



**The
Westerner**

Take a fresh bite

**2011
to
2012**

Best Newspaper - Queensland Country Press Awards

About us

More people prefer to read *The Westerner* – and with good reason. *The Westerner* covers the community and lifestyle stories that matter to our readers.

Having developed a loyal readership over the last 15 years, in 2007 *The Westerner* blossomed into a stylish full-colour community and lifestyle newspaper.

In the same year we were rewarded with Most Improved Newspaper at the 2007 Queensland Country Press Awards – Queensland's only statewide awards for regional press – and in 2008 we won Best Newspaper. The awards have continued since winning multiple categories each year.

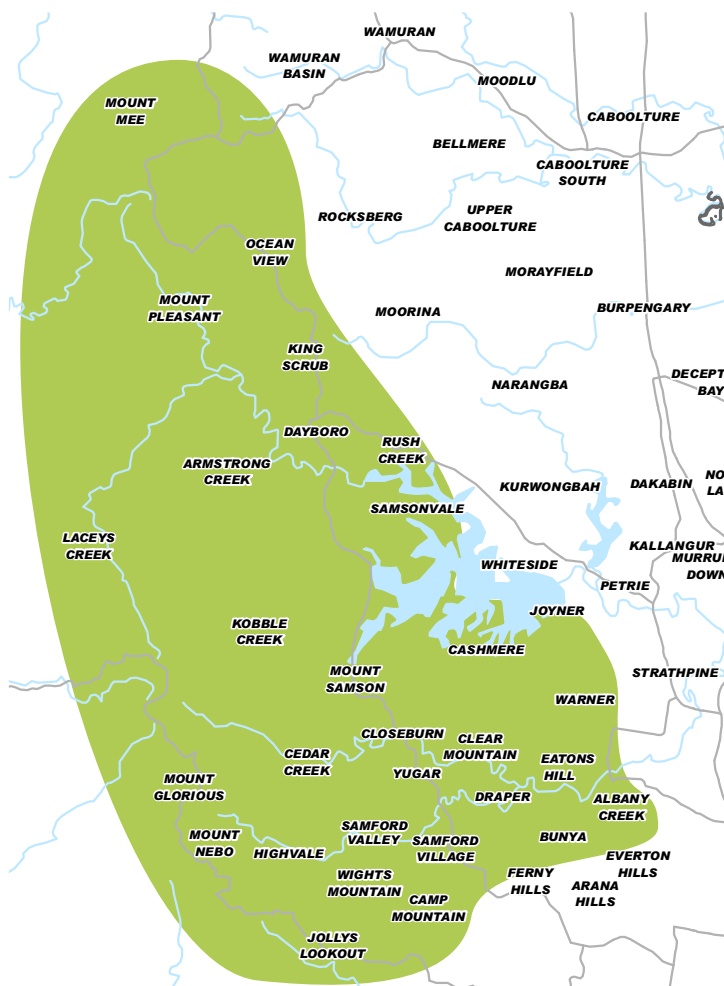
Our readers and advertisers know when they're on to a good thing!

Distribution

Every fortnight 19,700 copies of *The Westerner* are distributed throughout the western areas of the Moreton Bay region – from Mt Mee to Mt Nebo and to Albany Creek.

And to make sure your marketing message gets into the hands of our readers, we take the time and care to deliver *The Westerner* directly to letterboxes.

This means that *Westerner* advertising has much greater reach. Your message isn't left on the footpath or at the corner shop – it's delivered directly into the hands of your next customer.



Our readers

Over 15 years *The Westerner* has built up a loyal readership of around 30,000* readers.

Stylish, full of colour, and easy to read, more people prefer to read *The Westerner* than the traditional news publications in the area.

Westerner readers, most of whom live on acreage and rural properties, also have some of the strongest buying power in the area.

Households in *The Westerner's* distribution area have an average annual income of around \$80,000, and many have incomes over \$100,000**.

Our readers also want a publication that reflects the colour and life of north-west Brisbane – exactly what *The Westerner* delivers.

