
*The
Cygnet & Channel
Established 1986*

Classifieds

*The
Kingston Classifieds
Established 1997*

ADVERTISING RATES 2012

SOUTHERN BUSINESS SERVICES Pty Ltd
14 Mary Street CYGNET Tasmania 7112
Phone: (03) 6295 1708
Fax: (03) 6295 1964
Email: cygtel@southbus.com.au

THE 'CLASSIFIEDS'

The 'Classifieds' are published by Southern Business Services Pty Ltd. We are a small, family owned, independent publisher located in the Huon Valley in the south of Tasmania. We are not affiliated with any other interstate or local business. We employ nine local staff who mainly work part time. Our writers live locally. The Classifieds are printed in-house on our own high speed B&W printer using Australian made 10% recycled paper. We print on demand with the number of copies printed each week tailored to suit demand from the readers.

Publishing the Cygnet & Channel Classifieds and the Kingston Classifieds is totally reliant on the support of our advertisers and our readers who support those advertisers. The Classifieds are delivered weekly to over 140 locations from Kingston to Dover. Our readers actively seek out the Classifieds and read it from cover to cover. Our readership base is steadily growing. The Classifieds are free to readers.

The Kingston Classifieds has been published continuously since 1997 and covers Kingston, Kingston Beach, Howden, Blackmans Bay, and nearby areas.

The Cygnet and Channel Classifieds has been published continuously since 1986 and covers the areas Cygnet, Middleton, Woodbridge, Kettering, Bruny Island, Snug, Margate, Sandfly, Grove, Ranelagh, Huonville, Glen Huon, Franklin, Geeveston and Dover.

We publish articles of interest to the local community and aim to differentiate ourselves from other publications by publishing opinion pieces to stimulate discussion within the community.

TERMS AND CONDITIONS

ARTWORK:

Basic artwork is included in the price of display advertisements.

PRE PAID ADVERTISING:

Advertisements in the Wanted to Rent category must be paid in advance.

INSERTS:

We do not accept inserts.

DEADLINES:

Display advertising and articles by 5pm Monday.

Line advertising by 4pm Tuesday.

If a public holiday falls in the week of publication, deadlines may be brought forward.

METHOD OF PAYMENT:

We accept cash, VISA or MasterCard, money order, cheque or direct deposit into our bank account.

OFFICE HOURS:

Open Monday, Tuesday, Wednesday and Friday 9am - 5pm. Closed Thursday for deliveries.

ADVERTISING CONDITIONS:

Advertisements are accepted subject to the Publisher's approval. No responsibility is taken for any loss due to failure of any advertisement to appear. The positioning or placing of an advertisement is at the discretion of the Publisher in all cases. The Publisher reserves the right without notice to reject, discontinue, revise and transfer dates of publication of any advertisement placed. The conditions laid out herein are subject to change without notification at the discretion of the Publisher.

If in the opinion of the Publisher the advertisement is placed in an inappropriate category then the Publisher reserves the right to change that category.

Line advertisements may be abbreviated to fit in the allocated space.

ACCOUNT TERMS AND CONDITIONS:

Advertisements are accepted in good faith with the expectation that the advertiser will pay for services rendered. Unless otherwise arranged in advance our terms are strictly 14 days following date of invoice. In the event that the advertiser fails to pay within the agreed time, the Publisher reserves the right to refer the matter to our debt collection agency. In such a case any legal, recovery or collection costs may be added to the balance outstanding. Some advertisers may qualify for reduced rates. Committing to place a minimum of 10 display advertisements within a 12 month period may qualify an advertiser for reduced rates. The content and dimensions of the advert can be changed. Booking dates for all 10 adverts will be required in advance for the reduced rate to be effective. If the advertiser reneges on the agreement to place 10 advertisements within the 12 month period, the publisher reserves the right to charge the advertiser the full rate. Please contact us for details.

WARRANTY AND INDEMNITY:

Advertisers and/or advertising agencies upon and by lodging material with the Publisher for publication or authorising or approving of the publication of any material INDEMNIFY the Publisher, its servants and agents against all liability claims or proceeds whatsoever arising from the publication and without limiting the generality of the foregoing to indemnify each of them in relation of defamation, slander or title, breach of copyright, infringement and trademarks or names of publication titles, unfair competition or trade practices, royalties or violation of rights against or liabilities in the Publication, its servants or agents and in particular that nothing therein is capable of being misleading or deceptive or otherwise in breach of Part V of the Trade Practices Act.

DISPLAY ADVERTISEMENTS

FULL PAGE \$405

(BOTH PAPERS \$648)

18.6cm wide x 27.0cm high

½ PAGE \$195

(BOTH PAPERS \$312)

18.6cm wide x 13.0cm high

¼ PAGE \$97

(BOTH PAPERS \$155.20)

9.15cm wide x 13.0cm high

Special rates are available for regular advertisers. By committing to place a minimum of ten advertisements within a twelve month period a reduced rate may be effective.

The contents and dimensions of the advertisement can be varied at any time. Booking dates for all advertisements are required. Call us for details.

All prices include GST.

CYGNET & CHANNEL CLASSIFIEDS KINGSTON CLASSIFIEDS

14 Mary St, Cygnet, Tasmania 7112
Ph 03 6295 1708 Fax 03 6295 1964

Advertisements can be submitted by

Phone: 6295 1708

Fax: 6295 1964

Online: www.southbus.com.au

Email: cygtel@southbus.com.au

Files can be sent as a .PDF, JPEG, TIFF or equivalent, high resolution & greyscale.

Prepared advertisements must fit within our column sizes. Note that our column sizes are different to other publications. Height of advertisements must be in whole centimetres only.

