

The Classifieds



THE CYGNET & CHANNEL CLASSIFIEDS AND THE KINGSTON CLASSIFIEDS
DELIVERED WEEKLY TO OVER 160 LOCATIONS FROM KINGSTON TO DOVER

SEPTEMBER 2017

WE CONNECT PEOPLE

The Classifieds is a free local weekly newspaper. Our publication is distributed throughout the Kingston, Channel and the Huon Valley areas south of Hobart.

For over 25 years we have offered a hands-on, supportive and helpful service for local businesses and others to promote themselves with an effective reach. The Classifieds are distributed at over 160 highly frequented locations such as supermarkets, petrol stations, cafes and restaurants and many other popular locations south of Hobart.

Our newspaper is an integral part of the community and plays a vital role keeping people connected. We cover reliable and unbiased local stories which are quite often ignored by other media. It is an established fact that local newspapers have a high reputation in the community.

SEND A MESSAGE TO YOUR COMMUNITY

Our reasonable advertising rates offer you various opportunities to reach your target groups whether you are a business or a private advertiser.

There are many ways to attract attention. It may be a display advertisement or a well written line advertisement that is suitable for your purpose. Our directory of trades and services is well used by locals.

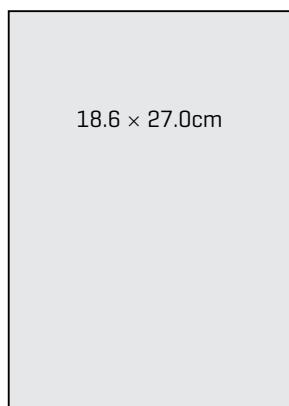
We offer you free advice and can assist you in designing your advertising. For regular clients we offer special rates.

We will help you to reach your audience within your budget!

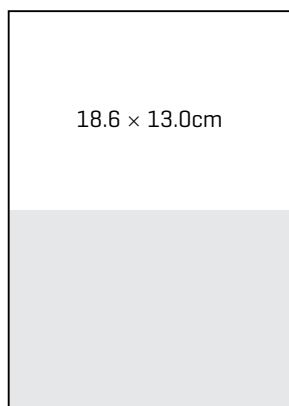


DISPLAY ADVERTISEMENTS

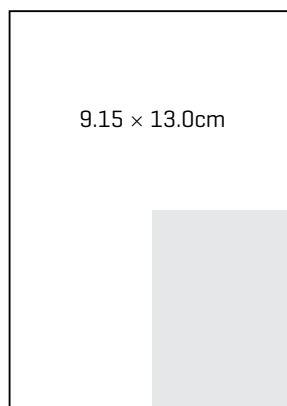
The Cygnet & Channel Classifieds and the Kingston Classifieds



FULL PAGE \$488
[Both papers \$728]



1/2 PAGE \$244
[Both papers \$364]



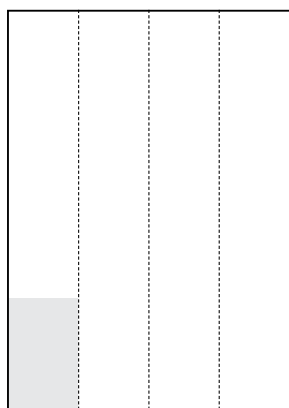
1/4 PAGE \$122
[Both papers \$182]

SPECIAL RATES

Special rates are available for regular advertisers. By committing to place a minimum of ten advertisements within a twelve month period a reduced rate may be effective.

The contents and dimensions of the advertisement can be varied at any time. Booking dates for all advertisements are required.

All prices include GST.



1 COLUMN DISPLAY ADS

1 column is 4.42cm wide. This is the smallest width display advertisement.

1 x 5cm \$23.50
[Both papers \$35.00]

1 x 6cm \$28.20
[Both papers \$42.00]

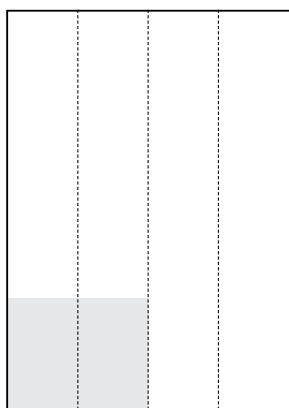
1 x 7cm \$32.90
[Both papers \$49.00]

1 x 8cm \$37.60
[Both papers \$56.00]

1 x 9cm \$42.30
[Both papers \$63.00]

1 x 10cm \$47.00
[Both papers \$70.00]

each additional cm \$4.70
[Both papers \$7.00]



2 COLUMN DISPLAY ADS

2 columns are 9.15 cm wide. A 2 column x 6cm advert is similar in size to a business card.

