

# **Advertising Proposal for**

**Michelle Wagner**  
Manager Community Relations



**Philip Clynes**

**Media Advertising Manager**



**Gladstone Newspaper Company Pty Ltd**

# Statement of Understanding

As an organisation constantly in the public eye and under scrutiny to ensure thorough communication within budgetary constraints the current objectives are;

## LONG TERM GOALS

- ▶ To communicate effectively, richly and widely to people within the Gladstone Regional catchment.
- ▶ To ensure communication is delivered cost effectively
- ▶ To engage with community in all reaches of the region.
- ▶ To assist in building a balanced community, supported with appropriate infrastructure to ensure the live ability of the region.

## SHORT TERM GOALS

- ▶ To ensure costs are in line or below budgets.
- ▶ To ensure ROI is achieved
- ▶ To continue to communicate effectively into all areas of the councils region of jurisdiction

## Brand Alignment

The Gladstone observer and associated titles are the best read in the Gladstone region. When people here say "they read it in the newspaper" – it is understood that they mean the Observer.

For over 140 years people read, follow and trust the Gladstone Observer, this means that by extension, by association trust is rubbed off onto our advertisers, giving your message additional credibility.

## The Gladstone Observer

The Observer has remained an integral part of the Gladstone community for more than 140 years, providing locally-driven information and entertainment that successfully caters to the diverse interest of locals and tourists alike. As the city's daily newspaper, The Observer adheres to its "local news comes first" adage, combining a vibrant mix of news, events, opinions, lifestyle and travel features that reflect and is followed by the local community.

The Observer is the #1 medium for reaching Gladstone's affluent population, compared to free-to-air television programs, radio stations and metropolitan/national newspapers

## Observer Online

To work in conjunction with print advertising and to attract people to your website you can link your site from the Observers website homepage [www.gladstoneobserver.com.au](http://www.gladstoneobserver.com.au).

The latest on-line page impression figures show there are an easy 124,000 page impressions per week!

# The Observer

Together, across the newspaper, our websites and mobile,  
The Observer gives you access to a combined audience.



### Key Monthly Statistics for [www.gladstoneobserver.com.au](http://www.gladstoneobserver.com.au)

**648,386** page impressions  
**78,107** unique browsers

### Key Statistics for The Observer

**6,651** circulation Mon-Fri\*  
**19,000** readership Mon-Fri\*  
**9,637** circulation Sat\*  
**23,000** readership Sat\*

Source: Nielsen SiteCensus March 2012; \*Morgan December 2011; APN total distribution area; \*ABC October to December 2011

# Carousel

A Carousel allows your message to consistently appear on the same page – the page of your choice. This may be the home page, news pages or run across other pages within the website.

A Carousel displays your message as a static ad (like press). It is live for a period of time, usually one month, and rotates with the other Carousels on the page. We limit the number available to just ten; to make sure your business message is seen frequently.

A Carousel can link to your website, which means your ad will drive leads or “traffic” to your site where they can get more information about your products and services, contact you, and in the case where you sell online they can even place an order. If you do not have a website, we can offer other solutions to drive leads to your business.



- » Share dedicated position with a maximum of 10 advertisers
- » Ads rotate every four seconds
- » Available on Home Page, News Pages or Run ofSite (excl Home Page and News)

## The Community Advocate

Launched in January 2010, The Community Advocate is a fresh and vibrant community newspaper dedicated to Gladstone and surrounding townships. The free weekly title has been developed based on community feedback – from readers and advertisers – and provides locals with fresh content that is relevant to their interests and lifestyles. Local news, events, photos, profiles and opinions ensure that readers are kept in touch with their community, while weekly competitions keep them coming back for more. An ideal medium for household shoppers and retailers alike, The Community Advocate has a circulation of up to 18,000 homes and is delivered to households every Monday to Thursday, with 2,000 copies also bulk dropped to high-traffic areas in the Gladstone region.

## Inserts

A cost effective way of getting high quality flyers into homes that will be read. Please see flyer attached for further information.

### Editorial Independence.

The Editorial Department remains independent at all times.

Editorial content can be submitted to the editorial team for consideration, however publication of such content is never guaranteed.

Publication of editorial, at all times, remains subject to independent editorial discretion, reader value and space availability.

No undertaking is given at any time to publish in a specific publication or date nor publish verbatim any press release or photograph.

All content is subject to sub-editing and no proofs are provided prior to publication.

It is recommended that for full control of your communication needs that an advertising schedule is booked through your Media Sales Consultant.

## Proposed Solution

We propose to continue the well received monthly Council Newsletter while decreasing its printing cost in order to increase the frequency and effectiveness of Council communications through multiple channels in order to deliver a rich communication platform.

### OPTION A: Bundled Communication Package.

Designed to penetrate into all regions of the Gladstone Regional Councils jurisdiction with a rich communication, at the most cost effective price.

