

FREE

local express

All about where you live...

Proudly brought to you by the
Milton Ulladulla ExServos Club

Reach Your Potential! Advertise with the *Local Express Newsletter*



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

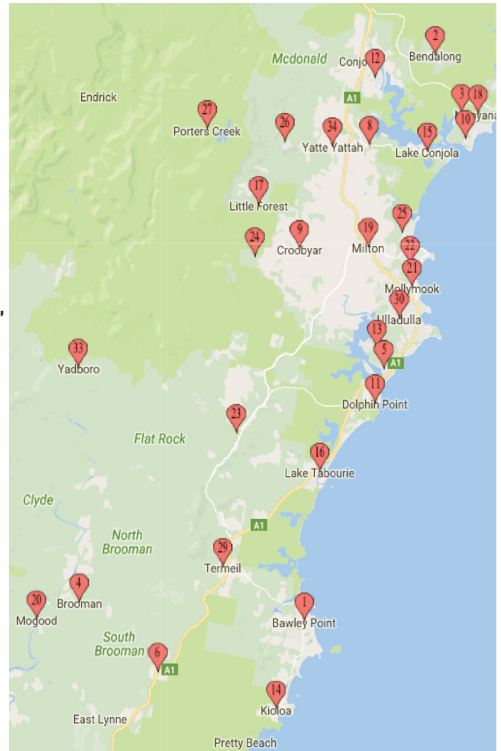
The current distribution of the Local Express is 8,500 newsletters.

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
	[\$188.67]	[\$207.68]	[\$210.38]	[\$235.41]
Quarter Page	\$236.59	\$260.25	\$272.08	\$295.74
	[\$260.25]	[\$286.25]	[\$299.29]	[\$325.31]
Half Page	\$337.99	\$371.79	\$388.69	\$422.49
	[\$371.79]	[\$408.97]	[\$427.56]	[\$464.74]
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
Category Exclusivity	Yes	No	No	No

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

Advertising Specifications

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

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

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.”

Contact Us!

Are you interested in joining the growing list of community-minded local businesses who reap the rewards of advertising in the Local Express?

If you are, then contact Tara Boyd, Publications Coordinator of the Local Express or David Johnson, Sales Consultant.



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