

THE LOCAL **Bulletin**

Brisbane West

INDEPENDENT COMMUNITY NEWS MAGAZINE

Media Pack

100% INDEPENDENTLY
OWNED & OPERATED



**A FREE DISTRIBUTION
PUBLICATION DELIVERED
MONTHLY INTO BRISBANE'S
WESTERN SUBURBS
FEATURING**

- **COMMUNITY NEWS**
- **LOCAL PRODUCTS**
- **LOCAL SERVICES**
- **LIFESTYLE READING**

You CAN afford to advertise...can you afford NOT to?

We're locals... We know our readership!



45,000+
Readership

The Local Bulletin Editor and Director of OZone Press Pty Ltd, Barry Searle

Barry Searle
Editor, Marketing Manager

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OZone Press Publications Pty Ltd
PO Box 330, Kenmore, Q 4069

Here at **OZone Press Publications Pty Ltd**, we're mighty proud of our Flagship publication.

THE LOCAL BULLETIN reaches 24,000 households each month, and is delivered free to all homes, businesses and other outlets throughout our distribution area. With an estimated two readers per household, that's around 45,000 people or more enjoying our magazine, reading our articles and seeing our advertisements.

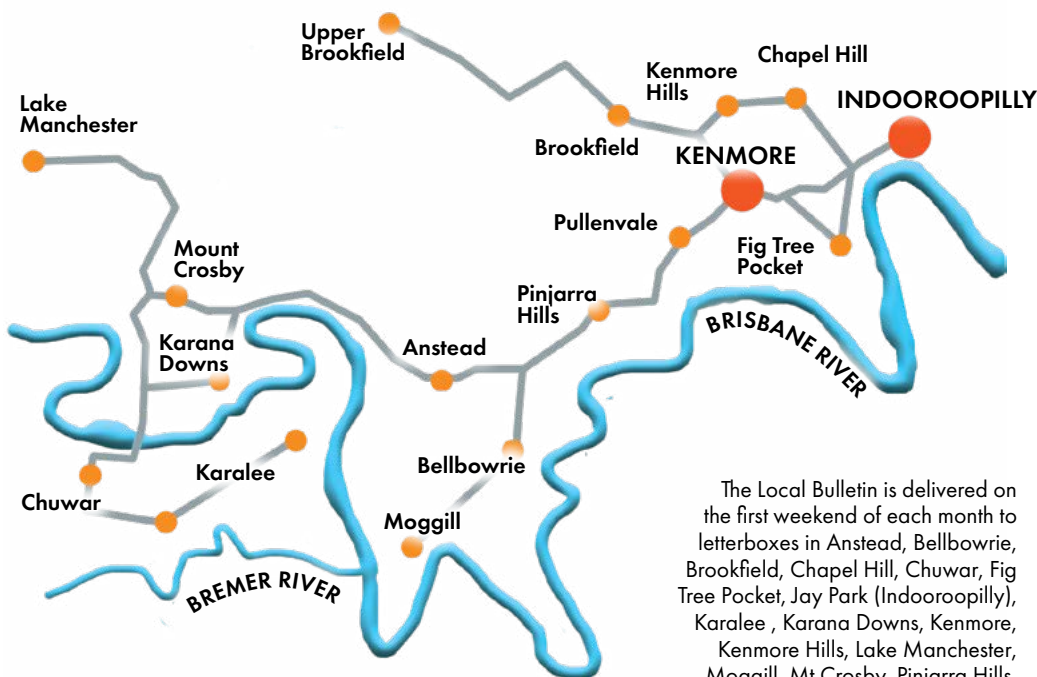
For the past twenty two years our extensively read and well loved magazine has been serving the local community, from the west side of Indooroopilly, right the way through to North Ipswich. Its existence is widely validated by the myriad community groups and organisations that regularly contribute.

