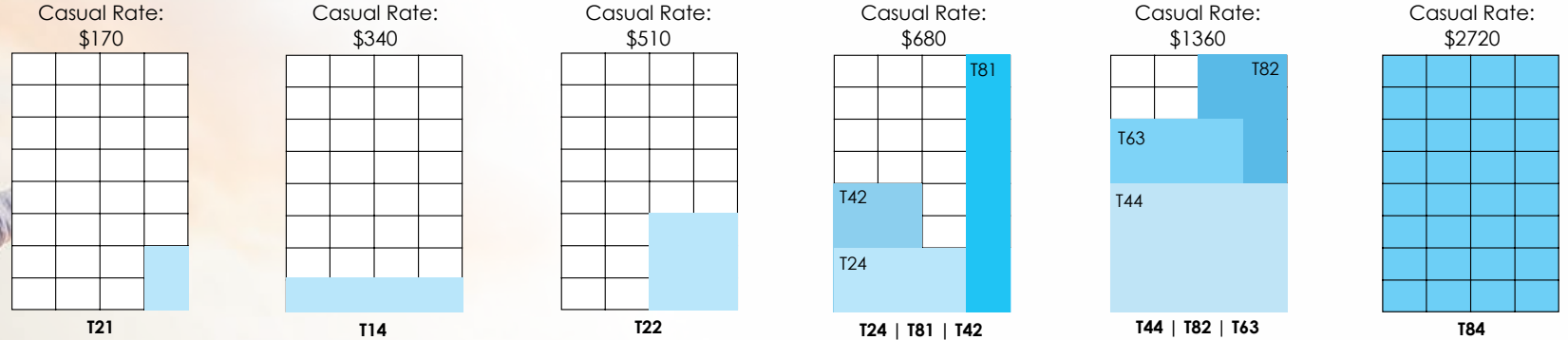


MACKAY LOCAL News

2021 Display Advertising Modular Rates: (All pricing GST inclusive).



www.mackaylocalnews.com.au
 News Platform Banner: \$175 per week (minimum 26 weeks)
 News Platform Tile: \$55 per week (minimum 13 weeks)



Advertiser	Builder	Profiler	Quarter page	Half pages	Full page
Lister <i>per published edition:</i>	Builder <i>per published edition:</i>	Profiler <i>per published edition:</i>	Quarter page <i>per published edition:</i>	Half pages <i>per published edition:</i>	Full page <i>per published edition:</i>
4+ consec editions \$127.50 25% discount	4+ consec editions \$238.00 30% discount	4+ consec editions \$331.50 35% discount	4+ consec editions \$442.00 35% discount	4+ consec editions \$748.00 45% discount	4+ consec editions \$1360.00 50% discount
12+ consec editions \$119.00 30% discount	12+ consec editions \$221.00 35% discount	12+ consec editions \$280.50 45% discount	12+ consec editions \$374.00 45% discount	12+ consec editions \$680.00 50% discount	12+ consec editions \$1224.00 55% discount
25+ consec editions \$110.50 35% discount	25+ consec editions \$204.00 40% discount	25+ consec editions \$255.00 50% discount	25+ consec editions \$340.00 50% discount	25+ consec editions \$612.00 55% discount	25+ consec editions \$1088.00 60% discount
50+ consec editions \$93.50 40% discount	50+ consec editions \$187.00 45% discount	50+ consec editions \$229.50 55% discount	50+ consec editions \$306.00 55% discount	50+ consec editions \$544.00 60% discount	50+ consec editions \$952.00 65% discount

Newspaper Inserts: Yes we accept newspaper inserts (catalogues, brochures, leaflets). Total inserts, sizes and price discussed on application. Delivery to our region printers is 10 DAYS prior to printing.

Special Features: Yes we publish special advertising features and business profile advertorials upon request. For further information, please contact our friendly advertising team for a discussion.





