



PROFILE

Pyrenees Shire is located approximately 150 kilometres from Melbourne and is nestled between Ballarat, Ararat and Maryborough.

The Shire was first settled in the 1850's by those seeking to capitalise on the goldrush which swept the region.

Today, the region is better known for fine wool and wine, wind farms, beef and cereal production and tourism.

The Shire boasts one of Australia's largest wind farms, located at Waubra, which adds millions of dollars a year to the local economy.

Other wind developments are planned for Stockyard Hill, Lexton and Crowlands.

Two main towns service Pyrenees Shire.

Beaufort is the location of the Pyrenees Shire Council headquarters and also boasts a productive retail precinct which includes hotels, banking, cafes, retail and craft.

To the North, Avoca offers residents access to retail, cafes, banking and businesses aimed at the large tourism sector around the Pyrenees Wineries.

Pyrenees Shire has been identified as a popular "tree change" location for city residents looking for a more relaxed and fulfilled lifestyle.

Residents enjoy a multitude of recreational interests ranging from bushwalking, swimming, tennis, football, cricket, bowls, petanque, croquet, golf, netball, table tennis, horse racing, arts and crafts.

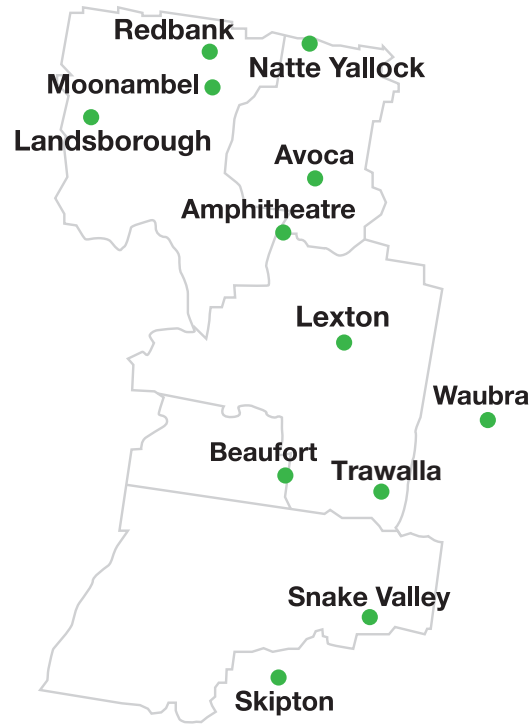
The population within the Shire is continuing to grow, in a climate where other country areas are declining.

The 2011 Census reported there are 6,669 residents within the Shire's boundaries.

PYRENEES ADVOCATE

Avoca • Lexton • Snake Valley • Amphitheatre • Moonambel • Waubra • Landsborough • Beaufort • Elmhurst • Natte Yallock • Trawalla • Skipton

CIRCULATION



The Pyrenees Advocate is a tabloid newspaper published each Friday.

The newspaper circulates throughout Pyrenees Shire and is on sale in Avoca, Beaufort, Landsborough, Moonambel, Waubra, Lexton, Navarre, Elmhurst, Skipton, Buangor, Talbot, Snake Valley and Amphitheatre.

The Advocate is also on sale in Ballarat, Maryborough, Ararat and St Arnaud.

The Pyrenees Advocate's current weekly circulation is 1,400.

OFFICE HOURS

Monday to Thursday
9.00am to 5.00pm

Out of office hours by appointment only

OFFICE ADDRESS

Beaufort Office

32 Willoby Street, Beaufort Vic 3373

Ph: (03) 5349 2105

Fax: (03) 5326 1299

Avoca Office

128 High Street Avoca Vic 3467

Ph: (03) 5465 3832

DEADLINES

Classifieds

Deadline 5pm Wednesday, unless prior arrangements have been made.

Deadline for supplied print ready advertisements.

3pm Wednesday.

Deadlines for material requiring design.

10am Wednesday

INSERTS

We can print and insert your fliers into our newspaper. Insert material must be delivered five days prior to publication. Please see full details on page.....

CONTACT DETAILS

John Higgins (Editor)

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M: 0403 322 928

MECHANICAL DETAILS

CLASSIFIEDS AND TRADES

Column Width

1 col: 39mm

2 col: 83mm

3 col: 127mm

4 col: 191mm

5 col: 214mm

6 col: 258mm

GENERAL NEWS

Column Width

1 col: 63mm

2 col: 127mm

3 col: 192.6mm

4 col: 258mm

FULL PAGE:

375mm high x 258mm wide.

supplied artwork

All supplied artwork must be in CMYK, 300dpi and saved as a PDF file with all fonts embedded.

All body copy needs to be 100% black.

Please note: Publisher files will not be accepted.

