

Published every **Wednesday**

Circulating in the town of Gawler and Gawler Council area, The Barossa Council, Light Regional Council, The City of Playford, Wakefield Regional Council, Mallala District Council and the District Council of Clare & Gilbert Valleys.



The Bunyip, based in Gawler on the northern fringe of metropolitan Adelaide, is growing rapidly as the district experiences a massive population and housing boom. Favoured by city commuters, Gawler boasts "the best of town and country".

The Gawler region retains its country feel, with a wide spread farming community and is the gateway town to the famous Barossa Valley wine region - also experiencing huge growth. There is an urban feel to the town, but Gawler remains a major regional commercial centre with large shopping centres throughout the district and an extensive educational system.

A focus on equine-related pursuits – including thoroughbred racing, harness racing and leisure-based activities on local hobby farms – complements the many sporting clubs.

The Bunyip, one of SA's oldest newspapers, was founded in 1863. It is part of the Taylor Group of Newspapers, with sister newspapers in SA's Riverland at Renmark (The Murray Pioneer), and Pinnaroo (The Border Times).

For further information about multi-paper buys with attractive rates for all three newspapers contact the Advertising Department on (08) 8522 1233.

GENERAL INFORMATION - EFFECTIVE OF 2021/2022

1 July 2021 - 30 June 2022

BOOKINGS & COPY DEADLINES

DISPLAY ADVERTISING DEADLINES

EARLY GENERAL NEWS

Bookings by 5pm Friday

Copy supplied by 5pm Friday

Copy for Proofing deadline by 3pm Friday

REAL ESTATE

Booking and Copy by 12 noon Friday

COVER PRICE

\$1.80 GST inclusive

Published Wednesday

BUSINESS DIRECTORY

Booking and Copy by 5pm Friday

CLASSIFIEDS

Booking and Copy by 5pm Friday

CANCELLATION DEADLINE:

For all display adverts is 3pm Friday

READERSHIP

18,000

Modular Display Rates

CONTRACT DISCOUNT RATES

LEVEL	RATE PER MODULE	BASED ON EST. USAGE	ANNUAL SPEND	DISCOUNTS
CASUAL	\$71.59			
LEVEL 1	\$64.43	T11 x 52 weeks	\$3,350	10%
LEVEL 2	\$60.85	T21 x 52 weeks	\$6,328	15%
LEVEL 3	\$57.27	T22 x 52 weeks	\$11,912	20%
LEVEL 4	\$53.69	T24 x 52 weeks	\$22,336	25%
LEVEL 5	\$50.11	T44 x 52 weeks	\$41,693	30%
LEVEL 6	\$42.95	T84 x 52 weeks	\$71,431	40%

*All advertising rates are exclusive of GST unless indicated otherwise.

COLOUR ADVERTISING RATES

\$400^{+GST}

PAGE LOADINGS

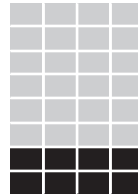
FRONT	50%
PAGE 2	15%
PAGE 3	50%
PAGE 5	25%

Minimum EGN size is T11

*Modular display rates apply to EGN and general display advertising

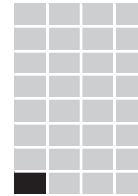
Advertisement Sizes (h) x (w) (mm)

