

# Express

The *Midland Express* is an integral part of the community, telling important local stories and providing an expert advertising service for local businesses.

We can trace our heritage back to the *Kyneton Guardian* which was founded in 1856 to cover life on the road to the Goldfields. Now, our newspaper is complemented by a strong web presence at <u>midlandexpress.com.au</u> to reach all corners of our region and beyond.

Our beautiful region is home to artists, craftspeople, industry and manufacturing, and an extensive range of small businesses and producers, providing countless stories worthy of coverage.



# display ad prices

Prices inc. GST.

PRINT / edition full page: **\$1946** half page: **\$979** quarter page: **\$744** (Full price table p4) WEBSITE / month top banner: **\$770** top mrec: **\$550** lower banner: **\$330** lower mrec: **\$330** 

**PRINT + DIGITAL** bundle discounts available



#### PRINT DEADLINES: Display ads: Wednesday 4PM / Classifieds: Friday 5PM





A paid advertorial package is the perfect way to get your business's message out in the community.

> Give us a call to find out more **5422 1488**

### inserts

Inserts are separate advertisements placed inside our print editions, and are an ideal way to promote major sales and events.

Contact us for more info: Ibrew@midnews.com.au



### our coverage

The Midland Express is distributed right across the Macedon Ranges and Mount Alexander Shires and covers a wide range of hyperlocal issues.

- News •
- Sport •
- Community •
- The arts •
- Environment
- Government •
- Property
- History

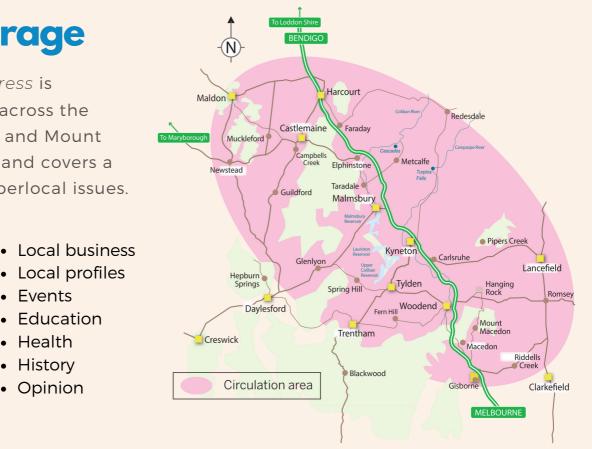
• Health

**Events** 

Local profiles

Education

Opinion





## contact

#### **Phone / Email**

5472 1788 / Ibrew@midnews.com.au

### Website / Social Media

midlandexpress.com.au / @midlandexpress

**Address** 3 Market Street, Kyneton

### our team

**General Manager: Tim Ellen** tellen@midnews.com.au

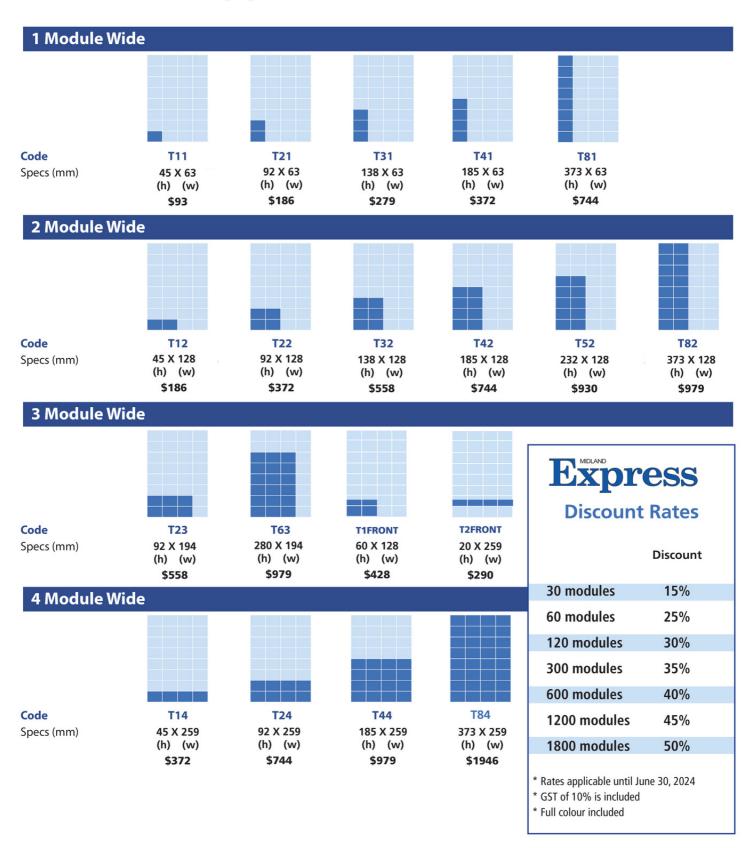
**Sales Manager: Lynda Brew** lbrew@midnews.com.au