GENERAL NEWS ADVERTISING TEMPLATES

COLUMN WIDTHS FOR DISPLAY ADVERTISING IN GENERAL NEWS

1 Column	63mm
2 Column	127mm
3 Column	192.6mm
4 Column	258mm

ADVERTISING RATES IN GENERAL NEWS

Casual -	\$7.05 per column per centimetre
Contract -	\$5.65 per column per centimetre
Weekly -	\$4.50 per column per centimetre

DEADLINES FOR DISPLAY ADVERTISING IN GENERAL NEWS

- Deadlines for supplied adverts 3.00pm Wednesday unless prior arrangements have been made.
- Deadline for material requiring design 10.00am Wednesday.
- Deadline for all colour bookings 5.00pm Tuesday.

All supplied artwork must be in CMYK, 300dpi and saved as a PDF file with all fonts embedded.

All body copy needs to be 100% black.

T11

63mm wide x 45mm high

Casual Rate:	\$31.72*
Contract Rate:	\$25.42*
Weekly Rate:	\$20.25*

T21

63mm wide x 92mm high

Casual Rate:	\$64.85*
Contract Rate:	\$52.00*
Weekly Rate:	\$41.40*

T22

127mm wide x 92mm high

Casual Rate:	\$129.70*
Contract Rate:	\$103.95*
Weekly Rate:	\$82.80*

Quarter Page

127mm wide x 186.5mm high

Casual Rate:	\$262.26*
Contract Rate:	\$210.18*
Weekly Rate:	\$167.40*

CLASSIFIED & TRADE ADVERTISING TEMPLATES

COLUMN WIDTHS FOR CLASSIFIEDS

1 Column	39mm
2 Column	83mm
3 Column	127mm
4 Column	171mm
5 Column	214mm
6 Column	258mm

ADVERTISING RATES FOR CLASSIFIEDS

Casual Rate:	\$4.70 per column per centimetre*
Contract Rate:	\$3.75 per column per centimetre*
Weekly Rate:	\$3.00 per column per centimetre*

DEADLINES FOR FOR CLASSIFIEDS

Deadline 5.00pm Wednesday unless prior arrangements have been made.

CLASSIFIEDS WORDS & PRICING

Up to 15 words \$13.00, thereafter add 60 cents per word.
An additional \$5.00 to include a picture, logo or clip art.

WORD PRICING GUIDE

15 - \$13.00	41 - \$28.60	67 - \$44.20	93 - \$59.80
16 - \$13.60	42 - \$29.20	68 - \$44.80	94 - \$60.40
17 - \$14.20	43 - \$29.80	69 - \$45.40	95 - \$61.00
18 - \$14.80	44 - \$30.40	70 - \$46.00	96 - \$61.60
19 - \$15.40	45 - \$31.00	71 - \$46.60	97 - \$62.20
20 - \$16.00	46 - \$31.60	72 - \$47.20	98 - \$62.80
21 - \$16.60	47 - \$32.20	73 - \$47.80	99 - \$63.40
22 - \$17.20	48 - \$32.80	74 - \$48.40	100 - \$64.00
23 - \$17.80	49 - \$33.40	75 - \$49.00	101 - \$64.60
24 - \$18.40	50 - \$34.00	76 - \$49.60	102 - \$65.20
25 - \$19.00	51 - \$34.60	77 - \$50.20	103 - \$65.80
26 - \$19.60	52 - \$35.20	78 - \$50.80	104 - \$66.40
27 - \$20.20	53 - \$35.80	79 - \$51.40	105 - \$67.00
28 - \$20.80	54 - \$36.40	80 - \$52.00	106 - \$67.60
29 - \$21.40	55 - \$37.00	81 - \$52.60	107 - \$68.20
30 - \$22.00	56 - \$37.60	82 - \$53.20	108 - \$68.80
31 - \$22.60	57 - \$38.20	83 - \$53.80	109 - \$69.40
32 - \$23.20	58 - \$38.80	84 - \$54.40	110 - \$70.00
33 - \$23.80	59 - \$39.40	85 - \$55.00	111 - \$70.60
34 - \$24.40	60 - \$40.00	86 - \$55.60	112 - \$71.20
35 - \$25.00	61 - \$40.60	87 - \$56.20	113 - \$71.80
36 - \$25.60	62 - \$41.20	88 - \$56.80	114 - \$72.40
37 - \$26.20	63 - \$41.80	89 - \$57.40	115 - \$73.00
38 - \$26.80	64 - \$42.40	90 - \$58.00	116 - \$73.60
39 - \$27.40	65 - \$43.00	91 - \$58.60	117 - \$74.20
40 - \$28.00	66 - \$43.60	92 - \$59.20	118 - \$74.80

* These prices are for mono advertising only, a \$75.00 surcharge applies to colour advertising.

POPULAR SAMPLE SIZES

TRADE

39mm wide x 60mm high

\$15.00 Weekly

5X2

83mm wide x 50mm high

7X2

83mm wide x 70mm high

10X2

83mm wide x 100mm high