

## Advertising Guidelines for *About Town*

These guidelines provide direction and context for Administration to manage paid advertising in Council's quarterly newsletter *About Town*.

### Objectives

The primary objective of paid advertising in *About Town* is to:

- Offset the costs of producing the quarterly newsletter and generate revenue;
- Provide businesses – with preference to those in the eastern region – an affordable price point to advertise their business.

Advertisements in *About Town* do not have the endorsement of the Town of Walkerville, implied or otherwise.

### Assessment

For the purposes of advertising in *About Town*, Council supports a position of competitive neutrality in assessing potential advertisers.

All advertising material in *About Town*, must comply with the Code of Ethics set out by the Australian Association of National Advertisers (AANA). The Code of Ethics has an overarching set of principles with which all advertising and marketing communications, across all media, should comply.

All advertisements will be published at the discretion of the CEO, who retains the right to refuse publication for reasons, including, but not limited to:

- Content not suitable for a 'family oriented' community paper;
- Not a reputable business entity;
- Potential conflict of interest;
- Does not comply with acceptable advertising standards;
- Unable to pay for booked advertising.

Administration can enter into arrangements with businesses to reserve a location (i.e. front page) on an ongoing basis, provided payment is made upfront for every issue that has been booked.

The number of advertisements for the front page will be qualified by the Mayor and assessed on an issue-by-issue basis. The message from the Mayor has priority on the front page of *About Town*.

### Terms and conditions:

Businesses provide their own print-ready artwork and Administration has no role in developing artwork for external clients.

Advertising costs are listed in the Schedule of Fees and Charges, which is updated every year.

Cancellations made after the final artwork deadline for each issue and prior to 10 business days from publication will be subject to 50% of the quoted advertising rate.

Any cancellation made 10 business days or less, prior to publication, will incur 100% of the quoted advertising rate.

To maintain the design integrity of the publication, all adverts must conform to the prescribed size specifications. These specifications are included in the Schedule of Fees and Charges and are listed below:

- 80mm H x 87mm W
- 166mm H x 87mm W
- 80mm H x 180mm W
- 252mm H x 87mm W
- 80mm H x 270mm W
- 180mm H x 180mm W
- 346mm H x 87 W
- 195mm H x 270mm W
- 346mm H x 133mm W
- Full inside Page - 346mm H x 270mm W
- Full Page inside rear cover- 346mm H x 270mm W
- Full page Rear cover - 346mm H x 270mm W

All terms and conditions for advertising in *About Town* are available from Council's website.

# Advertise your business to your local customers in About Town!

## Advertising fees, charges and specifications are below:

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>\$175</b> (incl GST) 80mm h x 87mm w not including print ready artwork Plus 5% for front page only	<b>\$320</b> (incl GST) 166mm h x 87mm w not including print ready artwork Plus 5% for front page only	<b>\$320</b> (incl GST) 80mm h x 180mm w not including print ready artwork Plus 5% for front page only	<b>\$435</b> (incl GST) 252mm h x 87mm w not including print ready artwork Plus 5% for front page only	<b>\$435</b> (incl GST) 80mm h x 270mm w not including print ready artwork Plus 5% for front page only	<b>\$560</b> (incl GST) 180mm h x 180mm w not including print ready artwork Plus 5% for front page only
<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>
<b>\$560</b> (incl GST) 346mm h x 87mm w not including print ready artwork	<b>\$830</b> (incl GST) 195mm h x 270mm w not including print ready artwork Plus 5% for front page only	<b>\$830</b> (incl GST) 346mm h x 133mm w not including print ready artwork	<b>\$1,550</b> (incl GST) 346mm h x 270mm w Full inside page not including print ready artwork	<b>\$1,815</b> (incl GST) 346mm h x 270mm w Full page inside rear cover not including print ready artwork	<b>\$3,550</b> (incl GST) 346mm h x 270mm w Full page rear cover not including print ready artwork

*About town* is delivered four times a year to all households and businesses in the Town of Walkerville. Printed copies are also available from Council offices, library and online.

### Deadlines

**Third week of January**  
(Autumn issue)

**Last week of April**  
(Winter issue)

**Last week of July**  
(Spring issue)

**First week of October**  
(Summer issue)

### Artwork setup requirements

Create the document at 100% of final size.

Images to be supplied at a minimum of 300dpi at 100% of final output size.

All files should be CMYK, no spot colours or RGB.

#### File Format:

PDF (high quality).

### Conditions

- 1: Advertising must comply with the Advertising guidelines published on Council's website.
- 2: All ads must conform to the sizes listed above.
- 3: All ad artwork must be received by no later than the assigned due date for that edition to ensure inclusion.

4: All advertisements booked will be at the discretion of the Town of Walkerville and Council reserves the right to refuse any advertisement.

5: All advertisements will not contravene any law and will not advertise any products or services that do not fit with a family oriented publication.

6: Advertisements appearing in *About town* do not have the endorsement of the Town of Walkerville implied or otherwise.

7: Cancellations made after the final artwork deadline for each issue and prior to ten business days from publication will be subjected to 50% of the quoted advertising rates.

**Any cancellation made 10 business days or less prior to publication will incur 100% of the quoted advertising rate.**

**Advertising enquiries to:**  
**sspencer@walkerville.sa.gov.au**