



building better communities through communication

Phone: (07) 3201 1880 PO Box 923 Sumner Park Qld 4074
or email directly to the publication specific to your enquiry.

profile

Local News Publications has been an independently owned and operated business for over 16 years, committed to the concept of providing smaller geographical areas with local magazines.

With four monthly magazines, each playing a major communication role within the local community, our goal is to foster community spirit and provide small businesses with an effective advertising medium for reaching new customers.

Local News Publications covers over 30 suburbs south-west of the Brisbane CBD, allowing you to customise your marketing and better target the local area best suited to you and your business.

If you're looking to increase your local sales, then with a combined monthly distribution of approximately 45,000 and a potential readership of at least 100,000, these magazines will provide you with a proven marketing medium.

circulation

Each magazine has its own geographic umbrella and, with new homes being built every month, circulation continues to increase:



Centenary News
centenarynews@lnp.net.au
11,500 homes and businesses.
Edenbrooke, Jamboree Heights, Jindalee, Mt Ommaney, Middle Park, Riverhills, Sinnamon Park, Seventeen Mile Rocks, Sumner Park, Westlake and Windermere.

The Lake News
lakenews@lnp.net.au
11,000 homes and businesses.
Doolandella, Ellen Grove, Forestdale, Forest Lake, Parkwood and Pallara.



The Local News
localnews@lnp.net.au
11,500 homes and businesses
Chelmer, Corinda, Graceville, Indooroopilly, Oxley, Sherwood and Tennyson.



The Greater Springfield Times
springfieldtimes@lnp.net.au
11,000 homes and businesses.
Augustine Heights, Bellbird Park, Brookwater, Camira, Gailes, Springfield and Springfield Lakes.



Fact

Our publication is delivered directly to your letterbox, while others are thrown onto driveways and garden beds and often destroyed by rain, snails or simply left on the driveway and driven over, wasting your advertising dollar.

Research has proven that publications placed in the letterbox attract more readers and have a longer 'shelf life', therefore keeping your profile active.

Fact

Our monthly distribution includes an information page on local area contacts including JP's, community groups and government representatives.

Having these listings has proved valuable, with people retaining the publication each month for referral; keeping the magazine and your advertisement in circulation.

Fact

At Local News Publications we use a heavier and higher quality paper than most other publications.

We also ensure you receive maximum exposure for your advertising dollar by publishing a smaller size magazine minimising the risk of fold lines running through your advertisement and disrupting the flow of your ad.



Terms & Conditions

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lakenews@lnp.net.au

localnews@lnp.net.au

springfieldtimes@lnp.net.au

artwork and proofing

- a) Bookings must be received by the relevant deadline date.
- b) Local News Publications are able to create artwork at no extra charge (initial artwork and 2 amendments)
- c) Finished artwork must be supplied in digital format:
 - **Press optimised PDF** with embedded fonts and bleed where required.
 - **300dpi** at 100% size
 - **CMYK Colour** - 4 colour process, **NOT RGB** (screen) colour.
- d) **Publisher files will not be accepted.** **Microsoft documents** will be used as a layout guide only.
- e) It is the sole responsibility of the advertiser to ensure that any artwork, graphics and/or images supplied **comply with Copyright and Trade Practices Laws.**
- f) **Proofs for advertisements created by Local News Publications will be provided in low resolution PDF** and are subject to copyright. If errors are found after final approval is given, any additional production costs will be charged to the advertiser.
- g) Proofs sent to clients/agencies must be returned to Local News Publications within **24 hours.**
- h) Proofs will only be sent for approval if advertising details are received by deadline dates.
- i) **Material received after deadline** will be checked by the editor against the original supplied - no responsibility will be accepted for any loss arising from failure of an advertisement to appear or for any error. No guarantee can be given for accuracy in setting handwritten copy or for quality of reproduction from unsuitable material.
- j) **Local News Publications cannot guarantee colour outcomes.** If you are trying to match a specific colour please provide colour numbers or a sample. Keep in mind that colours do vary from screen to print resolutions and also from printer to printer.
- k) **Positions of advertisements within the publications are at the discretion of Local News Publications** unless a page placement request is made, whereby a 20% surcharge will be applied.

production cost

- a) **One invoice only** will be provided per booking.
- b) Prices include GST and **EXCLUDE ALL agency commissions.**
- c) Printer's error, casual displacement or omission does not void the contract. Every care shall be taken to ensure prompt insertion of all advertisements, but the publisher shall not be liable for any loss incurred by the failure of an advertisement to appear on a specified page, issue or specified date.
- d) Local News Publications **will not be held liable for any failure** to publish or delay in advertising caused by any force outside Local News Publication's reasonable control. These forces include, but are not limited to, war, industrial dispute, electricity failure, accidents, fires, any Act of God, governmental or legal restraint.
- e) Any costs incurred by late changes to advertisements are the sole responsibility of the Advertiser and will be invoiced as such.

