

# How to advertise in the *Robertson News* and on the *Robertson Village Website*

## Advertising in the Robertson News

**About the *Robertson News*** - *Robertson News* is published every 2 months 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. It is published by the CTC@Robertson (The Robertson Shed Inc), a not-for-profit community organisation.

### **Advertising Rates in the Robertson News (from August 2019)**

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

Description	Size	Price
Front Page Banner	190 x 60mm	\$200
Back Page Banner	190 x 60mm	\$165
Inside Pages Banner	190 x 60mm	\$130
Inside Pages	90 x 60mm	\$65
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 [advertising@robertsonctc.org.au](mailto:advertising@robertsonctc.org.au) along with your artwork (jpg or pdf)

**Step 3** We will get back to you with an invoice for prepayment and confirm all details. Payment can be made through Paypal, direct deposit or cheque

*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 inquiries [advertising@robertsonctc.org.au](mailto:advertising@robertsonctc.org.au) or phone Jenny on 0429 826 431

#### 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*
- *Robertson News* reserves the right to accept or reject advertisements

## Advertising on Robertson Village Website

The Robertson Village Website can be found at [www.robertson.nsw.au](http://www.robertson.nsw.au)

The following options are available for listings on the Robertson Village Website –

**Option 1** – Basic listing – Business Name, Address, Phone Number, Email, Web Address – no live links to email or web - FREE

**Option 2** – Listing with live links – All the information in Option 1 plus a one sentence description - \$40 annual fee for businesses (not-for-profit community organisations free)

**Option 3** – Ad-style listing with live links and an image - \$50 one-time set up fee plus \$40 annual fee

### How to get your website listing organised

Step 1 – Decide which listing option suits your needs

Step 2 – Send an email with your information (and image if applicable) to [advertising@robertsonctc.org.au](mailto:advertising@robertsonctc.org.au)

Step 3 – we will get back to you with an invoice and to confirm all the details.