

ADVERTISING PACKAGES 2019

the LOCAL News

ISLAND AND SURROUNDS

Community News, Hospitality, Tourism, Real Estate & Trade Services

A Newspaper for the digital world!



HOLD YOUR DEVICE
CAMERA OVER THIS CODE
TO LINK TO OUR WEBSITE



**IT'S
FREE**
to the
community

The collage features several overlapping advertisements from the 'the ISLAND and surrounds' newspaper. Visible ads include:

- MEDICAL EQUIPMENT HIRE & SALES**: A company offering various medical equipment for hire and sale.
- BONGAREE HOT BREAD**: An advertisement for a cafe and patisserie offering specialty breads.
- BROWN'S MITRE 10**: A paint and DIY specialist offering a range of services.
- ANOTHER WAY TO EXPLORE RUSSIA**: A travel advertisement featuring St. Isaac's Cathedral and a tour of the Waterways of the Tsars.
- WORLD OF VIKING**: A travel advertisement for a Viking cruise.
- EVERINGHAM LAWYERS**: A law firm offering legal services.
- ISLAND CURTAINS**: A company offering curtains and window treatments.
- BEACHYER'S HEALTH CENTRE**: A health and wellness center.
- THE SHOP**: A general store or shop.
- BEACHYER'S HEALTH CENTRE**: A health and wellness center.
- BEACHYER'S HEALTH CENTRE**: A health and wellness center.

At the bottom of the collage, the website www.islandandsurrounds.com is displayed.

OUR VISION

- To deliver a high-quality newspaper to the local community.
- To have the highest distribution in the area.
- To provide a platform for local businesses, promote their activities.
- To provide value to advertisers.

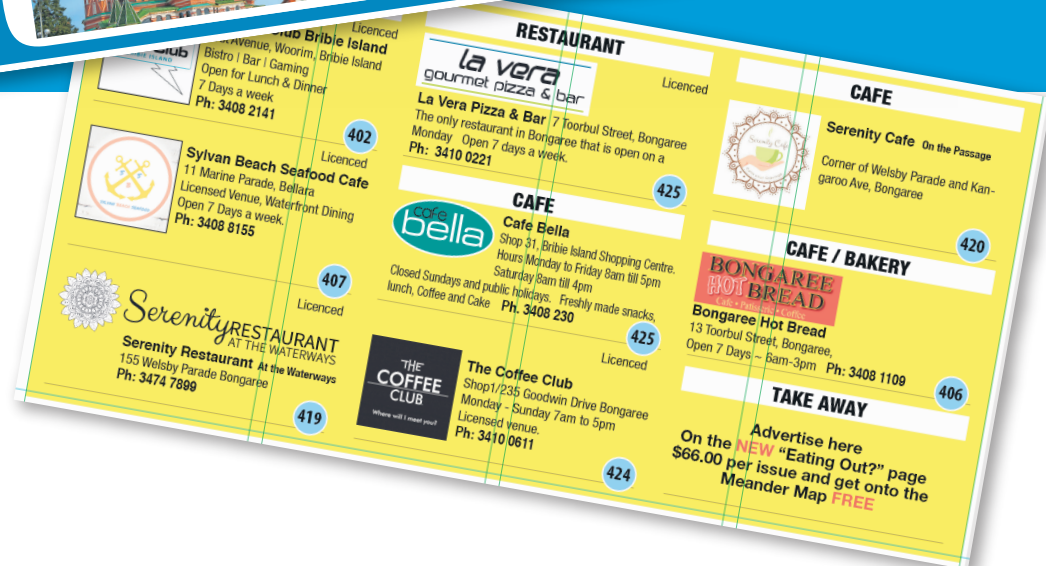
OUR FACTS

Distribution: 20,000 Highest distribution of any paper in the vicinity

(Bribie Island, Ningi, Godwin Beach, Sandstone Point, Beachmere, Toorbul, Donnybrook): every driveway, shopping centres, retirement villages etc.

