"/> Banner																																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 45%;">Ad Description</th> <th style="width: 15%;">Price / issue</th> <th style="width: 40%;">Dimensions</th> </tr> </thead> <tbody> <tr> <td>Eighth Page (quarter-column)</td> <td style="text-align: center;">\$98</td> <td>w 9cm x h 6cm</td> </tr> <tr> <td>Quarter Page - Vertical</td> <td style="text-align: center;">\$185</td> <td>w 9cm x h 13cm</td> </tr> <tr> <td>Quarter Page - Horizontal</td> <td style="text-align: center;">\$185</td> <td>w 18.5cm x h 6cm</td> </tr> <tr> <td>Third Page - Vertical</td> <td style="text-align: center;">\$242</td> <td>w 7cm x h 30cm</td> </tr> <tr> <td>Half Page - Vertical</td> <td style="text-align: center;">\$306</td> <td>w 9cm x h 26cm</td> </tr> <tr> <td>Half Page - Horizontal</td> <td style="text-align: center;">\$306</td> <td>w 18.5cm x h 13cm</td> </tr> <tr> <td>Full Page (A4) Inset</td> <td style="text-align: center;">\$485</td> <td>w 18.5cm x h 26cm</td> </tr> <tr> <td>Full Page (total coverage)</td> <td style="text-align: center;">\$485</td> <td>w 21.6cm x h 30.3cm</td> </tr> <tr> <td>Inside cover/Middle page</td> <td style="text-align: center;">\$537</td> <td>w 18.5cm x h 26cm</td> </tr> <tr> <td>Outside Back Page</td> <td style="text-align: center;">\$549</td> <td>w 21.6cm x h 30.3cm</td> </tr> <tr> <td><b>NEW</b> Front Page Banner (foot of page)</td> <td style="text-align: center;">\$400</td> <td>w 21.6cm x 4cm</td> </tr> </tbody> </table> <p style="text-align: center;"><i>NB: Availability of greyed-out options may change at any time. Please check if interested in any of these options.</i></p>						Ad Description	Price / issue	Dimensions	Eighth Page (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	<b>NEW</b> Front Page Banner (foot of page)	\$400	w 21.6cm x 4cm
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**Bank transfer (await receipt of invoice and quote invoice #):**

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

