

# How to advertise in the *Robertson News*

## Advertising in the Robertson News

**About the *Robertson News*** - *Robertson News* is published every 2 months in print and online in February, April, June, August, October and December. Eight hundred copies are printed and made available to the community and visitors via businesses and services in Robertson. Online copies are made available on the CTC and Robertson Village website pages and promoted via local Facebook pages and the *What's On in Robertson* email list. It is published by the CTC Robertson Inc a not-for-profit community organisation.

### **Advertising Rates in the Robertson News (from 2023)**

Rates shown are per edition, artwork supplied by advertiser and include gst

Description	Size	Price
Front Page Banner	180 x 60mm	\$220
Back Page Banner	180 x 60mm	\$165
Inside Pages Banner	180 x 60mm	\$140
Inside Pages	90 x 60mm	\$70
Half A4 Page	Half A4 Landscape	2 x banner prices
Full A4 Page	A4	4 x banner prices
Multi edition discount (same ad repeated)	3 editions 6 editions (nb front and back page banner ads can be booked for a maximum of 3 consecutive editions)	10% discount 20% discount
Artwork		Price on application

Robertson News Advertising Deadlines	
Publication date	Advertising deadline
1 February	15 January
1 April	15 March
1 June	15 May
1 August	15 July
1 October	15 September
1 December	15 November

### **How to Book and Place an Ad in Robertson News**

**Step 1** Decide which size ad suits your needs (other sizes also available)

**Step 2** Book your ad by sending an email to [info@robertsonctc.org.au](mailto:info@robertsonctc.org.au) along with your artwork (jpg, png or pdf)

**Step 3** We will get back to you with an invoice for prepayment and confirm all details. Payment can be made through bank deposit – details on invoice

*Need help creating the artwork or wording for your ad? We can help. This is a paid service and we are available to discuss the options.*

All Robertson News advertising enquiries [info@robertsonctc.org.au](mailto:info@robertsonctc.org.au) or phone Jenny on **0429 826 431** or **CTC Robertson 4885 2665**

#### **Advertising Guidelines – Robertson News**

- Community announcements for local (Robertson and immediate surrounds) not-for-profit organisations are included at no charge
- A discounted rate may apply to display advertising for local not-for-profit groups subject to space being available
- Advertising bookings from businesses, services, government organisations, local members and event organisers are welcome
- Party political advertising is not accepted by the *Robertson News* unless it is part of a Local Government Council election cycle and includes a disclaimer provided by us stating that *it is paid political advertising and does not reflect the views of CTC Robertson as publisher* (such advertising not available for front page placement)
- *Robertson News* reserves the right to accept or reject advertisements which do not meet the Editorial Guidelines