Circulating from Mackay into Proserpine, Moranbah to Sarina and surrounds

Specifications for digital artwork

Accepted applications:

The preferred material format is a PDF

However we accept materials using these applications:

- InDesign CC - Documents must be accompanied by all images and fonts
 - Adobe Illustrator CC Documents must have all fonts outlined and in an Illustrator EPS format
 - Photoshop CC
 - Adobe Acrobat DC
 - Email to sales rep
- Logos & Pictures:**
- JPG - uncompressed 200dpi at size
 - Illustrator EPS (fonts outlined)
 - TIFF - uncompressed, 200dpi at size
- * Please note that newspaper print has a dot gain of 25%. Four colour process jobs should be adjusted to allow for this dot gain.
- Material Transfer:**
- USB memory stick
 - Quickcut • Adsend
 - Cloud based storage link

Important:

- All artwork supplied must be in CMYK and 200dpi. Do not supply photos which have been scanned bigger than they have been used in your material. This only makes the file size large than it has to be.

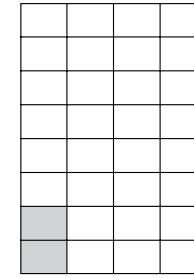
No responsibility will be taken by the Mackay Local News for the quality of supplied scanned images and digital art.

Early General News:

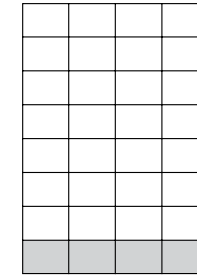
NB: These sizes are to be used for advertisements booked in the early general news section of the newspapers.

Module sizes:

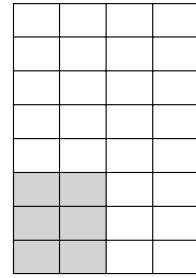
Shape	Material (height x width)
T21 - Lister	92mm x 63mm
T14 - Builder	45mm x 260mm
T32 - Profiler	92mm x 129mm
T24 - Quarter Page Horizontal	92mm x 260mm
T81 - Quarter Page Vertical	374mm x 63mm
T42 - Quarter Page Block	186mm x 129mm
T44 - Half Page Horizontal	186mm x 260mm
T82 - Half Page Vertical	374mm x 129mm
T63 - Half Page Block	280mm x 194mm
T84 - Full Page	374mm x 260mm
Other sizes available	



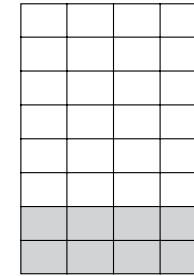
T21 Lister



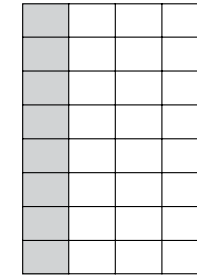
T14 Builder



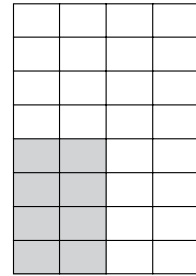
T32 Profiler



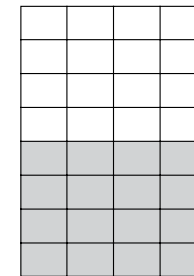
T24 Quarter Page Horizontal



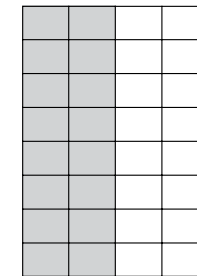
T81 Quarter Page Vertical



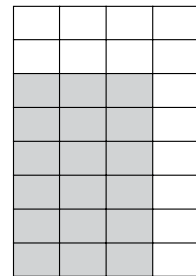
T42 Quarter Page



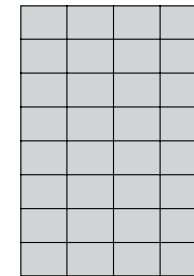
T44 Half Page Horizontal



T82 Half Page



T63 Half Page Block



T84 Full Page

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