

FREE

local express

All about where you live...

Proudly brought to you by the
Milton Ulladulla ExServos Club

*Reach your potential and advertise
with the Local Express*



So what is the Local Express?

The Local Express newsletter is a free fortnightly local news resource, delivered to mailboxes from Manyana-Bendalong to Bawley Point that promotes local sporting and community groups, festivals, live shows, local charities, fundraisers, not-for-profit organisations, and group and individual achievements.

The full colour, 32 page newsletter connects people in the community by providing groups and individuals a wider reach to promote and celebrate achievements in our area. It's all about where you live.

The Local Express is also available for collection at many businesses within the community, including newsagencies and advertiser sites.



Why Advertise with Us?

The Local Express newsletter is delivered to 7,920 homes from Manyana-Bendalong to Bawley Point, delivering not only local community news, activities and events, but the brand of our advertisers.

Advertisers benefit from:

- Unbeatable exposure to local audiences
- Target a market dedicated to supporting local businesses
- Online exposure via web and social media
- Become a local trusted brand.

Distribution

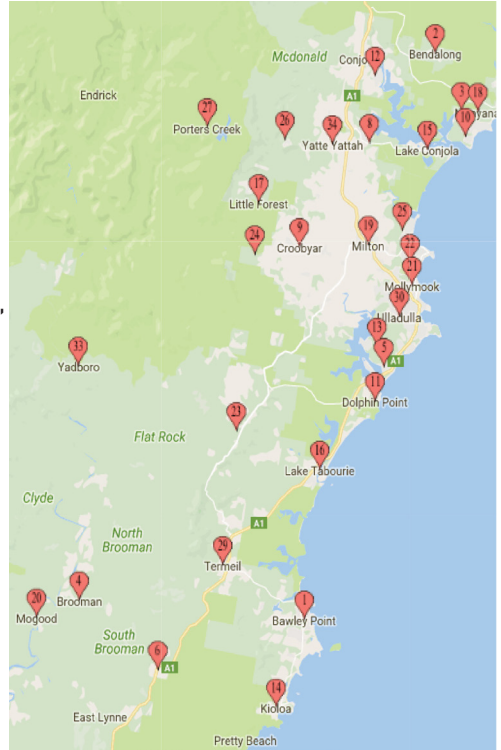
The current distribution of the Local Express is 8,500 newsletters.

7,920 newsletters are distributed to the community via Australia Post, including Bawley Point, Bendalong, Berringer Lake, Brooman, Burrill Lake, Conjola, Conjola Park, Croobyar, Conjuring Point, Dolphin Point, Fisherman's Paradise, Kings Point, Kiola, Lake Conjola, Lake Tabourie, Little Forest, Manyana, Milton, Mollymook, Mollymook Beach, Morton, Narrawallee, Termeil, Ulladulla, Woodburn, Woodstock and Yatte Yattah.

Additional points of distribution include:

- Advertiser retailer spaces and office's,
- Ulladulla Newsagency
- Burrill Lake Newsagency
- Mollymook Newsagency
- Milton Library
- the Milton Ulladulla ExServos Club
- Community group meetings
- Sports fields
- Pigeon House Motel
- The Sandbar and Café
- Ulladulla Resource Centre
- Ulladulla Information Centre at the Civic Centre.

Due to the sheer volume of content received, we also offer an online version of the Local Express through FlipSnack which incorporates additional articles and links directly back to advertisers and content providers websites and email addresses.



