



# Local News Publications

PO Box 4497 Forest Lake Q 4078  
 P: 3201 1880 E: info@LNP.net.au  
 VISIT: WWW.LNP.net.au

## The Greater Springfield Times - Rates Card 2020

*Local News Publications is an independently owned and operated business committed to the concept of providing smaller geographical areas with local magazines.*

The Greater Springfield Times, established in 1997, has grown as Springfield has grown, with its free monthly distribution reaching the suburbs of Augustine Heights, Bellbird Park, Brookwater, Camira, Springfield and Springfield Lakes. It is now a part of the community, a must for local groups and businesses and grows in stature as each edition goes to print.

With Orion Shopping Centre fast becoming a local hub for suburbs far and wide, The Greater Springfield Times reaches many more coffee tables than just the homes within its distribution base.



- The Greater Springfield Times**
- Augustine Heights
  - Brookwater
  - Camira
  - Springfield
  - Springfield Lakes

**Expand your coverage to over 23,000 homes and businesses by also advertising in our sister publication, The Lake News.**

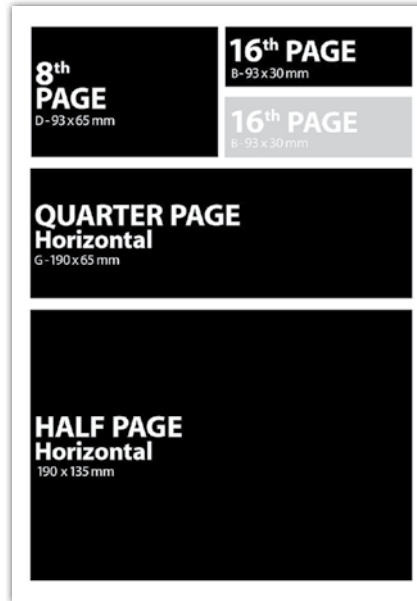
**Ask us today for more information.**



- The Lake News**
- Doolandella
  - Ellen Grove
  - Forestdale
  - Forest Lake
  - Heathwood

## Display Advertising Rates

Rates per month		
CODE	size in mm (width x depth)	ONE Month
A	Sixteenth page - 45 x 65	\$99
B	Sixteenth page - 93 x 30	
D	Eighth page - 93 x 65	\$195
E	Eighth page - 45 x 135	
H	Quarter page - 93 x 135 (vertical)	\$385
G	Quarter page - 190 x 65 (horizontal)	
	Half Page - 93 x 275 (vertical)	\$520
	Half Page - 190 x 135 (horizontal)	
	Full Page - 190 x 275	\$835
	Back Page - 190 x 275	\$970



## Front Page Rates

Rates per month		
CODE	size in mm (width x depth)	ONE Month
A	Front Page - 45 x 65	\$135
D	Front Page - 93 x 65	\$260

**Bookings for front page ad spaces are booked in advance and subject to availability.**

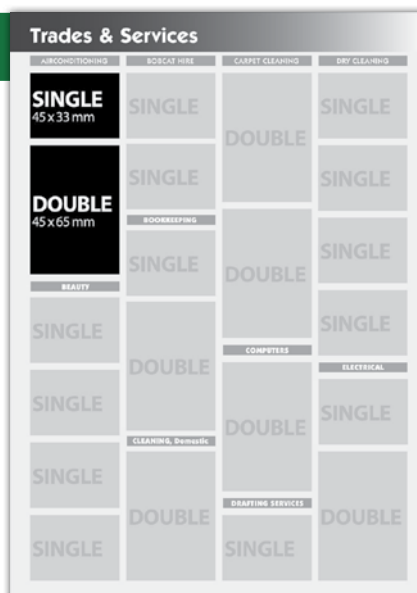


### Advertising Pricing conditions:

- Rates include gst and artwork but **exclude** all agency commission.
- 20% surcharge applies to all specific page placement bookings for display advertisements.
- Front Page bookings are not available on consecutive months. Please contact Local News Publications for availability.
- Although discounts are available on some multiple display bookings they exclude Front Page Bookings.

## Trades & Services Rates

Rates per 3 month block		
size in mm		
width x depth		
SINGLE - 45 x 33		\$135
DOUBLE - 45 x 65		\$215



### Conditions for Trades & Services bookings:

- If a column heading is not available for your service a heading can be created for you.
- Charges may apply if changing artwork within the 3 month booking period.
- No refunds are available for cancellations prior to the end of the 3 month booking period.
- Discounts are available on Trades and Services advertisements booked in both publications for the same 3 month booking block - please contact us for more information.

# 2020 Deadline & Distribution Dates

The Greater SPRINGFIELD TIMES			
ISSUE	MONTH	BOOKING DEADLINE	SCHEDULED DELIVERY
279	February	January 23	February 11/12
280	March	February 21	March 10/11
281	April	March 20	April 7/8
282	May	April 17	May 5/6
283	June	May 22	June 9/10
284	July	June 19	July 7/8
285	August	July 24	August 11/12
286	September	August 21	September 8/9
287	October	September 18	October 6/7
288	November	October 16	November 3/4
289	December	November 20	December 8/9
290	January 2021	December 11	January 5/6
291	February 2021	January 22	February 9/10
292	March 2021	February 19	March 9/10

All dates are correct at time of printing and are subject to change without notice.

## Advertising conditions:

- a) Bookings must be received by the relevant deadline date. Late bookings will be accepted at the editors discretion.
- b) Cancellations must be received in writing by Local News Publications (LNP) prior to deadline date. Cancellations after the deadline date will be charged in full. LNP reserves the right to repeat a previous advertisement when artwork for a booked space is not supplied by the deadline date.
- c) Deadlines and publication dates may be subject to change without notice.
- d) All artwork, graphics, imagery and photographs produced or sourced by LNP are subject to copyright and remain the property of LNP and are strictly prohibited for use for any other purpose other than advertising in LNP publications. Artwork, imagery and photographs may be purchased - please contact us for more information.
- e) Advertising bookings carry no entitlement to editorial or advertorial space.
- f) Advertisements and editorial are accepted at the discretion of the Editor. LNP reserves the right to refuse advertising or editorial without explanation, and revise rates and specifications without notice.
- g) Positions of advertisements within the publications are at the discretion of LNP unless a page placement request is made, whereby a 20% surcharge will be applied.
- h) Front Page and Placement bookings must be made in advance.
- i) 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.

## Artwork Requirements:

- a) Local News Publications (LNP) are able to create artwork at no extra charge - initial artwork proof and one amendment, further amendments may be subject to a fee.
- b) Artwork proofs, created by LNP, will be emailed to the Advertiser as a low resolution JPG. If errors are found after final approval is given, any additional production costs will be charged to the advertiser. No liability is incurred by LNP.
- c) Digital proofs will only be emailed for approval if advertising details are received within the specified time frame.
- d) It is the sole responsibility of the advertiser to ensure that artwork, graphics and/or images supplied comply with Copyright and Trade Practices Laws. LNP accepts no responsibility for infringements of the law by Advertisers.
- e) LNP will attempt to match colour specifications but cannot guarantee colour outcomes. Colours do vary from screen to print resolutions and also from printer to printer.
- f) Provided finished artwork must be supplied in digital format:
  - Press Optimised PDF.
  - CMYK Colour (4 colour process)
  - Bleed and crop marks are not required.
- g) Images and graphics provided for placement should be at 300dpi at 100% printed size. LNP cannot guarantee the quality of reproduction from unsuitable material provided by the Advertiser.