Deadlines: Display advertisements 5pm Monday in the week of publication.

1 COLUMN DISPLAY ADS

1 column is 4.42cm wide. This is the smallest display advertisement.

1 x 5CM \$19.25
(BOTH PAPERS \$30.75)

1 x 6CM \$23.10
(BOTH PAPERS \$36.90)

1 x 7CM \$26.95
(BOTH PAPERS \$43.05)

1 x 8CM \$30.80
(BOTH PAPERS \$49.20)

1 x 9CM \$34.65
(BOTH PAPERS \$55.35)

EACH ADDIT'L CM \$3.85
(BOTH PAPERS \$6.15)

2 COLUMN DISPLAY ADS 2 columns are 9.15cm wide

2 x 4CM \$30.80
(BOTH PAPERS \$49.20)

2 x 5CM \$38.50
(BOTH PAPERS \$61.50)

2 x 6CM \$46.20
(BOTH PAPERS \$73.80)

2 x 7CM \$53.90
(BOTH PAPERS \$86.10)

EACH ADDITIONAL CM \$7.70
(BOTH PAPERS \$12.30)

3 COLUMN DISPLAY ADS

3 columns are 13.88cm wide

3 x 4CM \$46.20
(BOTH PAPERS \$73.80)

3 x 5CM \$57.75
(BOTH PAPERS \$92.25)

3 x 6CM \$69.30
(BOTH PAPERS \$110.70)

3 x 7CM \$80.85
(BOTH PAPERS \$129.15)

3 x 8CM \$92.40
(BOTH PAPERS \$147.60)

EACH ADDIT'L CM \$11.55
(BOTH PAPERS \$18.45)

4 COLUMN DISPLAY ADS

4 columns are 18.6cm wide

4 x 4CM \$61.60
(BOTH PAPERS \$98.40)

4 x 5CM \$77.00
(BOTH PAPERS \$123.00)

4 x 6CM \$92.40
(BOTH PAPERS \$147.60)

4 x 7CM \$107.80
(BOTH PAPERS \$172.20)

4 x 8CM \$123.20
(BOTH PAPERS \$196.80)

4 x 9CM \$138.60
(BOTH PAPERS \$221.40)

4 x 10CM \$154.00
(BOTH PAPERS \$246.00)

EACH ADDITIONAL CM \$15.40
(BOTH PAPERS \$24.60)

LINE ADVERTISEMENTS

Advertisements can be submitted by phone: 6295 1708, fax: 6295 1964 or online: www.southbus.com.au or sent via email: cygtel@southbus.com.au

Deadlines: Line ads can be accepted up to 4pm Tuesdays in the week of publication.

Categories: Auto/Marine, Classes, Employment, Events, For Rent, For Sale, Found, Gardening, Garage Sale, Give Away, Lost, Mind & Body, Pets & Livestock, Public Notice, Real Estate, Specials, Trades & Services, Wanted, Wanted to Buy, Wanted to Rent. (Note: Wanted to Rent is a prepaid category)

Average words per line = 4 words. Minimum 5 lines

Count 2 for long words eg: 2 short words such as 'a lot' count as one word and longer words such as 'professional' should be counted as 2 words. Mobile phone numbers count as 2 words.

Line Adverts = \$9.00 (\$14.50 both) for 5 lines (min) and 90c (\$1.40 both) for each additional line.
All prices include GST

LINES	WORDS	1 PAPER	BOTH	LINES	WORDS	1 PAPER	BOTH
5	Up to 20	\$ 9.00	\$14.50	29	116	\$30.60	\$48.10
6	24	\$ 9.90	\$15.90	30	120	\$31.50	\$49.50
7	28	\$10.80	\$17.30	31	124	\$32.40	\$50.90
8	32	\$11.70	\$18.70	32	128	\$33.30	\$52.30
9	36	\$12.60	\$20.10	33	132	\$34.20	\$53.70
10	40	\$13.50	\$21.50	34	136	\$35.10	\$55.10
11	44	\$14.40	\$22.90	35	140	\$36.00	\$56.50
12	48	\$15.30	\$24.30	36	144	\$36.90	\$57.90
13	52	\$16.20	\$25.70	37	148	\$37.80	\$59.30
14	56	\$17.10	\$27.10	38	152	\$38.70	\$60.70
15	60	\$18.00	\$28.50	39	156	\$39.60	\$62.10
16	64	\$18.90	\$29.90	40	160	\$40.50	\$63.50
17	68	\$19.80	\$31.30	41	164	\$41.40	\$64.90
18	72	\$20.70	\$32.70	42	168	\$42.30	\$66.30
19	76	\$21.60	\$34.10	43	172	\$43.20	\$67.70
20	80	\$22.50	\$35.50	44	176	\$44.10	\$69.10
21	84	\$23.40	\$36.90	45	180	\$45.00	\$70.50
22	88	\$24.30	\$38.30	46	184	\$45.90	\$71.90
23	92	\$25.20	\$39.70	47	188	\$46.80	\$73.30
24	96	\$26.10	\$41.10	48	192	\$47.70	\$74.70
25	100	\$27.00	\$42.50	49	196	\$48.60	\$76.10
26	104	\$27.90	\$43.90	50	200	\$49.50	\$77.50
27	108	\$28.80	\$45.30	51	204	\$50.40	\$78.90
28	112	\$29.70	\$46.70	52	208	\$51.30	\$80.30

WEBLINKS (Limited linage)

\$16.50 (inc GST) per line for 13 weeks in both papers. Weblinks are intended for listing the internet address and brief information about a business only. Longer advertisements should be placed as a line advertisement.