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## WESTERN DOWNS MAGAZINES

Western Downs Magazines produces four local community-based magazines within the Western Downs Regional Council Shire; The Chinchilla Vine, Dalby's Monthly Mag, The Jandowae & District Magazine and The Tara & District Magazine, with a total circulation of 12 500.

Western Downs Magazines are unique due mainly to the fact that they are posted, free of charge, to every house in the following areas: the entire town of Dalby, Tara, Meandarra, Glenmorgan, The Gums, Moonie, Westmar, Inglestone, Hannaford, Flinton, Jandowae, Jimbour, Warra, Kaimkillenbun, Bell, Brigalow, Bowenville, Chinchilla, Baking Board, Boonarga, Burncluith, Canaga, Chances Plain, Durah, Hopeland, Montros, Wieambilla, Auburn, Pelican, Cameby and Red Hill.

The magazines are filled with information relevant to the community they service, this includes: Regional Council Updates, reports from non-profit organisations (Lions, Apex etc), advertisements and editorial from the local businesses and businesses servicing these areas, local sporting results, local school, kindergarten and playgroup reports, hospital directories (for visiting specialists) and much, much more.

### **Editor**

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TARA & DISTRICT MAGAZINE | DALBY'S MONTHLY MAG | JANDOWAE & DISTRICT MAGAZINE | THE CHINCHILLA VINE

**TOTAL DISTRIBUTION 12 500 PER MONTH**

*Local magazines that support your local communities*

# PRICE LISTS

## *Dalby* - **Distribution 5500**

- Posted to every house, business and PO Box in Dalby and to some surrounding areas.

## *Jandowae* - **Distribution 2500**

- Posted to every house, business and PO Box in: Jandowae, Jimbour, Warra, Kaimkillenbun, Bell, Brigalow and Bowenville.

## *Tara* - **Distribution 2000**

- Posted to every house, business and PO Box in: Tara, Meandarra, Glenmorgan, The Gums, Moonie, Westmar, Inglestone, Hannaford and Flinton.

## *Chinchilla* - **Distribution 2500**

- Posted to every house, business and PO Box in: Chinchilla, Baking Board, Boonarga, Burncluth, Canaga, Chances Plain, Durah, Hopeland, Montros, Wieambilla, Auburn, Pelican, Cameby and Red Hill.

Size	Dalby	Jandowae	Tara	Chinchilla	Specs
Full Page:	\$380.00	\$250.00	\$320.00	\$320.00	198mm x 260mm
1/2 Page:	\$270.00	\$180.00	\$215.00	\$215.00	198mm x 125mm
1/3 Page:	\$180.00	\$135.00	\$145.00	\$145.00	198cm x 80mm
1/4 Page:	\$150.00	\$100.00	\$110.00	\$110.00	90mm x 125mm
1/8 Page:	\$60.00	\$60.00	\$66.00	\$66.00	90mm x 60mm
1/16 Page:	\$45.00	\$40.00	\$42.00	\$42.00	90mm x 30mm
Inserts	\$0.10 each	\$0.10 each	\$0.10 each	\$0.10 each	
Classifieds	\$0.30 per word	\$0.30 per word	\$0.30 per word	\$0.30 per word	
Trade Directory	\$5 per month	\$5 per month	\$5 per month	\$5 per month	Free to advertisers

# ADVERTISING PACKAGES

- 12 months contract for any size advertisement = 15% discount, every month.
- 6 months contract for any size advertisement = 10% discount, every month.
- 3 months contract for any size advertisement = 5% discount, every month.
- Advertise in any two magazines and receive a further 10% discount.
- Advertise in any three magazines and receive a further 15% discount.
- Advertise in all four magazines and receive a further 20% discount.
- Every advertisement receives a free listing in the Trade and Businesses directory, for each month they advertise.
- Every business has the opportunity to submit FREE editorial regarding their business; any changes within the business, expanding, moving, opening a new premises or more importantly what your business contributes to within the community, whether that be a charity organisation; Lions, Zonta etc. Sporting Clubs etc.

# OUR MAGAZINES

- Are produced monthly and distributed, free of charge to every house, business and PO Box in their respective areas. They are also available at Newsagencies, the Tourist Information Centres and Libraries.
- We aim to report on local events, sport, community news, local schools, organisations and businesses.
- We rely heavily on community support for our editorials as this magazine aims to be a product shaped by the locals for the locals. We accept editorials from all non-profit organisations (Lions, QCWA, Apex etc.) free of charge. Also welcome are reports from the local sporting clubs wishing to publish their results for the month.
- The Western Downs Regional Council supports our magazines using them to publish their monthly Updates and well as Public Notices and general information needing to reach the Western Downs Community.
- Feature a 'What's On' section to allow for the advertisement of local events - the likes of the races, local shows, fetes fund-raising activities and so on. Non-profit organisations do receive discounted rates in this section. Please see the 'Advertise' page for details. If the event is listed with the Western Downs Regional Council, it will also be printed in the Regional Events Calendar, which appears in all the magazines, free of charge.
- There are Community Contacts pages; this is also a free service. This page has all the local contact numbers for any community organisation, sports club, church and halls for hire. If you would like a number added, please email or phone us.
- There are Trades and Business Directories, which is available for the extremely affordable price of \$5 per line. One line would in most cases give a business the chance to advertise their business name, motto or slogan and contact numbers. This serves as a quick reference guide to the general public and saves getting out the phone book!
- Of course, the local businesses have the opportunity to advertise throughout the magazines. The advertising rates are extremely competitive, especially in comparison with the current alternatives and even more so, if you take out one of our packages. Please again view our 'Advertising Specials' page for details.
- Businesses can submit their own editorial, for free, when coupled with advertising.
- The magazines also encourage the local schools and kindergartens to submit editorials and photos, if they wish, as a way of keeping the community informed of activities happening within the school - students excelling, fund-raising activities and really promote their school.

## ADVERTISING DEADLINES 2011

Edition	Chinchilla	Jandowae	Dalby	Tara
November	26th October	31st October	3rd November	3rd November
December	23rd November	28th November	1st December	1st December

## RELEASE DATE 2011

Edition	Chinchilla	Jandowae	Dalby	Tara
November	1st November	7th November	14th November	14th November
December	29th November	5th December	12th December	12th December