* based on 1.5 readers per copy

** from the 2006 Census of Population and Housing

Display sizes

Here are some examples of the sizes we offer. For the full range of sizes, refer to the table, or give us a call.

2BW	8BH
2BW	
4B	
1B	

4BW	
3BW	3BH
6BW	

4BH	12BH
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Blocks	Size in mm (width x height)
1B	57 x 68
2BW	119 x 68
2BH	57 x 141
3BW	181 x 68
3BH	57 x 214
4B (¼ page)	119 x 141
4BW	243 x 68
4BH	57 x 287
6BW	181 x 141
6BH	119 x 214
8BW (½ page)	243 x 141
8BH (½ page)	119 x 287
9B	181 x 214
12BW (¾ page)	243 x 214
12BH (¾ page)	181 x 287
16B (full page)	243 x 287
16B (with bleed)	280 x 330

B = block W = wide H = high

**Note: 16+ covers the entire page
(size includes 5mm bleed)**

Display rates

Blocks	Rate
1	\$75.50
2	\$151.00
3	\$226.50
4	\$301.95
6	\$453.00
8	\$604.00
9	\$679.55
12	\$906.00
16	\$1,208.00

Preferred positions

Page 1 = 100% loading

Page 3, back page = 30% loading

Pages 2, 5, 7, 9 = 25% loading

Pages 4, 6, 8, 10, inside back page = 20% loading

Any right-hand page = 15% loading

Trades and classifieds

Trades and services: \$11.55 per column centimetre

Classifieds: \$4.65 per line (approx. seven words)

Note: column width is 60mm

Contact us

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Publication schedule

Issue Thursday fortnightly	Deadline 5pm Thursday
14 July	7 July
28 July	21 July
11 August	4 August
25 August	18 August
8 September	1 September
22 September	15 September
6 October	29 September
20 October	13 October
3 November	27 October
17 November	10 November
1 December	24 November
15 December	8 December
26 January	19 January
9 February	2 February
23 February	16 February
8 March	1 March
22 March	15 March
5 April	29 March
19 April	12 April
3 May	26 April
17 May	10 May
31 May	24 May
14 June	7 June
28 June	21 June

Conditions

Payment All payments must either be upfront by credit card at time of finalising artwork, or by automated direct debit, to be arranged by The Westerner office.

Placing advertisements The Westerner takes every care to ensure prompt placement of all advertisement on any specified day and does not accept any responsibility for any loss caused by failure of an advertisement to appear on any day, or for any inaccuracy in an advertisement, or for any error in classification of an advertisement. Copy supplied will be taken as correct.

Cancellations If the advertiser cancels a placement after the booking deadline, The Westerner will charge the advertiser the casual or contract rate of the placement, whichever is applicable.

Copy not received by deadline If the advertiser has booked a placement and The Westerner does not receive copy or artwork

File specifications

The Westerner accepts PDFs with the following specifications:

- version 1.3
- all colours (including PMS, RGB and Lab colours) converted to CMYK
- all fonts embedded
- no security settings.

Image specifications

- resolution: 150–200dpi
- screen ruling: 100 lines/inch
- colours: CMYK or black
- colour management: off
- midtones: allow for 25% dot gain
- maximum total ink weight: 230%
- limit all colours: 90%

Grey Component Replacement (GCR)

The Westerner recommends Grey Component Replacement (GCR). GCR reduces the amounts of coloured inks required and helps produce consistently neutral greys.

Need help?

For help with specifications and supplying artwork call us on 3205 9930.

by the respective material deadline, The Westerner will insert copy or artwork previously used and charge the advertiser accordingly.

Copyright Copyright in advertisements created by The Westerner resides with The Westerner, and advertisements created by The Westerner may not be reproduced except with The Westerner's consent.

Right to decline The Westerner reserves the right to decline or modify any advertisement that The Westerner considers improper.

Indemnity The advertiser agrees to hold harmless and indemnify The Westerner from all damages, costs and expenses of any nature whatsoever, for which The Westerner may become liable by reason of its publication of the advertiser's advertising.