**Editor:** Angela Crawford acrawford@midnews.com.au

Sales: Kerrie Gleeson kgleeson@midnews.com.au



### Local advertising general news 2023 / 2024



# Express Castlemaine Mail specifications for sending Supplied

### **File Format**

- The following applications are used by Midland Express and The Castlemaine Mail:
  - Adobe Photoshop 2020
  - Adobe Illustrator 2020
  - Adobe InDesign 2020
  - Adobe Acrobat DC
- 2. We require all completed artwork to be supplied as a high resolution CMYK pdf with no bleed or crop marks.
- No Microsoft Word documents will be accepted as finished artwork but will be accepted as a text file (.txt or .doc). Photo files should be attached to the email, **NOT** imported into a Word document.
- 3. All photographs are to be close to 100% of size required and saved as .jpg or .tif
- 4. Photograph resolution must be 300dpi.
- 5. Logos can be supplied as pdf's or .jpg format (high resolution).
- 5. Please convert all Microsoft Publisher files to a high resolution CMYK pdf before sending Publisher files will not be accepted.
- 6. Please do not send .png format files.

NB: Please ensure you include relevant booking information for the advertisment being sent eg: Publication title, day, date, advertisement size, section to be published, contact name and number.



### **Display** - Specifications

Module Sizes (mm) - Display advertising

<b>T11</b> 45h x 63w	<b>T23</b> 92h x 194w
<b>T21</b>	<b>T43</b> 185h x 194w
<b>T31</b> 138h x 63w	<b>T63</b> 280h x 194w
<b>T41</b> 185h x 63w	<b>T83</b> 373h x 194w
<b>T51</b> 232h x 63w	
<b>T81</b> 373h x 63w	<b>T14</b> 45h x 259w
	<b>T24</b> 92h x 259w
<b>T12</b> 45h x 128w	<b>T34</b> 138h x 259w
<b>T22</b> 92h x 128w	<b>T44</b> 185h x 259w
T32 138h x 128w	<b>T64</b> 280h x 259w
<b>T42</b> 185h x 128w	<b>T84</b> 373h x 259w
T52 232h x 128w	
<b>T82</b> 373h x 128w	T1 Front 60h x 128w
	T1 Front 20h x 259w

### **Classifieds** - Specifications

**Column Sizes** - Classified advertising based on 8 column maximum

1 Column	30.75mm
2 Column	63.5mm
3 Column	96.25mm
4 Column	129mm
5 Column	161.75mm
6 Column	194.5mm
7 Column	227.25mm
8 Column	

### Contacts

Any queries regarding these settings or sending material please contact the following:

Production Manager	
Wayne Beckerley	(03) 5422 1488
General Manager	
Tim Ellen	(03) 5422 1488

# CLASSIFIEDS

2col x 10cm

**Midland Express** 

\$211.31 (incl GST)

**Castlemaine Mail** 

\$147.37 (incl GST)

\$316.96 (incl GST)

**Both papers** 

WHEN IT COMES TO ADVERTISING



It's easy to advertise in the classifieds. Send us your copy and our graphic design team can design your advertisement. We'll send a proof and cost for your approval.

### **DISPLAY ADVERTISEMENTS**

Charged per column centimetre Minimum size 4 cm x 1 column

Midland Express\$9.61 pcm (ex. GST)Castlemaine Mail\$6.70 pcm (ex. GST)Two Paper Special Deal:

Book the same advert to appear in both papers - Castlemaine Mail is half price.

#### Services Directory

10% Discount for 4 week insertion15% Discount for 13 week insertion26% Discount for 26 week insertion30% Discount for 52 week insertion

### LINE ADVERTISEMENTS

Charged per word. Average of 4 words per line.

**WALKERS** wanted. Kyneton area to deliver the Express. Phone 5422 1488.

**Midland Express** Up to and including 12 words \$17.80 Extra lines \$2.38 per line

**Castlemaine Mail** Up to and including 12 words \$14.20 Extra lines \$2.00 per line



Advertise from \$30 per month



All private party classified advertisements MUST be paid for by cash/cheque/credit card BEFORE publication.

**xpress** 

**Castlemaine Mail** 