Frequency: 4 weekly publication (13 issues per year)

Ownership: Locally owned and operated by locals



OUR DISTRIBUTION

*The Bribie Island and Surrounds
MEANDER is drawing Visitors and Tourism to the area via our various distribution points in Queensland.*



Experience the Pumicestone Lifestyle!

WHY ADVERTISE WITH THE ISLAND AND SURROUNDS?

Quality content that Includes a diverse range of subjects are published to capture the readership of a broad spectrum of the community as possible.

Cover Story

Early General News

Community Politics

Cranky Lizard

Close Encounters

Community Clubs

Community Committees

Health and Wellbeing

Travel

Meander Map

Local Business

Youth

Real Estate

Sport

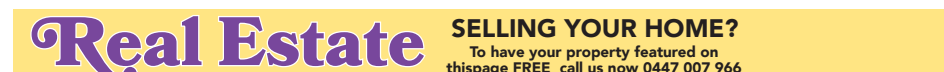
Fishing

Trades and Services

the **LOCAL** ISLAND AND SURROUNDS *News*



Michelle Hanton



Collagen - our most abundant protein and its functions

Collagen is the most abundant protein in our bodies. It is the structural protein that gives our skin, bones, cartilage, tendons, ligaments, and other connective tissues their strength and elasticity. It is also the main component of the extracellular matrix, which is the framework that supports and organizes cells in tissues and organs.

There are over 28 different types of collagen, but only a few are found in large amounts in the human body. The most common types are Type I, II, and III. Type I is the most abundant and is found in skin, bone, cartilage, and other connective tissues. Type II is found in cartilage and is responsible for its strength and elasticity. Type III is found in skin, bone, and other connective tissues.

As we age, our levels of collagen decrease, which can lead to a variety of problems, including wrinkles, joint pain, and osteoporosis. However, there are several ways to increase your collagen levels, including eating a diet rich in collagen-rich foods, taking collagen supplements, and using topical collagen products.

HAIR 4507

COLOUR, STYLECUT AND BLOWDRY \$85
SHORT HAIR \$85
MEDIUM LENGTH \$75
LONG FROM \$95

SENIOR LADIES \$95
SHARPENED STYLECUT AND BLOWDRY \$95
SHARPENED HAIR OF REMAINING TECHNIQUE \$95

PERM \$95
STYLECUT AND BLOWDRY \$75
1/2 HEAD OF FOLLS \$110
TUNER \$110
BLOWDRYING STRAIGHTEN \$110

DENTURE CLINIC NOW OPEN

• FULL & PARTIAL DENTURES
• RELINES & REPAIRS
• HEALTH FUNDS & VETERANS AFFAIRS
• MOBILE DENTURE SERVICES AVAILABLE
• IMPLANT SUPPORTED DENTURES
• SPORTS MOUTHGUARDS

Dr. Ernie-James Galois, D.D.S., M.D., M.Sc. (Dent)

Dr. Ernie-James Galois completed his Diploma of Dental Technology from 1987, followed by a Bachelor of Dental Science from 1991. He is a member of the Australian Dental Association (ADA) and the Australian Dental Association (ADA) Victoria Branch. He is also a member of the Australian Dental Association (ADA) Victoria Branch. He is also a member of the Australian Dental Association (ADA) Victoria Branch.

Dr. Ernie-James Galois is a qualified dental professional with over 30 years of experience. He is a member of the Australian Dental Association (ADA) and the Australian Dental Association (ADA) Victoria Branch. He is also a member of the Australian Dental Association (ADA) Victoria Branch. He is also a member of the Australian Dental Association (ADA) Victoria Branch.

THE SMILE SPECIALTY
Dental Group

SHOP 1/31 BENABROW AVE BELLARA • 3408 9088

WHY ADVERTISE WITH THE ISLAND AND SURROUNDS?