Our advertisers—themselves around 95% locally based—regularly report *The Local Bulletin* as **the only place they now advertise**. We have been assisting some of our clients with their marketing needs every month for over two decades!

Our magazine is designed to remain valid and read for the entire publication month, and beyond. Many readers collect our editions and provide us with regular positive feedback; we're often the first port of call when there's good news to share.

Displaying your products and services in the pages of *The Local Bulletin* is the most direct method available in our catchment area to reach your target audience at affordable prices.

Distribution that finds your target audience!



The Local Bulletin is delivered on the first weekend of each month to letterboxes in Anstead, Bellbowrie, Brookfield, Chapel Hill, Chuwar, Fig Tree Pocket, Jay Park (Indooroopilly), Karalee, Karana Downs, Kenmore, Kenmore Hills, Lake Manchester, Moggill, Mt Crosby, Pinjarra Hills, Pullenvale and Upper Brookfield

THE LOCAL BULLETIN is available from stands at:

- CHAPEL HILL**
Chapel Hill Shopping Centre
MetroWest shopping Centre
- BELLBOWRIE & MOGGILL**
Bellbowrie Coles
Bellbowrie Sports & Rec Club
Caltex Garage forecourt
- MOGGILL**
Moggill Store & Post Office
McDonalds Restaurant
- BROOKFIELD**
Brookfield Pets & Produce Store
Brookfield General Store
Ross Evans Garden Centre
- FIG TREE POCKET**
Fig Tree Pocket Convenience Store
- KARALEE**
Woolworths
- KARANA DOWNS/MT CROSBY**
Karana Downs Shopping Village
Mt Crosby Store & Post Office
- KENMORE**
Kenmore Central Shopping Centre
Kenmore Plaza - Woolworths
Kenmore Village
Kersley Road Shopping Centre
McDonalds Kenmore Plaza
LYV Kitchen
The Courtyard Shopping Centre
Wongabel Shopping Centre

Let us tell your story!

Value-adding opportunities for your business with our individualised Editorial/Advertising packages

"A major neurological study by Millward Brown in 2009...found that printed material left a deeper footprint on the brain, involved more emotional processing (which helps with memory and brand associations) and produces more brain responses connected to our internal feelings, suggesting we 'internalise' adverts, giving them greater resonance....The capacity for printed communications to connect with the human brain will mean it remains the go-to format for anyone wanting their words to have a deep and lasting impact..."

Paul Simpson - Print Power

Content for columns is supplied by you, either as print ready material designed to our specifications, or as hard copy to be laid out in column format. Columns must be completed and signed off by the 20th of each month for publication in the following month. Double spreads may be provided as print ready material, or may be prepared with the assistance of our design and editorial team. Design fees may apply (see next page).



- Advertorial Column size 3: \$460 per issue
- Advertorial Column size 4: \$500 per issue
- Double Page Spread: \$2,400 per issue

"Magazines yield the highest return on investment of all media, using just 10% of ad expenditure..."

Source: Nielsen 2015*

Monthly features to focus your advertising dollar

Each month The Local Bulletin presents a feature section that provides you with a niche advertising space to specifically target your desired audience.

Design your advertising budget to take advantage of special feature months that showcase your products and services. You can choose between feature ads beside relevant general editorial, or you can select from a variety of Advertorial packages that will see your business featured within the special section. Book in advance for a premier position!

MONTH	
JAN	Holiday Fun/Back to Work
FEB	Back to School - Valentine's Day
MAR	Easter Holidays, Autumn Getaways
APR	Motoring
MAY	Brookfield Show/Local Real Estate
JUN	Finance & Technology
JUL	Winter dining/Christmas in July
AUG	Health, Wellbeing & Fitness
SEP	Weddings & Holidays
OCT	Hair, Beauty & Fashion
NOV	Summer Holidays: Destinations for getaways
DEC	Christmas Feature - Gift Ideas

* <https://www.nielsen.com/content/dam/niensenglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>