general conditions

- a) **Cancellations must be received in writing** by Local News Publications prior to the booking deadline date.
- b) **Cancellations after the deadline date will be charged in full.** Local News Publications reserves the right to repeat a previous advertisement when artwork for a booked space is not supplied by the deadline date.
- c) **An artwork charge of \$80 per hour will apply** if artwork, created by Local News Publications, is used for any purpose other than advertising in our publications. All ads created by Local News Publications are subject to copyright and may not be reproduced in whole or part except with the written consent of the copyright holder, Local News Publications.
- d) **Advertisements and editorial are at the discretion of the Editor.** Local News Publications reserves the right to refuse advertising or editorial without explanation, and revise rates and specifications without notice.
- e) **All imagery and photographs sourced or taken by Local News Publications** remain the property of Local News Publications, and cannot be used for any other purpose than advertising in our publications. Imagery and photographs may be purchased - please contact us for more information.
- f) **Advertising bookings carry no entitlement to editorial or advertorial space** unless by special arrangement.



Advertising Rates

Phone: (07) 3201 1880 PO Box 923 Sumner Park Qld 4074

or email directly to the publication specific to your enquiry:

centenarynews@lnp.net.au

lakenews@lnp.net.au

localnews@lnp.net.au

springfieldtimes@lnp.net.au

General Advertising Rates

DISPLAY ADVERTISEMENTS

prices are for one insertion per month per publication

size in mm (width x depth)	Mono (Black & White)	Spot Colour (Black + 1 colour)	Full Colour
Size A (45 x 65)	\$61	\$87	\$91
Size B (93 x 30)	\$61	\$87	\$91
Size C (70 x 65)	\$92	\$119	\$139
Size D (93 x 65)	\$122	\$149	\$185
Size E (45 x 135)	\$122	\$149	\$185
Size F (140 x 65)	\$183	\$209	\$275
Size G (190 x 65)	\$244	\$270	\$366
Size H (93 x 135)	\$244	\$270	\$366
Size J (70 x 135)	\$183	\$209	\$275
Size K (93 x 100)	\$183	\$209	\$275
Half Page (93 x 275)	\$402	\$435	\$495
Half Page (190 x 135)	\$402	\$435	\$495
Full Page (190 x 275)	\$687	\$735	\$795
Back Page (190 x 275)	N/A	N/A	\$925

TRADES & SERVICES

prices are 3 consecutive month insertions per publication

size in mm (width x depth)	Mono (Black & White)	Full Colour
SMALL (45 x 33)	\$85	\$125
LARGE (45 x 65)	\$165	\$205

FRONT PAGE

available once only per quarter per advertiser

size in mm (width x depth)	Full Colour
Size A (45 x 65)	\$125
Size D (93 x 65)	\$245

Total Coverage Advertising Rates

- appearing in all 4 Magazines

ALL 4 DISPLAY ADVERTISEMENTS

prices quoted are price per month

size in mm (width x depth)	Booking Type	Mono (Black & White)	Spot Colour (Black + 1 colour)	Full Colour
Size A (45 x 65) Size B (93 x 30)	Casual (per mth)	\$215	\$249	\$310
	6 Months (per mth)	\$195	\$229	\$279
	12 Months (per mth)	\$175	\$199	\$249
Size D (93 x 65) Size E (45 x 135)	Casual (per mth)	\$340	\$379	\$542
	6 Months (per mth)	\$315	\$349	\$498
	12 Months (per mth)	\$289	\$325	\$458
Size H (93 x 135) Size G (190 x 65)	Casual (per mth)	\$440	\$489	\$705
	6 Months (per mth)	\$408	\$449	\$647
	12 Months (per mth)	\$384	\$425	\$612
Half Page (93 x 275) & (190 x 135)	Casual (per mth)	\$748	\$825	\$1190
	6 Months (per mth)	\$688	\$759	\$1097
	12 Months (per mth)	\$639	\$705	\$1016
Full Page (190 x 275)	Casual (per mth)	\$1269	\$1395	\$1995
	6 Months (per mth)	\$1152	\$1267	\$1825
	12 Months (per mth)	\$1085	\$1195	\$1695

ALL 4 TRADES & SERVICE ADVERTISEMENTS

prices are for 3 consecutive months insertion per publication

size in mm (width x depth)	Mono (Black & White)	Full Colour
SMALL (45 x 33)	\$299.00 (per 3 months)	\$389.00 (per 3 months)
LARGE (45 x 65)	\$598.00 (per 3 months)	\$688.00 (per 3 months)

DISCOUNTS & SURCHARGES

- All prices include GST and exclude all agency commission.
- 10% discount applies for Display Advertisements (excluding front page or All 4 bookings) repeated in two or more magazines within the same month.
- 20% surcharge applies to all specific page placement requests.
- Advertising bookings carry no entitlement to editorial space. Advertorial space may be available, please contact staff for conditions and pricing information.