2 x 4cm \$37.60
[Both papers \$56.00]

2 x 5cm \$47.00
[Both papers \$70.00]

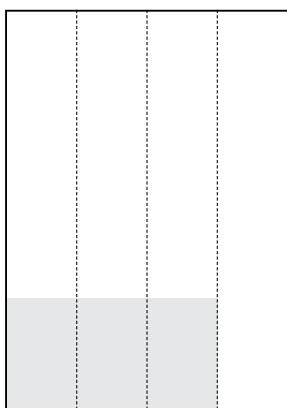
2 x 6cm \$56.40
[Both papers \$84.00]

2 x 7cm \$65.80
[Both papers \$98.00]

2 x 8cm \$75.20
[Both papers \$112.00]

2 x 9cm \$84.60
[Both papers \$126.00]

each additional cm \$9.40
[Both papers \$14.00]



3 COLUMN DISPLAY ADS

3 columns are 13.88cm wide.

3 x 4cm \$56.40
[Both papers \$84.00]

3 x 5cm \$70.50
[Both papers \$105.00]

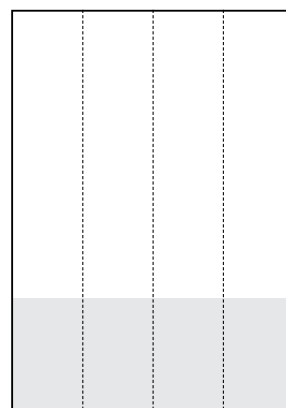
3 x 6cm \$84.60
[Both papers \$126.00]

3 x 7cm \$98.70
[Both papers \$147.00]

3 x 8cm \$112.80
[Both papers \$168.00]

3 x 9cm \$126.90
[Both papers \$189.00]

each additional cm \$14.10
[Both papers \$21.00]



4 COLUMN DISPLAY ADS

4 columns are 18.6cm wide. Make your ad stand out.

4 x 4cm \$75.20
[Both papers \$112.00]

4 x 5cm \$94.00
[Both papers \$140.00]

4 x 6cm \$112.80
[Both papers \$168.00]

4 x 7cm \$131.60
[Both papers \$196.00]

4 x 8cm \$150.40
[Both papers \$224.00]

4 x 9cm \$169.20
[Both papers \$252.00]

each additional cm \$18.80
[Both papers \$28.00]

FRONT PAGE ADVERTISEMENT ADVERTORIAL

Contact us for pricing.

Phone: 6295 1708

Email: cygtel@southbus.com.au

PREPARED PRINT FILES

Prepared advertisements must fit within our column sizes.

Note that our column sizes are different to other publications. Height of advertisements must be in whole centimetres only.

DEADLINES DISPLAY ADS

Display advertisements can be accepted up to 5pm Monday in the week of publication.

If a public holiday falls in the week of publication, deadlines may be brought forward.

PRINT FILES

Files can be sent as a PDF or JPEG in high resolution and greyscale.

Email: cygtel@southbus.com.au

LINE ADVERTISEMENTS

The Cygnet & Channel Classifieds and the Kingston Classifieds

LODGE ONLINE AT

www.southbus.com.au

LINES	WORDS	1 PAPER	BOTH
5	Up to 20	\$10.50	\$15.00
6	24	\$11.50	\$16.50
7	28	\$12.50	\$18.00
8	32	\$13.50	\$19.50
9	36	\$14.50	\$21.00
10	40	\$15.50	\$22.50
11	44	\$16.50	\$24.00
12	48	\$17.50	\$25.50
13	52	\$18.50	\$27.00
14	56	\$19.50	\$28.50
15	60	\$20.50	\$30.00
16	64	\$21.50	\$31.50
17	68	\$22.50	\$33.00
18	72	\$23.50	\$34.50

CATEGORIES

Auto/Marine, Classes, Employment, Events, For Rent, For Sale, Found, Gardening, Garage Sales, Give Away, Lost, Mind & Body, Pets & Live-stock, Public Notice, Real Estate, Services, Specials, Trades, Wanted, Wanted to Buy, Wanted to Rent. [Note: Wanted to Rent and Garage Sales are prepaid categories]

REFERENCE

Average words per line - 4 words. Minimum 5 lines.

Count 2 for long words eg: 2 short words such as 'a lot' count as one word and longer words such as 'professional' should be counted as 2 words. Mobile phone numbers count as 2 words.

LINE ADVERTS - \$10.50 [\$15.00 both] for up to 5 lines (min) and \$1 [\$1.50 both] for each additional line.

All prices include GST.

SUBMISSION LINE ADS

Phone: 6295 1708
Fax: 6295 1964
Online: www.southbus.com.au
Email: cygtel@southbus.com.au

DEADLINES LINE ADS

Line ads can be accepted up to 4pm Tuesdays in the week of publication.
If a public holiday falls in the week of publication, deadlines may be brought forward.

