

INFORMATION FOR ADVERTISERS

What is Heartbeat?

AS THE NAME SUGGESTS, *Bangalow's Heartbeat* is a monthly community-based newsletter, reflecting life in our strong, caring and cohesive community.

Who publishes it?

BANGALOW'S HEARTBEAT is published by **Bangalow's Heartbeat Inc**, a not-for-profit group incorporated in 1998.

Bangalow's Heartbeat Inc aims to publish articles covering social, cultural, commercial, sporting and environmental activities in the area, hoping to positively influence the area's development.

One of our objectives is to recognise the heritage of early Bangalow settlers and the impact their efforts made on our present lives, as well as recognising our responsibilities to future generations.

Membership of Bangalow's Heartbeat Inc is open to adult members of the 2479 postal district. It is primarily a volunteer organisation (and we welcome the input of volunteers with a variety of skills).

This allows the high non-commercial ratio of content-to-advertising to be maintained. We are careful to preserve this 40% advertising-to-60%-editorial split, which maximises the impact of all advertising - to the benefit of our advertisers.

Content

HEARTBEAT RUNS articles reflecting the way of life of Bangalow-based individuals (from town or country), showing its ever-changing nature. It reports on community events and carries news from Bangalow organisations. Innovative ideas and potential developments and concerns are also covered.

Increasingly, our advertisers are taking advantage of the opportunity to run effective advertisements in a long-lasting publication which is both widely and thoroughly read, and highly valued as the 'document of record' of the life and times of the Bangalow community.

Distribution

Bangalow's Heartbeat is distributed free through the regular postal service to the mail boxes about 2,000 families and businesses in the 2479 postal district, the 'Greater Bangalow' region.



This area extends beyond the **Bangalow** village to **Binna Burra, Brooklet, McLeods Shoot, Coopers Shoot, Coorabell, Fernleigh, Knockrow, Nashua, Newrybar** and **Possum Creek**.

Additional copies are distributed in the Bangalow Post Office and other main street businesses, as well as to Clunes, Newrybar, Tintenbar and Federal.

At least 2,300 copies are printed monthly, and it is estimated that *Bangalow's Heartbeat* has more than 4,000 loyal readers.

Policy

WE AIM TO PROTECT advertisers in the 2479 postcode distribution area. For that reason, as a general principle, we do not accept advertisements from businesses outside the area unless there is no comparable service available locally.

Advertorial copy is never offered as an incentive to securing advertising.

Bookings

CONTACT ADVERTISING Coordinator, **Di Martin**, before the monthly deadline, complete with art work. Tel: 6687 2592 or email advertising@heartbeat.net.au

Advertising Rates

ADS MAY BE booked for a single issue - at the **Single Month** rate.

Alternately, you can receive a **Volume Discount** when your ad is booked to appear in **three, five or 11** issues.

A three-month booking gives you approximately a 6% discount from the single month rate; it's a 12% discount for a five-month series of ads, and 15% discount is applied for an 11-month booking for your ad. If a **Volume Discount Invoice** is not paid by the due date, it will automatically revert to the monthly rate.

Advertisements in a 'preferred position' - such as back cover - are available. They require an 11-month advanced booking fee, plus a 20% loading.

Ads are seen in both the hard copy version, and, at no extra cost, in the online version.

Design

TO DESIGN A NEW AD for you, we offer a low-cost set-up fee. Copy and graphic images must be supplied. Cost ranges from \$30 - \$65, depending on complexity and size of ad. For set ad instructions, contact our advertising coordinator on 6687 2582.

To alter an existing advertisement, a \$15 fee is incurred.

To submit your ready-made ad, graphic designers need to submit high quality PDF, JPG or TIF files. If emailing, submit nothing greater than 3MB please.

Printing details

In December 06/January 07, we introduced colour to the newsletter. It's printed with soy-based inks on quality, recyclable, matt-gloss white paper.

Our invitation

WE INVITE YOU to become actively involved in supporting your local community by advertising your business, product or service in *Bangalow's Heartbeat*.

Really, no other Byron Shire publication gives you a better opportunity to be seen by your core customers - the entire 2479 community!

LEGAL LIABILITY: The onus is on advertisers to ensure that their advertisements comply with NSW and Commonwealth laws. No warranty is made by the publishers regarding legal liability, and any costs incurred by the publisher as a result of the legal admissibility of the advertisers statements will be recoverable from the advertiser.

#	B&W Colour	Ad Size Width x Height	\$ Rate Single Month	3-month Rate 6% Discount	5-month 12% Discount	11-month 15% Discount
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Discount percentage is based on the Single-Month advertising rate.

01	B&W	9 x 3cm	35.60	100.50	156.50	333.30
02	Colour	9 x 3cm	46.60	131.40	205.00	435.60
03	B&W	9 x 4.5cm	53.50	150.90	235.50	500.50
04	Colour	9 x 4.5cm	69.90	197.10	307.50	653.40
05	B&W	9 x 6cm	71.30	201.00	313.50	666.60
06	Colour	9 x 6cm	93.20	262.80	410.00	871.20
07	B&W	6 x 4.5cm	35.60	100.50	156.50	333.30
08	B&W	6 x 6cm	47.50	134.10	209.00	444.40
9	Colour	6 x 6cm	62.10	175.20	273.00	580.80
10	B&W	6 x 12cm	95.00	267.90	418.00	888.80
11	Colour	6 x 12cm	124.20	350.10	546.50	1161.60
12	B&W	19 x 3cm	75.20	212.10	331.00	702.90
13	Colour	19 x 3cm	98.30	277.20	432.50	919.60
14	B&W	19 x 4.5cm	112.90	318.30	497.00	1056.00
15	Colour	19 x 4.5cm	147.50	416.10	649.00	1379.40
16*	B&W	9 x 9 cm	106.90	301.50	470.50	999.90
17*	Colour	9 x 9cm	139.70	393.90	614.50	1305.70
18*	B&W	19 x 9cm	225.70	636.60	993.00	2109.80
19*	Colour	19 x 9cm	305.30	861.00	1343.50	2854.50

** Examples of other Ad options, within Column Width limitations*

Payment & Advertising Terms: Invoices may be paid by cheque or money order payable to Bangalow's Heartbeat Inc, and are to be paid within 15 days of invoice date. Post payment to Bangalow's Heartbeat, P.O.Box 132, Bangalow 2479. Netbank payments may be made to Account No.222 105 23, BSB 802 222. Please refer to your Heartbeat invoice number. Late payment incurs a 10% interest charge.	2010 Advertising Deadlines			
	10 Feb 10	March issue	14 July 10	August issue
	17 Mar 10	April issue	11 August 10	September issue
	14 April 10	May issue	15 Sept 10	October issue
	12 May 10	June issue	13 Oct 10	November issue
	16 June 10	July issue	10 Nov. 10	Dec/Jan 11 issue
Advertising Co-ordinator: Di Martin Tel 6687 2592 advertising@heartbeat.net.au				