**A.1. Monthly Newsletter:** In keeping with its current format supplied camera ready to the Observer.

Printing 16 pages A4, on 100gsm, double sided, 23,500 copies bundled to Australia Posts distribution and delivered to their depot at Chapel Street for distribution at Council cost

Investment: only \$6513.03 + GST per edition – or 27 cents a copy.

#### A.2.1 Fortnightly Gladstone Observer and Community Advocate Page:

Designed to fill the gap between newsletter communications and enrich the communication process. You get the credibility of the Observer and up to 18,000 free to home and drop bin copies of the Community Advocate.

**Foot note: Council may wish to post by direct mail a copy of this page output on A3 or A4 to capture Rosemount residents or other like areas**

Weekday Observer and Community Advocate Investment – Only \$1362.24 + GST per insertion  
(OB Weekday – \$1135.20 + CA \$227.04 = \$1362.24+ GST)

Or

Saturday Observer and Community Advocate Investment – Only \$1438.22 + GST per insertion  
(OB Sat - \$1198.52 + CA \$239.70 = \$1438.22 + GST)

#### A.2.2 Monthly Gladstone Observer and Community Advocate Page:

Weekday Observer and Community Advocate Investment – Only \$1521.16 + GST per insertion. (OB Weekday – \$1,267.63 + CA \$253.53 = \$1,521.16+ GST)

Or

Saturday Observer and Community Advocate Investment – Only \$1606.02 + GST per insertion (OB Sat - \$1,338.35 + CA \$267.67 = \$1,606.02+ GST)

#### A.3 On-line Carousel on [www.gladstoneobserver.com.au](http://www.gladstoneobserver.com.au)

When it comes to an update on events and News, the Gladstone Observer site is the leading information tool for residents and people from outside the region seeking an understanding of this market.

A Carousel delivering 10% share of voice per month on the Home or News page gives Council a conduit for people to click through to the Council web page of its choice.

At Just \$250.00 per month that just \$0.001 cents per page impression served.

**Foot note: At this \$250.00 per month, Council may wish to take the Bundaberg's Newsmail on-line carousel to capture Rosemount residents who may relate more to the Bundaberg district.**

**You can also consider two carousels spots on the Observer site taking both the news and the home page for just \$450.00 per month**

#### A.4 Other Display Advertising Needs:

By taking all three options of **A1**, **A2.1** and **A.3** above we can lower your current advertising display rates saving an additional 3.5% on smaller ads compared to current levels.

This means a traditional weekday insertion of a 10cm x7 strip will reduce in price from \$333.59+GST to \$298.74 + GST.

The full page weekday rate will be \$1,135.20 + GST.

Should council not take the full package of three or the three including the monthly page option (A.2.2) council will remain on the current level of discount for all display advertising.

Note: these figures are subject to a cost small 3-4 % rate increase as of July 1

## Package Summaries:

### Package A: Annual Summary 1:

A.1.	Monthly Newsletter: \$6513.04 x 11 Editions	\$71,643.44 + GST	
A.2.1	Fortnightly Gladstone Observer and Community Advocate Page: 26 Saturdays	\$37,393.72 + GST	
A.3	On-line Carousel on <a href="http://www.gladstoneobserver.com.au">www.gladstoneobserver.com.au</a>	\$3,000.00 + GST	Total
		only \$112,037.16 + GST	

### Package A: Annual Summary 2:

A.1.	Monthly Newsletter: \$6513.04 x 11 Editions	\$71,643.44 + GST	
A.2.1	Fortnightly Gladstone Observer and Community Advocate Page: 26 Weekdays	\$35,418.24 + GST	
A.3	On-line Carousel on <a href="http://www.gladstoneobserver.com.au">www.gladstoneobserver.com.au</a>	\$3,000.00 + GST	Total
		only \$110,061.68 + GST	

### Package A: Annual Summary 3:

A.1.	Monthly Newsletter: \$6513.04 x 11 Editions	\$71,643.44 + GST	
A.2.2	Monthly Gladstone Observer and Community Advocate Page: 12 Saturdays	\$19,272.24 + GST	
A.3	On-line Carousel on <a href="http://www.gladstoneobserver.com.au">www.gladstoneobserver.com.au</a>	\$3,000.00 + GST	Total
		only \$93,915.68 + GST	

### Package A: Annual Summary 4:

A.1.	Monthly Newsletter: \$6513.04 x 11 Editions	\$71,643.44 + GST	
A.2.2	Monthly Gladstone Observer and Community Advocate Page: 12 Weekdays	\$18,253.92 + GST	
A.3	On-line Carousel on <a href="http://www.gladstoneobserver.com.au">www.gladstoneobserver.com.au</a>	\$3,000.00 + GST	Total
		only \$92,897.36 + GST	

Note: these figures are correct at the time of printing however are subject to a small 3-4 % rate increase as of July 1 2012

**Philip Clynes** ACG, ALB

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Gladstone Observer & Associated Titles

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