Advertising Rates and Options

	Advertising Rate Card All rates per issue exclude GST. (GST Inclusive rates provided in brackets)			
Advertisement Size	27 Issues (approx 12 months)	14 Issues (approx 6 months)	7 Issues (approx 3 months)	Spot Rate (depending on availability)
One Eighth Page	\$171.52	\$188.68	\$191.25	\$214.41
<i>not included in the exclusive category</i>	(\$188.67)	(\$207.68)	(\$210.38)	(\$235.41)
One Eighth Advertorial				\$171.53
approx 60 words				(\$188.68)
Quarter Page	\$236.59	\$260.25	\$272.08	\$295.74
	(\$260.25)	(\$286.25)	(\$299.29)	(\$325.31)
Quarter Page Advertorial	\$224.76	\$247.24	\$272.08	\$295.74
approx 150 words	\$247.24	\$271.96	(\$299.29)	(\$325.31)
Quarter Page Advertorial available in Strip and Column format. See size examples.				
Half Page	\$337.99	\$371.79	\$388.69	\$422.49
	(\$371.79)	(\$408.97)	(\$427.56)	(\$464.74)
Half Page Advertorial				\$337.99
approx 400 words				(\$371.79)
Full Page	\$540.78	\$594.86	\$621.90	\$675.98
	(\$594.86)	(\$604.85)	(\$684.09)	(\$743.58)
Premium	Nil	10%	15%	25%
Frequency	Fortnightly	Fortnightly*	Fortnightly*	Fortnightly
Advertorial in addition to advertisement Discount	50% off advertisement	35% off advertisement	25% off advertisement	

* Rates take effect for Issue 53. 16 July 2018-29 July 2018 release dates. Deadline Date 2 July 2018

* For 7+ Issue Agreements, Advertisers have the option of moving to every second edition, meaning that they cover approximately a six month period

*Advertorials must be community interest articles. Subject to approval.

*Advertisers who book an advertorial in addition to multiple advertisements receive a generous discount

* Maximum of three advertorial bookings per issue

Please note: Advertisements must be submitted as Press Ready PDF file's with embedded fonts

Advertising Size Examples

One Eighth Page Sample Size

Drop off your Share the Dignity Donation at a Bunnings Store Near You!

This Christmas, as you share the Dignity Donation at a Bunnings Store near you, you'll be helping to support the work of the Dignity Foundation. Bunnings is proud to be a leading partner in this important work.

Share the Dignity with your family and friends. It's a simple way to help those in need. Share the Dignity with your family and friends. It's a simple way to help those in need. Share the Dignity with your family and friends. It's a simple way to help those in need.



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Quarter Page Strip Example Size

Community Supports Book Club Launch



Community Supports Book Club Launch. Join us for a special evening of reading and discussion. We'll be discussing the latest bestseller by a local author. Don't miss out on this opportunity to connect with fellow readers.

highlight and promote book professionals. It's a chance to showcase the work of local authors and publishers. We'll be featuring a variety of titles from both established and emerging writers.

U.G.L.Y. Bartender NSW!

U.G.L.Y. Bartender NSW! We're looking for talented bartenders to join our team. We offer competitive wages, flexible hours, and a supportive work environment. If you're a creative and hardworking individual, we'd love to hear from you.



Quarter Page Column Example Size

The Fish are Biting



John Brown
John Brown

Did you know... why we have two eyes?



Did you know... why we have two eyes?

The Fish are Biting. Did you know... why we have two eyes? This is a short article or advertisement. It discusses the benefits of having two eyes and how they help us see the world around us. It's a simple and informative piece.

The Ladies of Hilltop



The Ladies of Hilltop

The Ladies of Hilltop. This is a short article or advertisement. It features three women who are active in their community. They share their experiences and insights on various topics.

DESIGN Print SIGNAGE. We offer a wide range of printing services, including business cards, brochures, and posters. Our team is experienced and professional, ensuring high-quality results for every project.



Half Page Sample Size

Native Flower Focus

Native Flower Focus. This is a short article or advertisement. It highlights the beauty and importance of native flowers in our region. It encourages gardeners to plant native species to support local wildlife.

Can You Help?

Can You Help? This is a short article or advertisement. It seeks help from the community for a specific cause or project. It provides contact information for those who wish to contribute.

Summer Membership. \$2 per week. Includes access to all our facilities and services. Christmas Carols. Join us for a special evening of holiday music. We'll be featuring a variety of classic and contemporary songs.



Full Page Sample Size

Ray White. Real Estate. We have a variety of properties for sale, including houses, apartments, and commercial buildings. Our agents are experienced and knowledgeable, providing excellent service to our clients.