1. **Locally owned and operated.** Just a normal small business. Local staff. Keep our money in our community.
2. **Distribution of 20,000.** Get your message to a market of at least 20,000 readers, providing great value. Our newspapers aren't just delivered to homes – shopping centres, retirement villages (every independent living unit), holiday accommodation, cafes, doctor surgeries, hairdressers, physios, Caboolture Hospital and much more. All done by the business owner to ensure it is done the right way. Unlike junk mail our paper is delivered to homes that have a no junk mail sign.
3. **Quality content.** At Island and Surrounds there is no secret to a successful paper. It is quality articles which the community is interested in, opinions on issues in that affect all of us. This is what keeps people reading our paper and more importantly provide value to our advertisers.
4. **Deal direct with the business owner.** Our approach is long-term and we want our advertisers to grow with us.
5. **Advertising options.** Newspaper, inserts, coupons, classifieds, meander map or our website provide print online advertising options and advertising packages tailored around your business to ensure you get the very best exposure for your money.
6. **No lock-in contracts.** If you are booked out for the month or cash-flow is tight let us know and of course you don't 'have to' have an advertisement in every publication.
7. **Flexi-ads.** Offering flexibility with your advertising and still receiving the same discounts for long term commitments.
8. **Marketing support.** Our team are experienced across all facets of marketing, from research, brand development, events, graphic design, web design, video production and more.
9. **Editorial opportunities.** If you have a story to tell about your business talk to us about editorial opportunities.
10. **Our primary focus.** Our primary focus is our newspaper, providing quality content and value to advertisers.
11. **Demonstrate your expertise.** Have you thought about being a regular contributor? If you are an expert in a specific field, we may be able to provide you with a platform for a regular article. Talk to us about this opportunity.
12. **Meander Map.** Our local region is a major tourist destination. It makes sense to tap into this market and that is why we have developed the meander map. If tourism is important to your business check out our options to be in the meander. This is a go to place for our visitors to grab the Meander Map and see where they can go and what they can do while they are here, it will be in print and online.
13. **QR Codes.** The perfect link between print and online. Simply scan the code and it will take you anywhere online – whether it be a video, website or landing page.
14. **Website Advertising.** Online provides the opportunity for cost effective and entry level advertising. Place your add on one of our pages and users can click straight through to a landing page. www.islandandsurrounds.com/yourbusinessname
15. **Design.** No need to worry about expensive design costs, using an advertising agency or wasting your own time on design. We have a one-off design fee of \$77. If you don't have a logo we can design one for you.

WHY ADVERTISE WITH THE ISLAND AND SURROUNDS?



16. **Value add options.** Bundle advertising options to get greater exposure and save!
17. **Inserts.** We offer inserts to all advertisers with the option to target certain suburbs only.
18. **Supporting your local business.** We encourage our readers to support our local businesses and build our economy.
19. **A newspaper in a digital world.** ISLAND and Surrounds newspaper recognises that we need to move with the times and your advertising can be both in print and online which provides you with much more exposure.
20. **Weekly payment option.** We can offer you weekly payment plans. Conditions apply.
21. **Supporting local community groups.** ISLAND and Surrounds also supports local community groups and events by way of sponsorships.
22. **Full size tabloid.** By advertising with ISLAND and Surrounds you advert is much larger more value for your money and more colourful due to the paper being printed on a thicker paper, not thin dirty looking paper.

ADVERTISING RATES (incl. GST) as at November 2018



Advertising Size	Casual Rate (1 ad)	3 ads (within 6 months)	6 ads (within 12 months)	13 ads (within 12 months)
2 Pages	\$1650	\$1500	\$1425	\$1350
Full Page	\$900	\$825	\$785	\$745
Half Page	\$500	\$440	\$420	\$400
Quarter Page	\$400	\$330	\$315	\$300
1/8 Page	\$300	\$242	\$230	\$220
Back Page FULL PAGE	\$1,000.00	\$880.00	\$700.00	
Real Estate Full Page Advert	\$500.00			
Real Estate 1/2 Page	\$390.00			
Real Estate 1/4 Page	\$302.50			
Strip advert across page	\$330.00	\$300.00	\$242.00	\$230.00
Services Directory	\$110	\$66	\$63	\$60
Coupons Page	\$110	\$66	\$63	\$60
Front Page – Small Box	\$210	\$180	\$170	\$160
Front Page – Medium Box	\$300	\$260	\$245	\$230
Front Page – Large Box	\$400	\$345	\$330	\$315
Side Strip – Front Page	\$110	\$95	\$90	\$85
Side Strip – Pages 2-7	\$90	\$75	\$70	\$66
Side Strip – Other	\$75	\$66	\$60	\$55
Meander Map	N/A	N/A	N/A	\$1650* or \$154.20/Month
Travel Sponsorship -	\$390.00	\$350.00	\$330.00	\$300.00