Please see terms & conditions for more information.



2010 Deadline & Delivery Dates

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localnews@lnp.net.au

springfieldtimes@lnp.net.au

CENTENARY NEWS centenarynews@lnp.net.au

ISSUE	MONTH	BOOKING DEADLINE DATE	SCHEDULED DELIVERY DATE
164	January	December 2	January 2/3
165	February	January 6	January 23/24
166	March	February 3	February 27/28
167	April	March 3	March 27/28
168	May	April 7	April 24/25
169	June	May 5	May 29/30
170	July	June 9	June 26/27
171	August	July 7	July 24/25
172	September	August 10	Aug 31/Sept 1
173	October	September 8	September 28/29
174	November	October 6	October 26/27
175	December	November 3	November 23/24
176	January 2011	December 1	December 28/29
177	February 2011	January 5	January 25/26

THE LAKE NEWS lakenews@lnp.net.au

ISSUE	MONTH	BOOKING DEADLINE DATE	SCHEDULED DELIVERY DATE
193	January	December 9	January 2/3
194	February	January 13	January 30/31
195	March	February 10	February 27/28
196	April	March 10	March 27/28
197	May	April 14	May 1/2
198	June	May 12	May 29/30
199	July	June 16	July 3/4
200	August	July 14	July 31/ Aug 1
201	September	August 18	September 7/8
202	October	September 15	October 5/6
203	November	October 13	November 2/3
204	December	November 10	Nov 30/Dec 1
205	January 2011	December 8	January 4/5
206	February 2011	January 12	February 1/2

The LOCAL NEWS localnews@lnp.net.au

ISSUE	MONTH	BOOKING DEADLINE DATE	SCHEDULED DELIVERY DATE
149	January	December 14	January 9/10
150	February	January 20	February 6/7
151	March	February 17	March 6/7
152	April	March 17	April 10/11
153	May	April 21	May 8/9
154	June	May 19	June 5/6
155	July	June 23	July 10/11
156	August	July 21	August 7/8
157	September	August 25	September 14/15
158	October	September 22	October 12/13
159	November	October 20	November 9/10
160	December	November 17	December 7/8
161	January 2011	December 15	January 11/12
162	February 2011	January 19	February 8/9

The Greater SPRINGFIELD TIMES springfieldtimes@lnp.net.au

ISSUE	MONTH	BOOKING DEADLINE DATE	SCHEDULED DELIVERY DATE
153	January	December 23	January 16/17
154	February	January 27	February 13/14
155	March	February 24	March 13/14
156	April	March 24	April 17/18
157	May	April 28	May 15/16
158	June	May 26	June 12/13
159	July	June 30	July 17/18
160	August	July 28	August 14/15
161	September	September 1	September 21/22
162	October	September 29	October 19/20
163	November	October 27	November 16/17
164	December	November 24	December 14/15
165	January 2011	December 22	January 18/19
166	February 2011	January 26	February 15/16

ADVERTISING CONDITIONS Please see terms & conditions for more information

- **Deadlines and publication dates may be subject to change at short notice.**
- **Cancellations** must be received, in writing, prior to Booking Deadline Date. Adverts cancelled after Booking Deadline Date will be charged in full. Local News Publications reserves the right to repeat a previous advertisement when artwork for a booked ad is not supplied by the deadline date.
- It is the sole responsibility of the advertiser to ensure that artwork, graphics and/or images supplied comply with **Copyright and Trade Practices Laws.**
- Advertising bookings carry **no entitlement to editorial** space. Advertorial space may be available, please contact staff for conditions and pricing.



SPOTLIGHT on local business editorial feature

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springfieldtimes@lnp.net.au

Spotlight on local business package

Free half page editorial written by our journalist valued at \$495.

when booking a minimum D size colour advertisement for three consecutive months.



SPOTLIGHT PACKAGE CONDITIONS

<ul style="list-style-type: none"> • No other discounts apply. 	<ul style="list-style-type: none"> • Terms & conditions of general advertising applies.
<ul style="list-style-type: none"> • A spotlight editorial is only available with an advertising booking. 	<ul style="list-style-type: none"> • The spotlight editorial package is available once only per client.
<ul style="list-style-type: none"> • Not available front page and back page. Placement will be at the discretion of Local News Publications. 	<ul style="list-style-type: none"> • Advertising booking must be a D sized colour advert or greater - see Advertising Rates for pricing & size information.
<ul style="list-style-type: none"> • Advertising booking must be placed for three (3) consecutive months in the same publication. 	<ul style="list-style-type: none"> • Unless paying up-front Spotlight editorial will be placed in the third booking month.
<ul style="list-style-type: none"> • Book a colour D sized or greater advert in all four publications for three (3) consecutive months and qualify for a Spotlight in any two (2) publications of your choice. 	<ul style="list-style-type: none"> • To ensure names, contact details and factual information are correct, a proof will be provided prior to publication.