



THE ADVOCATE

Advertising Guide

as of June 2015

PO BOX 457, Wangaratta VIC 3677

PH: (03) 5721 3484

FX: (03) 5722 1427

registry@wangeratta-anglican.org.au

The Advocate is offering both personal and business advertisers a great opportunity to increase their profile within a publication that is targeted to a specific market. This paper is read throughout our parishes with a distribution area that extends around and even beyond the Wangaratta Diocese.

DISPLAY ADVERTISEMENTS

To assist you in making your bookings, the following table has been assembled with advertisement sizes and their respective costs. These Display prices are based on Ad Copy Supplied by the advertiser.

ADVERTISEMENT PRICING

| CASUAL RATE - PER ADVERTISEMENT | | | | | SPECIAL RATE - WHEN YOU COMMIT TO 11 ADVERTISEMENT | | |
|------------------------------------|-------------------------|-----------|----------|-----------|--|---------|----------|
| CODE | SIZE | RATE | GST | TOTAL | RATE | GST | TOTAL |
| A | 5cm x 2column (7cm) | \$45.00 | \$4.50 | \$49.50 | \$30.00 | \$3.00 | \$33.00 |
| B | 5cm x 3 column (10.5cm) | \$67.50 | \$6.75 | \$74.25 | \$45.00 | \$4.50 | \$49.50 |
| C | 10cm x 2 column (7cm) | \$90.00 | \$9.00 | \$99.00 | \$60.00 | \$6.00 | \$66.00 |
| D | 8cm x 4 column (14cm) | \$144.00 | \$14.40 | \$158.40 | \$96.00 | \$9.60 | \$105.60 |
| E | 8cm x 7 column (26cm) | \$252.00 | \$25.20 | \$277.20 | \$168.00 | \$16.80 | \$184.80 |
| F | ¼ Page | \$342.00 | \$34.20 | \$376.20 | \$228.00 | \$22.80 | \$250.80 |
| G | ½ Page | \$598.00 | \$59.85 | \$658.35 | \$399.00 | \$39.90 | \$438.90 |
| H | Full Page | \$1197.00 | \$119.70 | \$1316.70 | \$798.00 | \$79.80 | \$877.80 |

PARISH/DIOCESAN DISCOUNTS

A 25% discount is applied to any Parish or Diocesan organisation that wishes to lodge an advertisement.

ADDITIONAL FEES

| | |
|---------------------|------|
| Full Colour Advert: | +20% |
| Spot Colour Advert | +10% |
| Front Page Advert | +25% |
| Preferred Placement | +10% |

CONTACT AND PAYMENT

Ryan Walpole

Phone: (03) 5721 3643

Fax: (03) 5722 1427

Email: registry@wangeratta-anglican.org.au

Deadline: 16th of every month (excl. December)

Cheques made payable to

Diocese of Wangaratta

PO BOX 457

Wangaratta

VIC 3677

Direct Debit

Diocese of Wangaratta

Westpac Wangaratta

BSB – 033 260

ACC – 321 530

NOTE: THERE IS NO ADVOCATE EDITION FOR JANUARY



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CLASSIFIED LINEAGE ADVERTISEMENTS

All of us have a classified ad to place occasionally – For Sales, Positions Vacant, Public Notices and even Births, Deaths and Marriages so why not throw an ad into The Advocate. The price is reasonable and it has a wide distribution across the Anglican network.

| SIZE | RATE | GST | TOTAL |
|------------------------|---------|--------|---------|
| 4cm x 1 Column (3.5cm) | \$10.00 | \$1.00 | \$11.00 |
| 4cm x 2 Column (7cm) | \$20.00 | \$2.00 | \$22.00 |

CLEANING

COMPLETE cleaning service homes, offices, windows and gardens. Competitive rates. Free Quotes. Have own equipment. Sadie Cleaning Service. Phone: 03 1234 5678 Mobile: 0998877665

INSERT ADVERTISING

The Advocate also offers advertisers with the opportunity to place an insert in the Advocate.

Pricing for Insert Advertising is as follows:

| SIZE | RATE | GST | TOTAL |
|---------------|----------|---------|----------|
| 190mm x 200mm | \$200.00 | \$20.00 | \$220.00 |
| 190mm x 200mm | \$170.00 | \$17.00 | \$187.00 |

Per insert after booking more than one insert.

Additional Fees:

You will be expected to deliver these inserts to the publisher yourself. Please account for postal costs you may incur when considering an insert.

Single Sheet: 128gsm Minimum – To be sent directly to the publisher. Price may be increased at any time based on publisher costs to insert. Prices are for 1500 inserts.

WEBSITE ADVERTISING

We have a weekly rate for website advertising.

| SIZE | WEEKLY RATE | GST | TOTAL |
|---------------------------|-------------|--------|---------|
| 374px x 215px (RECTANGLE) | \$38.84 | \$3.84 | \$42.68 |
| 374px x 374px (SQUARE) | \$38.84 | \$3.84 | \$42.68 |

Additional Fees:

Preferred Placement: 10%
Please note: We also promote website advertisers on our Facebook page.



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ADVERTISING BUNDLES

We also offer some package deals for those wishing to advertise in the advocate and online.

ADVERTISEMENT PACKAGE DEALS

| CASUAL RATE PER ADVERTISEMENT | | | | | SPECIAL RATE WHEN YOU COMMIT 11 ADVERTISEMENT | | |
|----------------------------------|--|----------|---------|----------|---|--------|---------|
| CODE | DETAILS | RATE | GST | TOTAL | RATE | GST | TOTAL |
| P1 | A 5cm x 2column (7cm) Advertisement in The Advocate Plus a 374px Advertisement on the Website. | \$75.00 | \$7.50 | \$82.50 | \$52.50 | \$5.25 | \$57.75 |
| P2 | A 5cm x 3 column (10.5cm) Advertisement in The Advocate Plus a 374px Advertisement on the Website | \$87.50 | \$8.75 | \$96.25 | \$61.25 | \$6.12 | \$67.37 |
| P3 | A 10cm x 2 column (7cm) Advertisement in The Advocate Plus a 374px Advertisement on the Website. | \$110.00 | \$11.00 | \$121.00 | \$77.00 | \$7.00 | \$84.00 |