

INSERTS DON'T GET LOST IN THE LETTERBOX!

Why regional newspaper inserts work!

Complete Market Penetration ✓ High Circulation ✓ Low Cost per Thousand

Choose the market you want with confidence. You have the flexibility to choose newspapers from Western Australia's comprehensive regional newspapers network! Newspaper inserts get results and will grow your business.

Deliveries/deadlines

Time: One week prior to publication date.

Address: All Papers (except Kimberley Echo)
Colourpress, WA Newspapers Herdsman Print Centre, 54 Hasler Rd, Osborne Park, WA, 6107
Kimberley Echo, Northern Territory News, 2 Printers Place, Darwin NT 0801



Size of inserts

Maximum: 420mm x 297mm **Minimum:** 160mm x 75mm. The folded spine of the insert cannot exceed 420mm in length. The width (non-spine edge) cannot exceed 289mm in length. For inserts over the maximum size, or below the minimum size, consultation with ColourPress Management will be necessary.

Maximum insert thickness

The nominal acceptable thickness is 8mm. Acceptance of inserts above this thickness will require consultation with ColourPress Management. As a guide, the following should be used: 4-8 pages: 100gsm 8 pages : 80gsm 12 pages : 65gsm 16 pages: 54gsm

Single sheet inserts

Minimum thickness 135gsm Coated Paper.

Binding

It is preferable that inserts of less than 24 pages are not stapled. When using staples, they should not exceed the thickness of the product and be placed accurately within the fold of the product. A glued spine is preferred.

Tabloid inserts

4 and 8 page tabloid inserts must be quarter folded prior to delivery to ColourPress.

Unusual inserts

Any card, envelope, perforated insert, or any other insert material of an unusual nature, dimension or fold, will require a dummy sample, or the product to be viewed by ColourPress Management, prior to acceptance of booking. Concertina folded inserts cannot be inserted.

Consequence of unsuitable inserts

An insert which has been delivered after deadline or does not meet the required specifications may not be inserted.

Pricing

Listed pricing is based on a single sheet. 4-8 pages add 5%, 9-12 pages add 10%, 13-24 pages add 15%, 25 plus pages add 20%.

Booking

When booking we require run date, product description, dimensions, paper stock (gsm), number of pages and total weight (grams per insert).

COLOURPRESS MANAGEMENT CONTACT: P: 08 9361 5401 | F: 9470 2785 | westregionalsales@wanews.com.au
Please contact West Regional Sales on 08 9482 9700

NEWSPAPER	Dist Day	Avg Print* Run	Cost	
			GST Inc.	GST Exl.
Albany Advertiser	Tuesday	5,300	92.70	84.27
Albany Advertiser	Thursday	7,000	92.70	84.27
Albany Extra	Friday	20,000	92.70	84.27
Augusta Margaret River Times	Friday	6,900	92.70	84.27
Broome Advertiser	Friday	8,000	248.23	225.66
Bunbury Herald	Tuesday	29,000	92.70	84.27
Bunbury South Western Times	Thursday	12,500	127.72	116.11
Busselton Dunsborough Times	Friday	15,300	92.70	84.27
Countryman	Thursday	10,300	175.10	159.18
Geraldton Guardian	Monday	6,800	149.35	135.77
Geraldton Guardian	Wednesday	7,200	149.35	135.77
Geraldton Guardian	Friday	8,500	149.35	135.77
Great Southern Herald (Flat Rate)	Thursday	1,200	383.16	348.33
Harvey Reporter	Tuesday	8,400	92.70	84.27
Kalgoorlie Miner Mon-Fri	Mon-Fri	5,700	148.32	134.84
Kalgoorlie Miner Sat	Saturday	8,700	156.56	142.33
Kimberley Echo	Thursday	2,100	248.23	225.66
Manjimup Bridgetown Times	Wednesday	3,000	149.35	135.77
Midwest Times	Thursday	20,800	135.96	123.60
Narrogin Observer (Flat Rate)	Thursday	1,700	383.16	348.33
North West Telegraph	Wednesday	7,700	248.23	225.66
Northern Guardian	Wednesday	4,500	219.50	199.54
Pilbara News	Wednesday	9,900	248.23	225.66
Sound-Southern Telegraph	Wednesday	53,000	92.70	84.27

*Print run based on Colourpress notification. Valid June 2014 and subject to change.

