

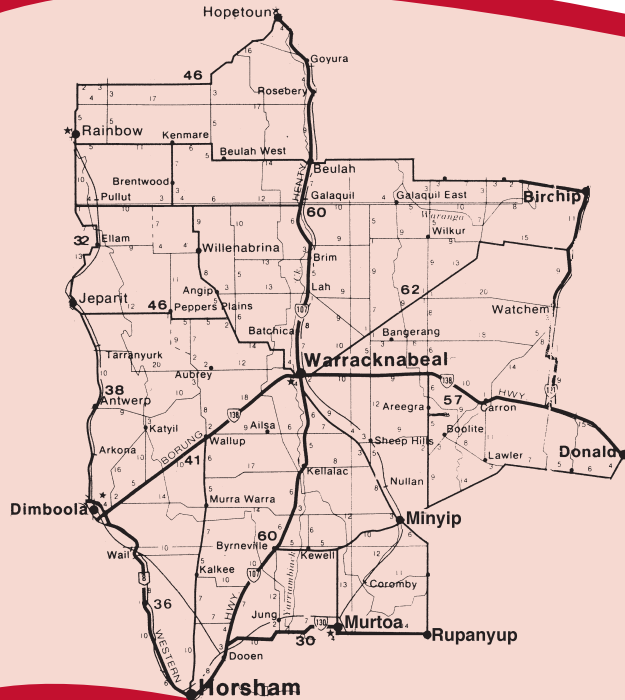
Proudly
members of
Victorian Country
Press Ass.



Circulation
audited by the
Audit Bureau of
Circulation



CIRCULATION AREA



Town/Centre	Approx Distance From Base	Postcode	Circulation in Postcode
Beulah	35	3395	160
Birchip	60	3483	40
Brim	20	3391	90
Dimboola	40	3414	20
Donald	60	3480	20
Hopetoun	60	3396	100
Horsham	60	3400	55
Minyip	30	3392	70
Murtoa	55	3390	30
Rainbow	70	3424	35
Rupanyup	50	3388	10
Warracknabeal	0	3393	1230
Watchem	60	3482	15



ABN 17 004 183 475

ADVERTISING DETAILS

Rates effective from July 1 2015
until superseded

Phone: (03) 5398 2033

Fax: (03) 5398 1031

Email: wkherald@netconnect.com.au

89 Scott Street, Warracknabeal VIC 3393

web: www.warrackherald.com.au

Insert Delivery Address

89 Scott Street, Warracknabeal VIC 3393

Electronic Delivery Available

Quickcut / Websend

production@warrackherald.com.au

Printing

Printed at 89 Scott Street, Warracknabeal
under contract by Warrnhill Publishing P/L

Advertising Contacts

David Ward (Advertising Manager) M: 0418 504 059

Judi Armstrong (Advertising Consultant) M: 0431 111 924

INTRODUCTION

Warracknabeal has a district population of 2,745 people and is the economic and local government centre of the Shire of Yarriambiack with a population of around 7,520. Warracknabeal services the Northern Wimmera and Southern Mallee districts of the region, which is predominantly a rich wheat, cereal, legume and oil seed growing area. Fat lamb production is also a key income producer of the area. Much of the manufacturing of this area is aligned to servicing of these industries also.

Medical and intellectually disabled services are based in Warracknabeal to provide support throughout the region and reach out to much of Western Victoria.

Industries in Warracknabeal include machinery manufacturing, concrete production, farm machinery sales and service, automotive service and sales, cereal and oil seed production, fat lamb production, transport, transport service and repairs, printing and publishing which serves Western Victoria.

HISTORY

The Warracknabeal Herald commenced publication in 1885. It is an independent, family owned newspaper being produced by the Ward family since 1935.

It has a strong readership base reaching throughout the Northern Wimmera and Southern Mallee regions of North West Victoria. It services townships outside Warracknabeal including Brim, Beulah, Hopetoun, Minyip, Murtoa, Rupanyup, Watchem, Birchip, Rainbow and Yaapeet.

It is a community oriented publication containing regular features including:

- Rural Scene
- Motoring
- Women In Business
- Personal Health
- Home Improvement
- Finance
- Field Days
- Cropping & Harvest
- Gardening
- Community Pages

ADVERTISING RATES

Classified Rates incl. GST

Display \$4.23 + GST = \$4.70 (min. 4cm)

Run-on Min. \$11.50 (4 lines) \$1.50 per additional line

EGN Rates Ex. GST Inc. GST

Casual Rates	\$4.23	\$4.70
250 cms	\$3.91	\$4.30
500 cms	\$3.55	\$3.90
1000 cms	\$3.28	\$3.60
2500 cms	\$3.19	\$3.50
5000 cms	By Arrangement	
10000 cms	By Arrangement	
25000 cms	By Arrangement	
Full Colour	\$350.00 incl GST	
Spot Colour	\$186.00 incl GST	
Insert Cost	\$184.80 Full Cost incl GST	
HERALD DIRECTORY	Every Friday \$18.10 (min. 3 months)	
Position Loading	Page 1	Page 3
	Page 2&5	Back Page
	100%	50%
	25%	25%

MECHANICAL DATA

EGN - 7 columns & Classifieds	1	2	3	4	5	6	7
Widths - mm	38	78	118	157	199	239	280
- picas	9	18.6	28	37.6	47	56.6	66