FRONT PAGE

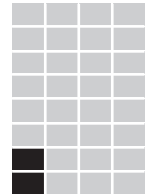


T24
92 x 260
\$859.08

1 MODULE WIDE

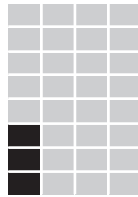


T11
45 x 63
\$71.59

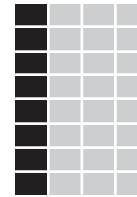


T21
92 x 63
\$143.18

1 MODULE WIDE

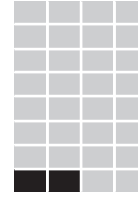


T31
139 x 63
\$214.77

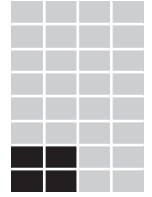


T81
374 x 63
\$572.72

2 MODULE WIDE

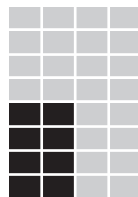


T12
45 x 129
\$143.18



T22
92 x 129
\$286.36

2 MODULE WIDE

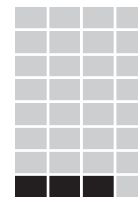


T42
186 x 129
\$572.72



T82
374 x 129
\$1,145.44

3 MODULE WIDE

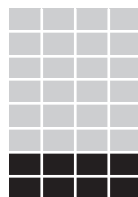


T13
45 x 194
\$214.77

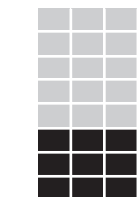


T23
92 x 194
\$429.54

4 MODULE WIDE



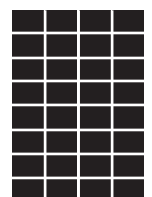
T24
92 x 260
\$572.72



T34
139 x 260
\$859.08



T44
186 x 260
\$1,145.44



T84
374 x 260
\$2,290.88

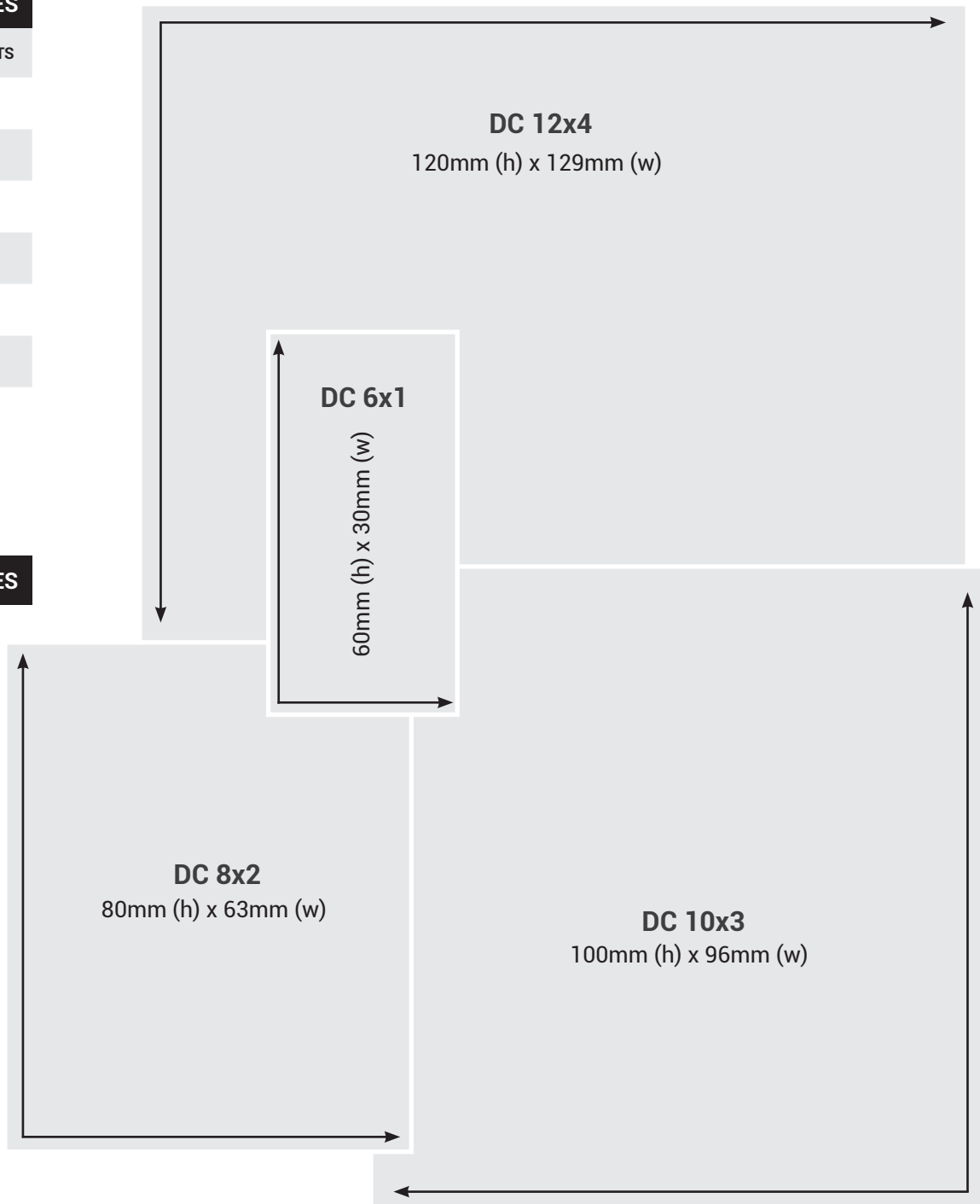
Display Classified Rates

CONTRACT DISCOUNT RATES

LEVEL	RATE PER CM	DISCOUNTS
CASUAL	\$8.18	
LEVEL 1	\$7.36	10%
LEVEL 2	\$6.95	15%
LEVEL 3	\$6.54	20%
LEVEL 4	\$6.14	25%
LEVEL 5	\$5.73	30%
LEVEL 6	\$4.91	40%

*All display classified rates are exclusive of GST

EXAMPLES



COLOUR ADVERTISING RATES

\$400+GST

COLUMNS/MODULES COMPARISON

NUMBER OF COLUMNS	1	2	3	4	5	6	7	8
WIDTH ACROSS PAGE	30mm	63mm	96mm	129mm	162mm	194mm	227mm	260mm

INSERT RATES

MINIMUM 12c +GST

Over 16 pages or tabloid size - price on application

CLASSIFIED ADVERTISING

MINIMUM \$14.00 for 20 words or less

Each additional four words after (or part thereof) in an extra \$1.60. For sale classifieds will appear in Wednesday's edition of the Bunyip.

Note: Payment required (cash/credit card) on submission of classified advertisement unless an account is already established.

***All classified rates are inclusive of GST**

DISPLAY CLASSIFIED

Casual rate \$8.18+GST per column cm