ADVERTISING RATES (incl. GST) as at November 2018



Advertising Size	Casual Rate (1 ad)	3 ads (within 6 months)	6 ads (within 12 months)	13 ads (within 12 months)
Inserts	\$95 per 1,000	\$88 per 1,000	\$80 per 1,000	\$72 per 1,000
Website – Home Page	\$145	\$132	\$125	\$120
Website – Menu Page	\$75	\$66	\$60	\$55
Website – Sub-Menu Page	\$40	\$33	\$30	\$27
Advertorial	\$110.00			
Classified	\$77.00			
Sponsorship of Bribie's Got your Back page	\$110.00			
Sponsorship of an Article	\$150.00	\$130.00	\$110.00	\$88.00

DESIGN COSTS

Newspaper:

One-off design fee: \$66

Changes to existing ad: \$33

Website:

One-off design fee: \$33

Landing Page: \$33 www.islandandsurrounds.com/yourbusinessname

Includes contact us form, background image and links to your website and other contact details.

If you are providing your own artwork contact us for the required specifications.

*Pay by the month options available. \$154.20 per month.

ADVERT SIZES

2

islandandsurrounds.com.au July 2016 - Issue 01

Full Page Advert
265mm (w) x 365mm (h)

July 2016 - Issue 01 islandandsurrounds.com.au

3

1/2 Page Advert
265mm (w) x 180.5mm (h)

1/4 Page Advert
130.5mm (w) x 180.5mm (h)

1/8 Page Advert
130.5mm (w) x 88.25mm (h)

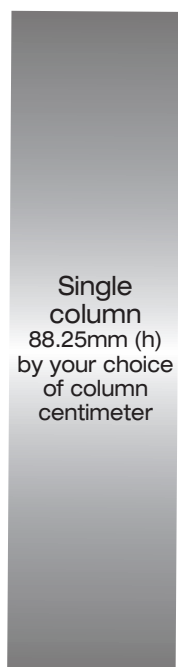
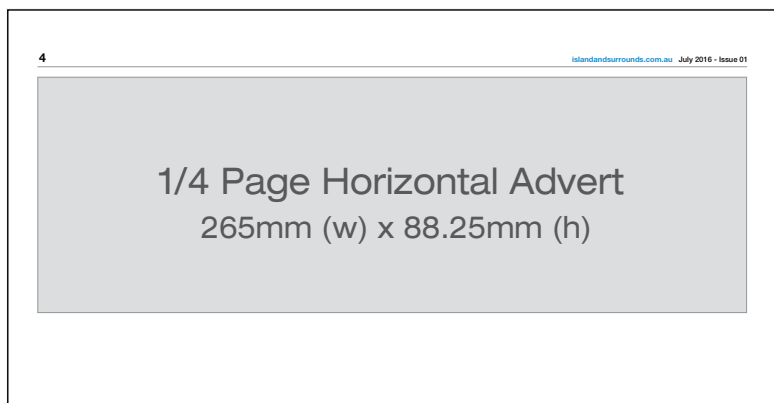
Key Dates



ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE (APPROVAL)	DISTRIBUTION DATE
ISSUE 33	3 rd Jan 2019	5 th Jan 2019	16 th Jan 2019
ISSUE 34	31 st Jan 2019	2 nd Feb 2019	13 th Feb 2019
ISSUE 35	28 th Feb 2019	2 nd Mar 2019	13 th Mar 2019
ISSUE 36	28 th Mar 2019	30 th Mar 2019	10 th Apr 2019
ISSUE 37	25 th Apr 2019	27 th Apr 2019	8 th May 2019
ISSUE 38	23 rd May 2019	25 th May 2019	5 th Jun 2019
ISSUE 39	20 th Jun 2019	22 nd Jun 2019	3 rd Jul 2019
ISSUE 40	18 th Jul 2019	20 th Jul 2019	31 st Jul 2019
ISSUE 41	15 th Aug 2019	17 th Aug 2019	28 th Aug 2019
ISSUE 42	12 th Sept 2019	14 th Sept 2019	25 th Sept 2019
ISSUE 43	10 th Oct 2019	12 th Oct 2019	23 rd Oct 2019
ISSUE 44	7 th Nov 2019	9 th Nov 2019	20 th Nov 2019
ISSUE 45	5 th Dec 2019	7 th Dec 2019	18 th Dec 2019

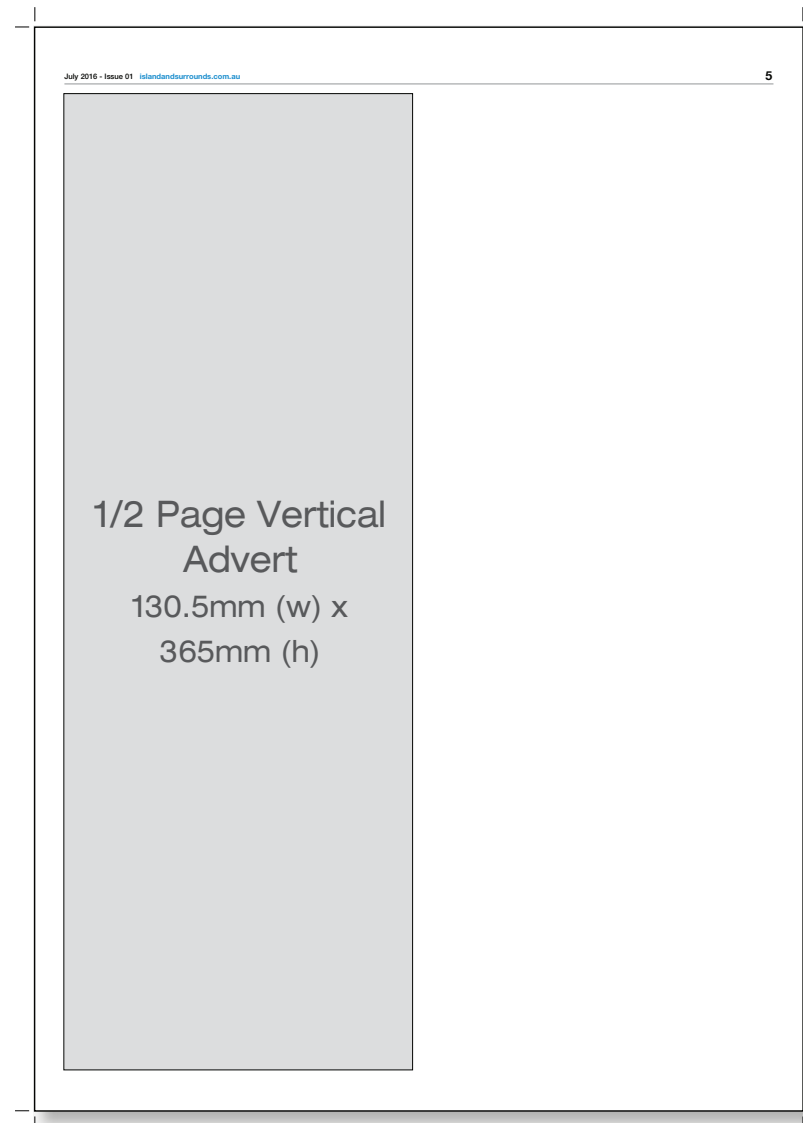
All Advertisers will be emailed (excluding Directory adverts) a week prior to deadline date

ADVERT SIZES



Single column advert can be purchased per column centimeter. Please enquire for pricing.

Side Strip





CONTACT

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Owner / Editor

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Incorporating



Experience the Pumicestone Lifestyle!



PUMICESTONE
Creative

Advertising • Design • Marketing • Print