

Advertising details and rates

Key details

- **10,000 free print copies** distributed monthly through stores and letterboxes (Baw Baw: 7,000; Casey & Cardinia: 3,000)
- **Excellent design** and enforced minimum quality requirements for ads
- **Over 4,800 social media followers** across Facebook, Twitter, and Instagram, plus **over 1,400 email subscribers**
- **Platform-tailored content** and advertising published across print, web, and social media platforms
- Options to **manage your entire marketing campaign** across print, web, and social media

Our print rates

For most bookings, we offer a rolling discount of 2.5% for each consecutive edition booked to a **maximum discount of 20%**

Quarter page*		Baw Baw	Casey & Cardinia	Both
W: 129mm	Single booking:	\$332.50	\$150**	\$475
H: 185mm	Max discount:	\$266	\$150**	\$380
Half page				
W: 261mm	Single booking:	\$658	\$282	\$940
H: 185mm	Max discount:	\$526.40	\$225.60	\$752
Full page				
W: 261mm	Single booking:	\$1,190	\$510	\$1,700
H: 374mm	Max discount:	\$952	\$408	\$1,360

Prices include GST. All Baw Baw Citizen advertising options are full colour. Specialist rates for wider campaign management, online advertising, social media insertion, and specialist content creation available on request. Rates effective 21 June 2017 and are subject to change with notice.

*Quarter page ads must be supplied or fit one of the available templates, otherwise a \$55 inc design fee will apply.

**Minimum charge of \$150 means no discounting is available for this option.

Talk to us

Call (0488 253 883) or email (admin@fpress.com.au) us at any time to discuss your options for advertising with the Baw Baw Citizen and Casey & Cardinia Free Press.