PHOTO LINE ADVERT

Add a photo 34mm wide x 28mm deep to your line advertisement for only \$10.50 [\$15.00 both].

AGENCY COMMISSION

Agencies will need to add their commission to the listed prices.

TERMS AND CONDITIONS

ARTWORK

Basic artwork is included in the price of display advertisements.

PRE PAID ADVERTISING

Advertisements in the Wanted to Rent and Garage Sales categories must be paid in advance.

INSERTS

We do not accept inserts.

METHOD OF PAYMENT

We accept cash, VISA or MasterCard, eftpos, money order, cheque or direct deposit into our bank account.

OFFICE HOURS

Open Monday, Tuesday, Wednesday and Friday 9am - 5pm. Closed most Thursday's for deliveries.

ADVERTISING CONDITIONS

Advertisements are accepted subject to the Publisher's approval. No responsibility is taken for any loss due to failure of any advertisement to appear. The positioning or placing of an advertisement is at the discretion of the Publisher in all cases. The Publisher reserves the right without notice to reject, discontinue, revise and transfer dates of publication of any advertisement placed. The conditions laid out herein are subject to change without notification at the discretion of the Publisher.

If in the opinion of the Publisher the advertisement is placed in an inappropriate category then the Publisher reserves the right to change that category. Line advertisements may be abbreviated to fit in the allocated space.

REDUCED RATES FOR REGULAR ADVERTISERS

Some advertisers may qualify for reduced rates. Committing to place a minimum of 10 display advertisements within a 12 month period may qualify an advertiser for reduced rates. The content and dimensions of the advert can be changed. Booking dates for all 10 adverts will be required in advance for the reduced rate to be effective. If the advertiser reneges on the agreement to place 10 advertisements within the 12 month period, the publisher reserves the right to charge the advertiser the full rate. Please contact us for details.

ACCOUNT TERMS AND CONDITIONS

Advertisements are accepted in good faith with the expectation that the advertiser will pay for services rendered. Unless otherwise arranged in advance our terms are strictly 14 days following date of invoice. In the event of the advertiser being in default of his/her obligation to pay and the overdue account is then referred to a debt collection agency and/or law firm for collection, the commission payable and legal costs on an indemnify basis shall be added to the amount outstanding and form part of the debt and in the event where the collection agency charges commission on a contingency basis the commission which would be charged if it achieved 100% recovery shall be added to the debt and the total shall be treated as a liquidated sum.

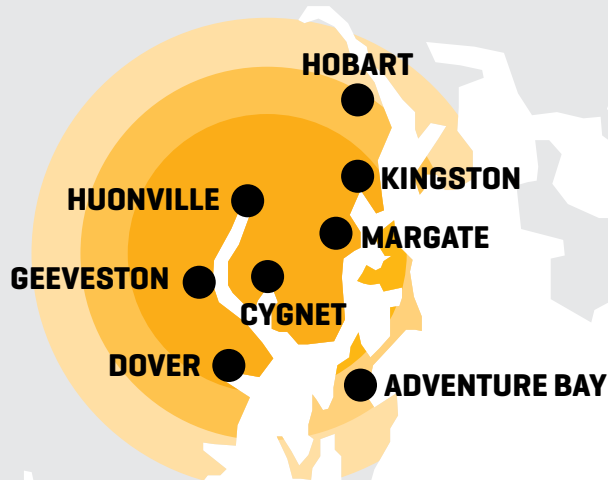
WARRANTY AND INDEMNITY

Advertisers and/or advertising agencies upon and by lodging material with the Publisher for publication or authorising or approving of the publication of any material INDEMNIFY the Publisher, its servants and agents against all liability claims or proceeds whatsoever arising from the publication and without limiting the generality of the foregoing to indemnify each of them in relation of defamation, slander or title, breach of copyright, infringement and trademarks or names of publication titles, unfair competition or trade practices, royalties or violation of rights against or liabilities in the Publication, its servants or agents and in particular that nothing therein is capable of being misleading or deceptive or otherwise in breach of Part V of the Trade Practices Act.

The Classifieds

LOCAL
WEEKLY
FREE

WE CONNECT PEOPLE



SOUTHERN BUSINESS SERVICES PTY LTD

The Classifieds are published by Southern Business Services Pty Ltd. We are a small, family owned, independent publisher located in the Huon Valley in the south of Tasmania. The Classifieds are printed in-house on our own high speed B&W printer using Australian made 100% recycled paper.

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14 Mary Street CYGNET Tasmania 7112

Phone: (03) 6295 1708
Fax: (03) 6295 1964
Email: cygtel@southbus.com.au

www.southbus.com.au