



Fortnightly news in brief from Jabiru, Warrowi, Minjilang, Maningrida and Gunbalanya



AD RATES

The West Arnhem Wire is the only regular hard copy source of news and events in the West Arnhem region, with news from Jabiru, Gunbalanya, Maningrida, Warrowi and Minjilang. *The Wire* is a recognised and valued part of the local community and a great way to get your message out to a unique regional audience.

The Wire can support your marketing and communications strategy and promote your local business, event, job advertisement or tender.

Hundreds of copies of each edition of *The Wire* are distributed throughout our five West Arnhem communities, with an electronic edition sent to more than 600 individual email addresses.

Placement of ads remains at the discretion of Council and editorial policies.

COMPETITIVE RATES - FROM \$72 (2020-2021)

ADVERTISING DEADLINES

Bookings

5pm Tuesday prior to publication

Artwork

5pm Wednesday prior to publication

The Wire is published fortnightly on Fridays

Print-ready advertisements

Up to and including:

Quarter page black and white

Quarter page colour

Half page black and white

Half page colour

Half page colour

Full page black and white

Full page colour

Size

127.5mm x 90mm

127.5mm x 90mm

127.5mm x 185mm

127.5mm x 185mm

90mm x 260mm

185mm x 260mm

185mm x 260mm

Rate

\$72.00

\$82.00

\$95.00

\$123.00

\$123.00

\$162.00

\$203.00

Electronic edition ad

Full colour with hyperlink

160px x 160px

\$72.00

Inserts

Insert black and white

up to A4

\$193.00

Insert colour

up to A4

\$265.00

Insert self-printed/prepared

up to A4

\$139.00

(GST inc)

LINK YOUR AD TO YOUR WEBSITE WITH ELECTRONIC EDITION

As well as distributing hundreds of copies around West Arnhem communities, an electronic edition of *The Wire* is distributed to more than 500 individual emails throughout Jabiru, Arnhem Land and the Northern Territory.

When you advertise with *The Wire* electronic edition, readers can click follow the link from your ad directly to your website, Facebook page or social media campaign.

REGULAR, FORTNIGHTLY EDITIONS

The Wire is published fortnightly, providing a regular vehicle for you to get your message out. For more information contact West Arnhem Regional Council media coordinator Heidi Walton.

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