

## Connect your business with the community

### Bundaberg's first choice for local news

Just four hours' drive or 45 minutes by plane from the bustling metropolis of Brisbane, Bundaberg is the start of the Southern Barrier Reef and each year hundreds of marine turtles hatch their babies at Mon Repos turtle conservation site.

With a thriving agriculture industry, worth an estimated \$500 million per annum, the region is considered the food bowl capital of Australia and its internationally recognised leading brands of Bundaberg Brewed Drinks, Macadamia Australia and Bundaberg Rum are just some of the innovative companies to call this region home. The region is building up to become the front runner in food technology and processing, renewable energy, advanced manufacturing and agricultural technology.

In the Bundaberg Regional Council, Health Care and Social Assistance is the largest employer. Bundaberg has three hospitals, each planning major expansions over the coming years, including a new level 5 hospital.

Bundaberg's proximity to both Brisbane and the Great Barrier Reef, combined with its diverse attractions including the Mon Repos turtle conservation site, the Hinkler Hall of Aviation, the Botanic Gardens and the Bundaberg Rum Distillery among others, make the region a popular tourist destination.

### Published every Friday morning

#### Bundaberg's leading local media options:



#### Print paid tabloid newspaper

published every Friday morning **7,500** available in retail outlets throughout the region.

An estimated **25,000** readers each week



#### Online

[www.BundabergToday.com.au](http://www.BundabergToday.com.au)

Updated daily and online 24/7



#### Social

[facebook.com/BundabergToday](https://facebook.com/BundabergToday)

### Advertising Deadlines

#### Display Advertising

**Booking Deadline:** Friday 3pm

**Material Deadline:** Friday 5pm

#### Classified and Trades Advertising

**Deadline:** Monday 3pm



Advertising: 0437 957 576  
Classifieds: 1300 666 808



[advertising@BundabergToday.com.au](mailto:advertising@BundabergToday.com.au)  
 [BundabergToday.com.au](http://BundabergToday.com.au)



Address: 184 Barolin Street  
Bundaberg Qld 4670



# Bundaberg*Today*

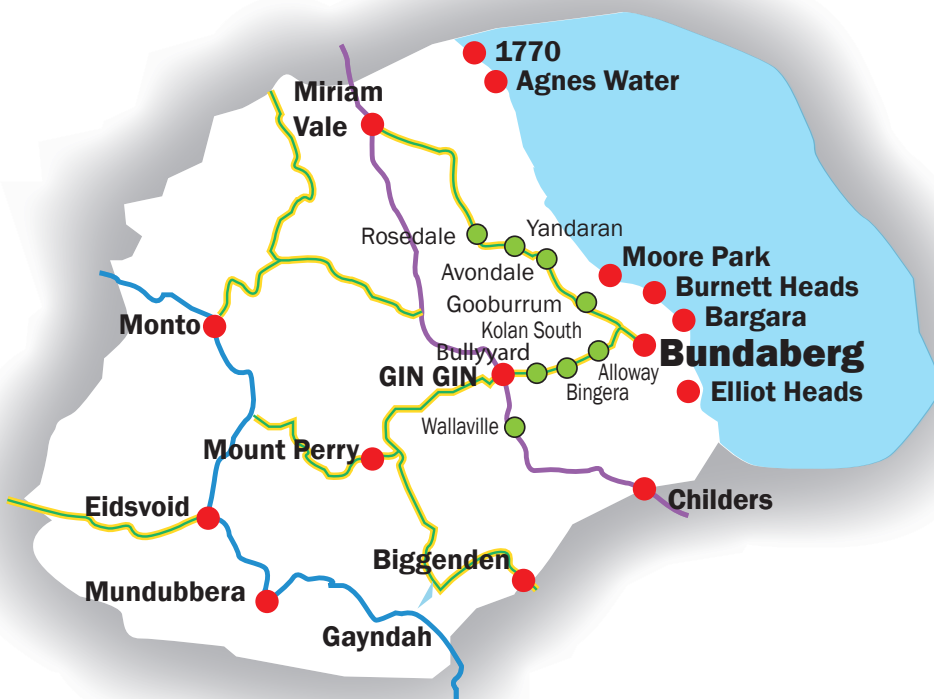
AUGUST 2020



Connect your **business** with the **community**

## Delivered to the following towns & postcodes:

Bundaberg.....	4670
Bargara .....	4670
Innes Park.....	4670
Elliot Heads.....	4670
Burnett Heads .....	4670
Bundaberg Port.....	4670
Alloway .....	4670
Avondale .....	4670
Bingera.....	4670
Gooburrum .....	4670
Moore Park.....	4670
South Kolan.....	4670
Childers.....	4660
Miriam Vale .....	4677
Agnes Water.....	4677
1770 .....	4677
Bullyard.....	4671
Gin Gin.....	4671
Mt Perry.....	4671
Wallaville .....	4671
Biggenden.....	4621
Gayndah.....	4625
Mundubbera .....	4626
Monto .....	4630
Rosedale.....	4674
Yandaran .....	4673



