

BAW BAW CITIZEN

Why advertise with us?

Finding space for your brand is becoming increasingly difficult.

To stand out in 2017 you must offer something more; something which can cut through in the noisy and growing media landscape. You need a clear and engaging campaign, which is where the *Baw Baw Citizen* can help.

The *Citizen* has made a name for itself as a sought-out publication for people living in West Gippsland. Our reach extends beyond the traditional local print paper scene and into web and social interaction, and we have delivered inventive content and marketing in every format since launching in 2011.



In the modern marketplace, high quality branded content is the gateway to sales. Consumers demand well-produced advertising material for recreational consumption, and tapping into that can make big differences for businesses.

Advertisers can establish themselves as a trustworthy authority through a well-structured and engaging advertising campaign. The *Citizen* offers excellent photography and design for display advertising, as well as original and engaging advertising content in print and online. We will deliver your message clearly and honestly to a wide audience across our three platforms: physical, web, and social web.

Whether you're looking for a simple graphical campaign to establish your name in the market, or a feature campaign in print and online, the *Baw Baw Citizen* can help you deliver your message clearly and effectively.

Advertising details and rates

Key details

- **10,000 free print copies** distributed monthly across Baw Baw and into surrounding regions through stores and letterboxes
- **Excellent design** and enforced minimum quality requirements for ads
- **Over 4,500 social media followers** across Facebook, Twitter, and Instagram
- **Over 1,500 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

We offer a rolling discount of 2.5% for each consecutive edition booked to a **maximum discount of 20%**

Quarter page*

W: 129mm
H: 185mm

Single booking:
\$475 inc

Rate at maximum discount:
\$380 inc

Half page

W: 261mm
H: 185mm

Single booking:
\$940 inc

Rate at maximum discount:
\$752 inc

Full page

W: 261mm
H: 374mm

Single booking:
\$1,700 inc

Rate at maximum discount:
\$1,360 inc

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 April 2017 and are subject to change with notice.

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

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.