Advertising Specifications

Size	Height	x	Width
One Eighth	67mm	x	99mm
Quarter Page	67mm	x	200mm
Quarter Page Advertorial Column	200mm	x	67mm
Half Page	139.5mm	x	200mm
Full Page	284mm	x	200mm

Please note: Advertisements must be submitted as Press Ready PDF file's with embedded fonts

Terms (circle applicable)

Your Name _____

Position _____

Business Name _____

Address _____

Suburb _____ Postcode _____

Phone _____

Either circle your preference below or complete the Booking Request Form

Occurrence Options	27 issues	14 issues	7 issues*	Spot (One Edition)
Advertisement Size	Page	Half Page	Quarter Page	One Eighth
Advertorial Options	Half Page	Quarter Page Strip	Quarter Page Column	One Eighth

Booking Request Form

Number of Issues Booking: _____

Advertising Size: _____

Advertorial Size (if any): _____

Any Notes: _____

Signed: _____ Date: ____/____/____

Name (Please Use Block Letters): _____

Date: _____

** For 7+ Issue Agreements, Advertisers have the option of moving to every second edition, meaning that they cover approximately a six month period*

Payment Form

Please complete the below and we will generate a invoice

Your Name _____

Business Name _____

Address _____

Suburb _____ Postcode _____

Phone _____

Email _____

Amount _____

Preferred Terms for Monthly Payment or Spot (In Advance) (Please Circle)

Direct Deposit / Direct Debit / Credit Card

1. If by Direct Deposit

Bank IMB
Branch Ulladulla
BSB 641800
Account Number 200251148

2. If by Direct Debit (for 7 issue agreements or greater only)

Bank _____
BSB _____
Account Number _____
Account Name _____

3. If by Credit Card (Note: additional fees of up to 2.2% may apply)

Name on Card: _____
Card Number: _____/_____/_____/_____
Expiry Date: _____/_____
CCV: _____

Please email your remittance to judy@dulladullaexservos.com.au

Accepted, agreed and acknowledged on behalf of the Customer

Signed: _____ Date: ____/____/____

Name (Please Use Block Letters): _____

Date: _____

Hear from some of our Advertisers



William Drury
Ulladulla Printing Services

“Ulladulla Printing supports the local express because it’s for the community and effective on many fronts.”



Tony Ireland
EyeQ Optometrists

“We continue to advertise in the Local Express due to positive feedback from customers.”



Karen Bashford
South Coast Business and Financial Solutions

“Being delivered to all homes in the area reaches more people than any other form of advertising can.”

Heart of the Community



The Milton Ulladulla ExServos Club is proud to be the 2017 Heart of the Community Award recipient

The Milton Ulladulla ExServos Club is buzzing with excitement after being named the Heart of the Community in the 2017 ClubsNSW Clubs & Community Awards for the production of the Local Express Newsletter.

The Heart of the Community award recognises both individuals and groups who are our 'unsung heroes' in a club or in the broader community for their unique contribution to the community.

Among the finalists were Bankstown Sports Club, Bathurst RSL Club, Kiama Leagues Club and Blacktown Workers Club to name just a few.

The Milton Ulladulla ExServos Club submitted the Local Express newsletter for the ClubsNSW Heart of the Community Awards as the publication encompasses the very definition of providing a unique contribution to benefit the community.

The Local Express provides a free fortnightly local news resource that promotes local sporting and community groups, festivals, live shows, local charities, fundraisers, not-for-profit organisations, and group and individual achievements.

The Club is excited and honoured to be the 2017 recipient of this award. The newsletter would not be possible without the support of the community and our advertisers, past and present.



The Local Express Newsletter is a free community resource produced by the Milton Ulladulla ExServos Club with the support of their advertisers and community groups.

Connect your business to your community.....



With fortnightly distribution to every home from Manyana-Bendalong to Bawley Point and a range of advertising sizes available, why not join the great team of community-minded advertisers in the award winning Local Express.

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