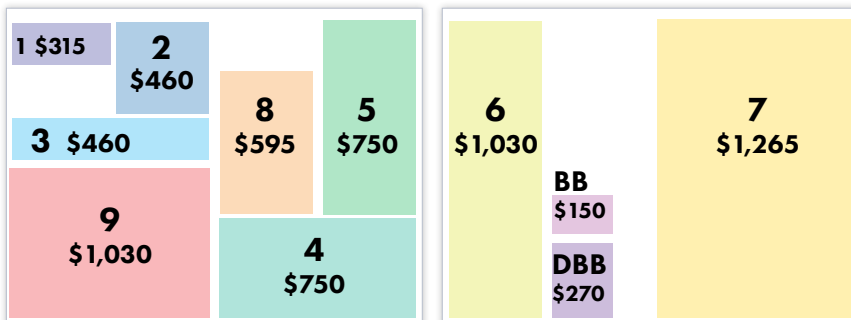
We can help you with your ad copy design

Small changes or other minimal artwork is not charged. Charges for all design services are shown on the table (above, right) and will be itemised separately on invoices. Correction proofs are supplied for advertisements received by material deadlines which are available on request. Should extensive work or author changes* be required, additional charges will be incurred at an hourly rate of \$60 per hour. All charges are inclusive of GST.

Suppliers of digital advertising material are responsible for checking all files before sending to *The Local Bulletin*. If problems are identified in your material you will be advised of what we have found.

Often, with your permission, we can correct the problem or you may wish to replace the material. Any work undertaken by *The Local Bulletin* to process noncompliant material may incur a fee. *The Local Bulletin* does not take responsibility for the repair, quality or integrity of any digitally supplied advertising. Due to the highly specialised and complex technical nature of image/plate setters, and to ensure the best quality reproduction of your material, *The Local Bulletin* has the following guidelines: any digital file that does not comply with these guidelines may not be accepted.

SIZE	DIMENSIONS	PRICE per issue	DESIGN CHARGE
Bulletin Board	70mm (w) x 45mm (h)	\$150	\$28
Double Bulletin Board	70mm (w) x 95mm (h)	\$270	\$28
Size 1	109mm (w) x 50mm (h)	\$315	\$55
Size 2	109mm (w) x 104mm (h)	\$460	\$83
Size 3	222mm (w) x 50mm (h)	\$460	\$83
Size 4	222mm (w) x 104mm (h)	\$750	\$135
Size 5	109mm (w) x 212 mm (h)	\$750	\$135
Size 6 Half page vertical	109mm (w) x 320mm (h)	\$1,030	\$160
Size 7 Full page	240mm (w) x 340mm (h) [text area: 222mm (w) x 320mm (h)]	\$1,265	\$255
Size 8 Quarter page	109mm (w) x 158mm (h)	\$595	\$110
Size 9 Half page horizontal	222mm (w) x 158mm (h)	\$1,030	\$200



Reserve your cover NOW!

Front cover:
\$1,620
per issue

Inside front cover:
\$1,390
per issue

Inside Back cover:
\$1,265
per issue

Back cover:
\$1,440
per issue



SPECIFICATIONS:

- PDF file format preferred with active, non embedded url/email links. This means when you create the pdf you can still click on the links. When uploading your ad on our website your links will be live for customers to connect.
- JPEG or EPS files also accepted at 300 dpi at actual size.
- All files must be CMYK.
- Word/Publisher files are not reproducible by our Printers, and will therefore incur a cost for redesign.
- Transmission Medium: Email (preferred) or Dropbox. Call us for further options.
- Advertising copy must be supplied at the correct size.
- Only postscript fonts will be accepted. All fonts must be embedded or supplied. Artificially stylised fonts must be converted to outlines.
- Minimum 5mm bleed is required for full-page advertisements; always allow space for trim.

