

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

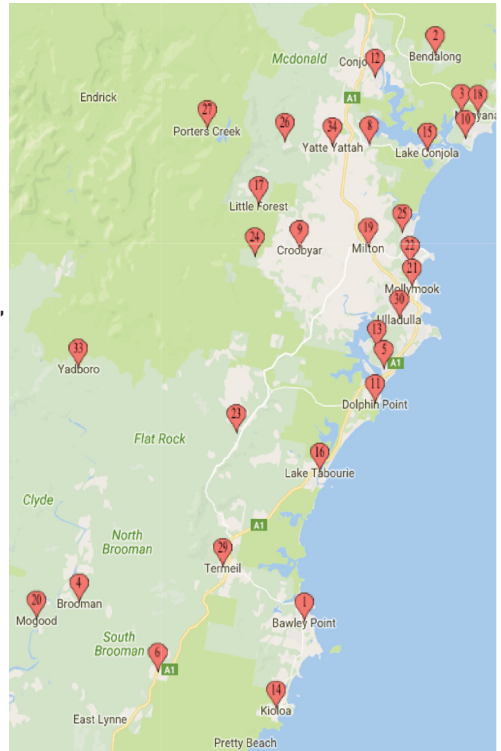
The current distribution of the Local Express is 8,500 newsletters.

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]
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				\$236.59
approx 150 words				[\$260.25]
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
Category Exclusivity	Yes	No	No	No
Advertorial in addition to advertisement				Less 25% of advertorial price

* 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 or business profile based. Subject to approval.

*Advertisers contracted to 14+ issues are afforded a further 5% discount on advertorial price only

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 we ask that the festive season with our loved ones. There will be \$100 worth of food for you and your family. We will be donating to the Share the Dignity program. We will be donating to the Share the Dignity program. We will be donating to the Share the Dignity program.



Add a little luxury to someone's day

Share the Dignity is a not-for-profit organisation that provides support to people in need. We are looking for donations of food, clothing, and other essentials. Your donation will make a difference to someone's life.



Advertise with Local Coverage for Unbeatable Exposure



67mm

99mm

Quarter Page Example Size

Community Supports Book Club Launch



Highlight your great local businesses. Find out how to advertise on our website or in our print edition. It's all about you and your business. We will be donating to the Share the Dignity program.

Book Club Launch. The launch of the book club was a success. We had a great turnout and everyone enjoyed the books. We will be donating to the Share the Dignity program.

Community Support. The community has been very supportive of the book club. We have received many donations and we are grateful for their support.

Share the Dignity. We are proud to be part of the Share the Dignity program. We will be donating to the Share the Dignity program.

U.G.L.Y. Bartender NSW!

U.G.L.Y. Bartender NSW! We are looking for bartenders for our U.G.L.Y. Bar. We are looking for bartenders for our U.G.L.Y. Bar. We are looking for bartenders for our U.G.L.Y. Bar.

U.G.L.Y. Bar. We are looking for bartenders for our U.G.L.Y. Bar. We are looking for bartenders for our U.G.L.Y. Bar. We are looking for bartenders for our U.G.L.Y. Bar.



business cards, brochures, flyers, signs, posters, banners, and all your printing and much more

02 4455 2255

www.upsdesignprint.com.au

Half Page Sample Size

Native Flower Focus



Native Flower Focus. We are looking for native flowers for our Native Flower Focus. We are looking for native flowers for our Native Flower Focus. We are looking for native flowers for our Native Flower Focus.

Can You Help?

Can You Help? We are looking for people who can help us. We are looking for people who can help us. We are looking for people who can help us.

Can You Help? We are looking for people who can help us. We are looking for people who can help us. We are looking for people who can help us.

Summer Membership. We are looking for members for our Summer Membership. We are looking for members for our Summer Membership. We are looking for members for our Summer Membership.

139.5mm

200mm

Full Page Sample Size

284mm

200mm

Advertising Specifications

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

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.

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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