

Glasshouse Country News

Media Kit



Glasshouse Country News is the longest serving independently owned and operated weekly newspaper in the Sunshine Coast area.

For over 25 years Glasshouse Country News has played a vital role in the community, keeping them informed about everything that is happening locally.

This includes business updates, sports, council and State government news, community events, environmental issues and entertainment.

Publication

Weekly

Delivery day

Wednesday

Distribution

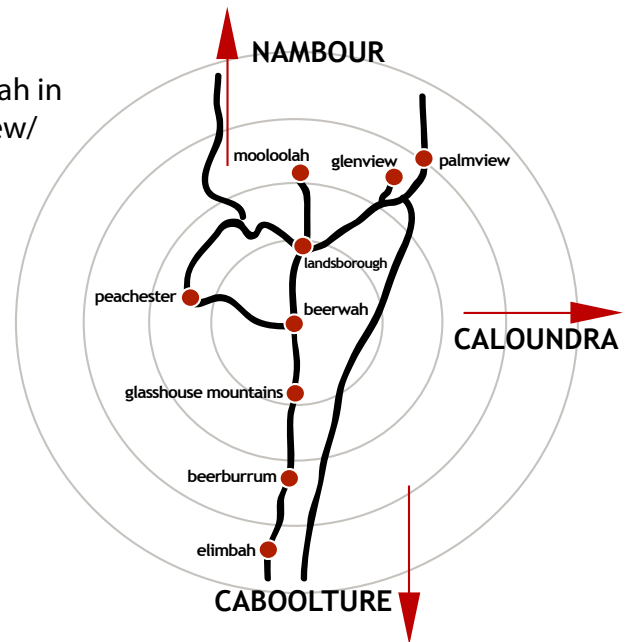
Over 10,300 copies - From Elimbah in the south to Mooloolah, Palmview/ Glenview in the north.

Delivery method

Either letterbox delivery or bulk dropped

Deadlines

All bookings must be made before 12.00noon Friday



Why you should advertise in Glasshouse Country News

- Glasshouse Country News is a part of the community which means we know our readers and understand their needs.
- Being smaller in size than a tabloid newspaper our full colour magazine format is an easy to read size.
- By publishing early in the week it means that readers get their weekly local news first
- 95% of the copies of GCNews are home delivered and letterboxed instead of being thrown onto the lawn.

What advertisers say they like about GCNews

- "Because everyone who lives in the local area reads GCNews we get a great response to our advertising"
- "I can book in the number of ads I want and I'm not locked into any multi-month agreements"
- "The advertising rates are really competitive and I like that I get a 10% discount for pre-paying"
- "Our Ad Rep knows us and they really understand our business"
- "Our ads are produced locally by people who have actually been into our shop and know the type of image we project"

What readers say they like about GCNews

- "We look forward to the Glasshouse Country News arriving in our letterbox every Wednesday"
- "If you want to know anything about the local area it will be in the GCNews - its content is 100% local"
- "Their joke of the week is the first thing I turn to when I get the paper, a good laugh is always welcome"



The following table outlines our casual rates, if you would like to book more than 12 ads please contact us to find out what rates we can offer you.

	12 ad bookings Full colour	8-11 ad bookings Full colour	4-7 ad bookings Full colour	1-3 ad bookings Full colour
5cm	\$66.35	\$70.50	\$74.65	\$82.95
10cm	\$132.80	\$141.00	\$149.35	\$165.95
1/8 page	\$159.30	\$169.25	\$179.20	\$199.15
1/6 page	\$179.55	\$190.75	\$201.95	\$224.40
¼ page	\$195.60	\$207.85	\$220.10	\$244.55
1/3 page	\$251.55	\$267.30	\$283.00	\$314.45
½ page	\$307.40	\$326.60	\$345.80	\$384.25
2/3 page	\$405.25	\$430.55	\$455.85	\$506.50
Full page	\$503.00	\$534.45	\$565.90	\$628.80

- All prices include gst
- 10% discount for prepayment
- Mono ads (black and white) approximately 15% less
- Spot colour ads (one colour plus black) approximately 5% less
- If you would like to appear on page 3, 5, 7, 9 and 11 a 10% loading will apply if requested at time of booking, subject to availability.
- All prices include artwork (including a maximum of 2 rounds of changes)

**Full advertising conditions can be viewed on www.gcnews.com.au*

If you wish to become a permanent advertiser (more than 12 ad bookings) please contact our advertising team on 5438 7445.

If you would like to know more about advertising with Glasshouse Country News please contact:

Maree McGrath – Advertising Sales - 0488 444 525
Carol Fitton – Sales Promotion Officer

Phone 5438 7445
Fax 5438 7446
Email advertising@gcnews.com.au
Office 16 Coonowrin Road, Glass House Mountains
Office Hours Monday 8.00am - 4.00pm
 Tuesday to Friday 9.00am - 5.00pm

design specification information

artwork

Finished art: supplied via email should be supplied in Adobe PDF format.

Logos: should be sent either in jpeg, eps or pdf formats.

Photos: are to be sent via email as high resolution jpeg images (150 dpi) or supplied as a hard copy photo.

(photographs will be returned)

full page material

On disk or via email to
design@gcnews.com.au
 Page size: 255w x 355 h
 Image size: 225w 305 h
 Bleed: 15mm

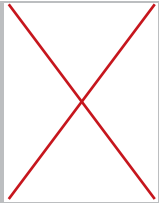
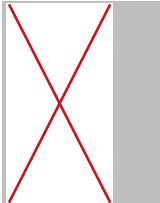
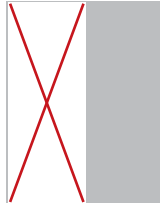
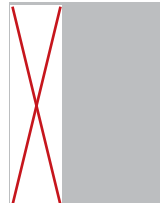









Special arrangements can be made to receive large files.

guide to column sizes

1 col = 7.1cm	1.5 col = 11cm	2 col = 14.8cm	3 col = 22.5cm
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layout options

A variety of layout options are available to best suit your requirements. Our columns are wider than traditional newspapers at 7cm.

full page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	1/8 page
						
3 col x 30.5cm	2 col x 30.5cm	1.5 col x 30.5cm	1 col x 30.5cm	1.5 col x 15cm	1 col x 15cm	1.5 col x 7.5cm
						
3 col x 20cm	3 col x 15cm	2 col x 15cm	2 col x 11.5cm	2 col x 7.5cm	1 col x 12cm	
						
3 col x 10cm	3 col x 7.5cm	3 col x 5cm				



CAROL FITTON



MAREE McGRATH

advertising

Contact:

P: 5438 7445

M: Maree 0488 444 525

E: advertising@gcnews.com.au

