

# COOROY RAG

## Community NEWSPAPER

For advertising enquiries, please contact:

**Sarah Rollins:** [advertising@cooroyrag.com.au](mailto:advertising@cooroyrag.com.au)

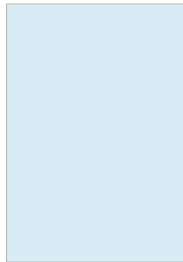
**Michelle Todhunter:** [sales@cooroyrag.com.au](mailto:sales@cooroyrag.com.au)

Ph: 0481 906 451 | [www.cooroyrag.com.au](http://www.cooroyrag.com.au)

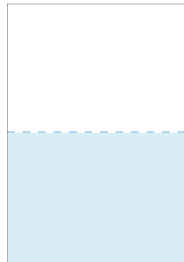
The Cooroy Rag Community Newspaper puts community first! We are proud to give back to our local community through our grants program and have been connecting residents of the Sunshine Coast hinterland since 1961 with local news, events and community happenings. We look forward to helping you connect with your customers.



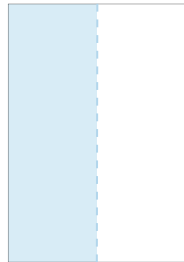
### 2024 Rates and Ad Sizes



**Full Page**  
**\$990**  
262mm w x 380mm h



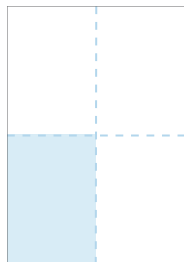
**Half Page Horizontal** **\$495**  
262mm w x 188mm h



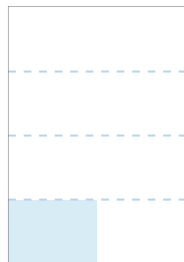
**Half Page Portrait** **\$495**  
129mm w x 380mm h



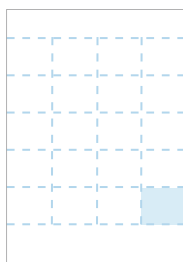
**Quarter Page Horizontal** **\$250**  
262mm w x 93mm h



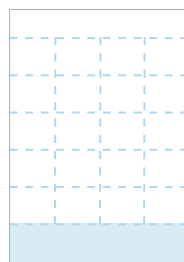
**Quarter Page Portrait** **\$250**  
129mm w x 188mm h



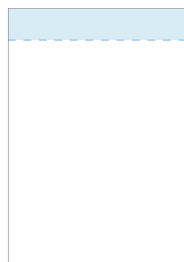
**Eighth of a Page** **\$125**  
129mm w x 93mm h



**Classifieds / Trades Ad** **\$50**  
62mm w x 48mm h



**Trades Bottom Strip Ad** **\$250**  
262mm w x 57mm h



**Page Sponsorship Strip Ad** **\$150**  
262mm w x 380mm h

### 2024 Deadlines & Publication Dates

Booking & Ad Brief Deadline FRI 5PM	Supplied Ad Deadline WED 5PM	Real Estate Editorial Deadline THU 5PM	Publication Date EVERY 3RD WK (TUE)
1 Mar	6 Mar	7 Mar	19 March
22 Mar	27 Mar	28 Mar	9 April
12 Apr	17 Apr	18 Apr	30 April
3 May	8 May	9 May	21 May
24 May	29 May	30 May	11 June
14 June	19 June	20 June	2 July
5 July	10 July	11 July	23 July
26 July	31 July	1 Aug	13 Aug
16 Aug	21 Aug	22 Aug	3 Sept
6 Sept	11 Sept	12 Sept	24 Sept
27 Sept	2 Oct	3 Oct	15 Oct
18 Oct	23 Oct	24 Oct	5 Nov
8 Nov	13 Nov	14 Nov	26 Nov
29 Nov	4 Dec	5 Dec	17 Dec

### Distribution: 7,500 Copies, Every 3 Weeks



### Supplied Artwork Specifications

- **Ad size:** as per above
- **Hi-Res PDF:** CMYK, 300dpi, 100% scale, embed fonts
- **No RGB or spot colours**
- **No crop marks**
- **PDF export settings:** we recommend 'Press Quality'

### FREE Ad Design Service

We will happily create your ad at no extra cost, allowing for one free round of changes. Additional changes will be charged. Please speak to your sales rep for the rates.

\*T&Cs apply, see over page.

## Your Details

Business name:	
Business address:	
Your name:	
Phone number:	
Email:	
ABN:	
Newspaper edition date:	
Which ad size would you like? (See below):	
Have we designed your ad in the past? What edition date?	



## What Makes a Good Ad Design?

- ✓ Simple messaging is better
- ✓ Highlight any sales or specials
- ✓ Bright, high quality imagery looks best
- ✓ Staff photos help promote your business
- ✓ Always keep your audience in mind
- ✓ Include information below

## Ad Design Brief (Fill in What You Can):

Headline:	
Subhead:	
Main text:	
Call to action (Eg: call today, visit website):	
Contact details you would like published (phone, email, website, facebook):	
What is your business website?	
Imagery to include? Please attach or specify.	
Can you provide a high quality logo? (If so, please attach)	
Any other instructions? (Eg: colours)	

*We allow for one free round of changes. Additional changes will be charged. Please speak to your sales rep for the rates.*

## Supplied Artwork Specifications

- **Ad size:** as per above
- **Hi-Res PDF:** CMYK, 300dpi, 100% scale, embed fonts
- **No RGB or spot colours**
- **No crop marks**
- **PDF export settings:** we recommend 'Press Quality'

## FREE Ad Design Service

We will happily create your ad at no extra cost, allowing for one free round of changes. Additional changes will be charged. Please speak to your sales rep for the rates.

## Want to supply your own ad? Here are the Artwork Specifications:

- **Ad size:** as per above
- **Hi-Res PDF:** CMYK, 300dpi, 100% scale, embed fonts
- **No RGB or spot colours**
- **No crop marks**
- **PDF export settings:** we recommend 'Press Quality'

\*T&Cs apply. Pricing and dates effective 1 July 2023. Custom sized ads may be priced and placed at our discretion. Trades and Services ads run for a minimum of 6 editions after which, run until cancelled. Our booking and copy deadlines are set. If you have booked an ad and copy hasn't been received by 12 noon on deadline day, your last most recent ad will be repeated or will be held over until a future edition. Advertising bookings are subject to space availability. All new clients are required to pay upon approval of their ad for the first 3 bookings. Credit card payments accepted.