Applies to all situations vacant/employment, public notices and any surrounding line classified advertising.

ELECTRONIC DATA TRANSFER

Platforms Accepted:

PC Only (not Macintosh)

Applications Accepted:

Adobe Suite: InDesign, Photoshop and Illustrator.

Microsoft Word is for text only and is not an approved application for advertisements or photographs.

Graphics/photographs must be supplied as separate .jpg files and at least 200dpi and no greater than 300dpi, if colour, CMYK.

Saving to disk or USB:

When saving to disk the following must be included: original graphic files, fonts used, hard copy proof (colour if the advertisement is colour).

Submitting advertisements:

Advertisements accepted by email and USB flash drive. Our preferred method of file is Adobe Acrobat PDF. All fonts must be converted to outlines, text MUST BE solid black, any colours must be CMYK (NOT RGB) and transparency to be flattened prior to sending.

To avoid issues, we recommend exporting PDFs from InDesign using the PDF/X-1a:2001 preset.

Do not use True Type fonts. Minimum type size is 8pt. Reverse or colour fonts must be a minimum of 10pt bold.

If advertisement is mono (black only) please supply in mono, not in colour. This also applies to any logos or graphics.

Provider's responsibility:

Ensure advertisement bookings are made before sending copy.

All advertisements must adhere to the above conditions and contain information on the application used, which platform and contact phone number/fax number of provider.

The client assumes all responsibility for obtaining copyright clearance for all advertising content when material is supplied.

No responsibility can be taken for the omission of an advertisement due to a missed deadline, or the supply of incorrect material.

Any difficulties please contact The BUNYIP

P. (08) 8522 1233 E: advertising@bunyippress.com.au