



Advertising Rate Card

Phone 8558 3201 or 0409 723 341

Email editor@yrn.com.au

ABOUT US:

The Yankalilla Regional News is a **FREE** monthly independent publication produced and distributed by Paul Jelfs. The A4 magazine has been published for more than 50 years covering local news from throughout the Southern Fleurieu region with a particular focus on the areas covered by the District Council of Yankalilla. The publication is the go-to for locals and visitors alike featuring plenty of information on events, community news and information.

We pride ourselves on offering a cost-effective form of advertising for small businesses, while also being the preferred source of local news and information for our growing number of readers. Many of our advertisers have been with us long term due to the results they continue to enjoy.

Distribution:

More than 5000 copies of the 32-40-page publication are printed and distributed throughout the Southern Fleurieu each month, and it is available to read online at www.yrn.com.au. We regularly post stories and information to Facebook between editions to help drive traffic to our online version which currently has a growing following of more than 600 readers per edition, consuming about 3121 individual pages of the publication in total.

As well as being delivered to post boxes in Yankalilla, Normanville, Second Valley, Delamere, Victor Harbor, Mount Compass, Sellicks Beach, Myponga and Inman Valley, the Yankalilla Regional News can be picked up free from more than 40 outlets across Cape Jervis, Delamere, Inman Valley, Mount Compass, Myponga, Normanville, Second Valley, Sellicks Beach, Victor Harbor and Yankalilla. These outlets include locations frequented by visitors including caravan parks, visitor centres, general stores, supermarkets, delis and takeaway food outlets.

We produce 11 editions each year (the Christmas-New Year edition covers 1.5 months)

Deadlines:

The deadline for bookings of all advertising is the 15th of the month prior. NB: The Christmas & New Year issue covers 1.5 months.

Flyers & brochures:

We are also happy to help you distribute your flyers and brochures within the Yankalilla Regional News. Any inserts must fit within the A4 size of the publication. Acceptance of your material is subject to weight, size and content. We charge **\$850** per brochure/flyer and you are required to provide us with 5000+ copies of the printed material for distribution.

Advertising costs:

We do not charge you for production costs of your advertisement. We will work with you to create an ad to help promote your business. We offer a range of size options to suit your requirements and each represents a portion of a page. The following are our current rates.

Size (width x height) in cm	B&W	Colour
1/32P - 4.5 x 3.1	\$37	\$60
1/24P - 6.3 x 3.1	\$48	\$86
1/16P - 4.5 x 6.5 or 9.5 x 3.1	\$69	\$125
1/12P - 6.3 x 6.5	\$96	\$163
3/32P - 14.5 x 3.1	\$111	\$180
1/9P - 6.3 x 8.8	\$118	\$214
1/8P - 9.5x6.5 or 4.5x13.4 or 19.4x3.1	\$137	\$233
1/6P - 6.3 x 13.4 or 9.5 x 8.8	\$166	\$288
3/16P - 4.5 x 20.4 or 14.5 x 6.5	\$194	\$331
2/9P – 6.3 x 18 or 12.85 x 8.8	\$227	\$390
1/4P – 9.5 x 13.4 or 19.4 x 6.5 or 6.3 x 20.3	\$252	\$444
1/3P - 19.4 x 8.8 or 12.85 x 13.4 or 6.3 x 27.3	\$342	\$569
3/8P - 9.5 x 20.4	\$372	\$662
4/9P – 12.85 x 18	\$428	\$774
1/2P – 19.4 x 13.4 or 9.5 x 27.3	\$508	\$864
9/16P – 14.5 x 20.4	\$555	\$969
2/3P – 19.4 x 18 or 12.85 x 27.3	\$664	\$1140
3/4P - 19.4 x 20.4	\$735	\$1270
Full Page – 19.4 x 27.3	\$953	\$1692
Gloss Back Page – Half Page - 19.4 x 13.4	N/A	\$950
Gloss Back Page – Full Page - 19.4 x 27.3	N/A	\$1790
Classifieds Ads	\$5/line	N/A
Editorial Text	POA	POA
Advertorial Text	POA	POA

If you'd like to find out more or book your advertisement with us:

Phone: Paul Jelfs on 8558 3201 or 0409 723 341

Email: editor@yrn.com.au