* Author changes are where an advertiser supplies copy or has agreed to copy and, on sighting the proof, makes extensive changes to the previously agreed/supplied copy

BOOKING FORM

Business Name:
 Contact Name:
 Business Postal Address:
 Email (for proofing purposes): Phone:
 Email/Contact (for invoicing purposes): Mobile:
 I would like to receive my invoice: via Email via Post via Post accompanied with a copy of magazine

2018-19 ADVERTISING PERIOD [November 2019 - June 2019]

Run my advertisement monthly until further notice **OR** please select desired issues:

NOV DEC JAN FEB MAR APR MAY JUN

SIZE	DIMENSIONS	PRICE per issue	DESIGN CHARGE (if applicable)	PRICE per month
<input type="checkbox"/> Bulletin Board	70mm (w) x 45mm (h)	\$150	\$28	
<input type="checkbox"/> Double Bulletin Board	70mm (w) x 95mm (h)	\$270	\$28	
<input type="checkbox"/> Size 1	109mm (w) x 50mm (h)	\$315	\$55	
<input type="checkbox"/> Size 2	109mm (w) x 104mm (h)	\$460	\$83	
<input type="checkbox"/> Size 3	222mm (w) x 50mm (h)	\$460	\$83	
<input type="checkbox"/> Size 4	222mm (w) x 104mm (h)	\$750	\$135	
<input type="checkbox"/> Size 5	109mm (w) x 212 mm (h)	\$750	\$135	
<input type="checkbox"/> Size 6 - half page vertical	109mm (w) x 320mm (h)	\$1,030	\$160	
<input type="checkbox"/> Size 7 - full page	240mm (w) x 340mm (h)	\$1,265	\$255	
<input type="checkbox"/> Size 8 - quarter page	109mm (w) x 158mm (h)	\$595	\$110	
<input type="checkbox"/> Size 9 - half page horizontal	222mm (w) x 158mm (h)	\$1,030	\$200	
<input type="checkbox"/> Size 3 column	109mm (w) x 158mm (h)	\$460	incl.	
<input type="checkbox"/> Size 4 column	109mm (w) x 212 mm (h)	\$500	incl.	
<input type="checkbox"/> Double page spread	480mm (w) x 340mm (h)	\$2,400	incl.	
<input type="checkbox"/> Front cover	240mm (w) x 340mm (h)	\$1,620	incl.	
<input type="checkbox"/> Inside front cover	240mm (w) x 340mm (h)	\$1,390	\$255	
<input type="checkbox"/> Back cover	240mm (w) x 340mm (h)	\$1,440	\$255	
<input type="checkbox"/> Inside back cover	240mm (w) x 340mm (h)	\$1,265	\$255	

PAYMENT

Amount \$

Please debit my* : Mastercard Visa card

Card Number: Expiry Date:

Name on Card: Signature:

*PLEASE NOTE THAT CREDIT CARD DETAILS ARE REQUIRED FOR ALL BULLETIN BOARD BOOKINGS

DIRECT DEBIT* (Please quote your Business Name in the Payment Details and/or Invoice number)

PAY TO: Ozone Press, Commonwealth Bank, Kenmore, BSB: 064 -152 ACC No: 103 727 63

All credit cards will be charged once the magazine has been published. All invoices will be emailed monthly (unless a different option is selected above) after the magazine is published, If you opt for direct banking payment you MUST identify your business name and/or Invoice number in the reference line. Please email all account queries to accounts@thelocalbulletin.com.au

Indemnity: Advertisers and advertising agencies who lodge or authorise the placement of advertising material in *The Local Bulletin* undertake to ensure that all such material does not infringe any copyright, trade mark, breach of confidence, defamation, libel, slander or title, or does not infringe the Trade Practices Act or other laws, regulations, or statutes. Advertisers and advertising agencies agree to indemnify the publisher or its agents against any claims, demands, proceedings, damages, costs, penalties or judgements arising from publication of the material.