**Bundaberg*Today***

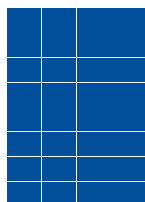
Advertising: 0437 957 576  
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✉ advertising@BundabergToday.com.au  
🌐 BundabergToday.com.au

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Bundaberg Qld 4670

## Display Advertising

## Pricing



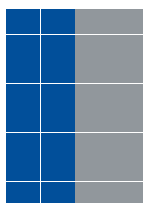
Full Page

**T84**

377mm x 261mm

Consecutive Campaign			
1 x	4 x	8 x	12 x
\$1,792.00	\$1,523.20	\$1,433.60	\$1,344.00

12 Month Program		
Weekly	Fortnightly	Monthly
\$1,254.40	\$1,344.00	\$1,523.20



1/2 Page

**T82**

377mm x 129mm

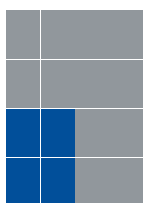


**T44**

187mm x 261mm

Consecutive Campaign			
1 x	4 x	8 x	12 x
\$960.00	\$816.00	\$768.00	\$720.00

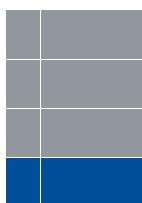
12 Month Program		
Weekly	Fortnightly	Monthly
\$672.00	\$720.00	\$816.00



1/4 Page

**T42**

187mm x 129mm

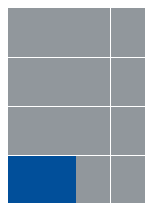


**T24**

92mm x 261mm

Consecutive Campaign			
1 x	4 x	8 x	12 x
\$512.00	\$435.20	\$409.60	\$384.00

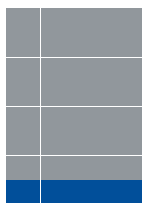
12 Month Program		
Weekly	Fortnightly	Monthly
\$358.40	\$384.00	\$435.00



1/8 Page

**T22**

92mm x 129mm

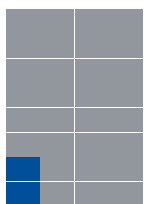


**T14**

45mm x 261mm

Consecutive Campaign			
1 x	4 x	8 x	12 x
\$272.00	\$231.20	\$217.60	\$204.00

12 Month Program		
Weekly	Fortnightly	Monthly
\$190.40	\$204.00	\$231.20



1/16 Page

**T21**

92mm x 63 mm

Consecutive Campaign			
1 x	4 x	8 x	12 x
\$160.00	\$136.00	\$128.00	\$120.00

12 Month Program		
Weekly	Fortnightly	Monthly
\$112.00	\$120.00	\$136.00

BundabergToday



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All prices include GST

# BundabergToday

## Specifications and Guidelines

### Learn more about our advertising requirements in print

BundabergToday has specific ad sizes, formats and material requirements along with deadlines for creative material for print and online products. Check out the specs below and if you still have questions just connect with your advertising representative.

## Accepted Applications

- The preferred material format is a PDF however we accept materials using these applications:
- InDesign CS5.5 - Documents must be accompanied by all images and fonts
- Adobe Illustrator (up to CS5.5) - Documents must have all fonts outlined and in an illustrator EPS format
- Photoshop (up to CS5.5)
- Acrobat 10.0
- Microsoft Word (.txt files only) **DO NOT** supply finished material, logos and pictures set in this program

## Logos & Pictures

- JPEG - uncompressed, 200dpi at full size
- Illustrator EPS or AI (fonts outlined)
- TIFF - uncompressed, 200dpi at full size

## Material Transfer

- Adstream - <https://www.adstream.com/>
- Email to Advertising Sales Representative
- Secure file sharing such as Google Docs, Drop Box, WeTransfer

## Unacceptable Material

The following Complete Material formats will **NOT** be accepted

- Microsoft Word
- Pagemaker
- Microsoft Publisher

## Specifications

### Learn more about the material specifications below

- All artwork supplied must be in CMYK and 200dpi.
- DO NOT supply photos which have been scanned bigger than they have been used in your material. This only makes the file size larger than it has to be. True Type fonts are not accepted, your final material should be made up of only Postscript fonts.
- Film is not accepted.
- Please note that newspaper print has a dot gain of 25%. Four colour process jobs should be adjusted to allow for this dot gain.
- Total ink coverage of a flat CMYK colour should not exceed 240%.
- Maximum number of nodes in a single path not to exceed 1600.

## Advertising Deadlines

Display Bookings: Friday 3pm  
Final Artwork: Friday 5pm

Classified Bookings : Monday 3pm  
Classified Material: Monday 3pm

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