

# Halls Creek Herald

**Established 2004**

**Email:** editor@hallscreekherald.com

**Tele:** (08) 9468 0456

**Circulation:** 500 paid copies  
fortnightly Average

## Rate Card Effective - 2017 to 2018

The Halls Creek Herald services the area's within the Central Kimberley. Aboriginal townships and settlements such as Balgo, Billiluna, Warmun, Fitzroy Crossing and Halls Creek fall within our distribution area. Halls Creek is the home to the Bungle Bungle one of Western Australia's and the worlds premier tourist attractions. Our tourist season brings large numbers of visitors with another draw card being one of the largest Diamond Mines in the world, Argyle Diamond Mine. Mining of precious metals, minerals, gold, zinc, diamonds and rare earth make up some of the new commercial activities for the area. The Halls Creek Herald publishes every second Thursday and enjoys good readership and acceptance. We offer comprehensive coverage of events that affect our area. We are the **only** newspaper between Broome and Kununurra.

### ADVERTISING RATES AND INFORMATION

**Published** - Every Second Thursday

**Deadline** - 12 noon Tuesday -  
Booking & Material

**Agency Commission:** 10%

### DISPLAY ADVERTISING

EGN \$6.00 per col/cm

ROP \$5.00 per col/cm

### BULK BOOKINGS DISCOUNTS

1500cm \$5.50 per col/cm

2500cm \$5.25 per col/cm

5000cm \$5.00 per col/cm

10000cm \$4.75 per col/cm

20000cm \$4.50 per col/cm

### CLASSIFIED ADVERTISING

Lineage \$10.00 first 5 lines,  
\$2.00 thereafter

Display \$7.00 per col/cm.

### Halls Creek Herald Distribution Area



### LOADINGS

Page 1 . . . . .200%	Page 7 . . . . .25%
Page 2 . . . . .20%	Backpage . . .200%
Page 3 . . . . .100%	Page 4 . . . . .20%
Page 5 . . . . .50%	

### Colour loadings:

Spot.....25%
Full.....50%

### PHYSICAL SIZE Specifications

Columns - 5 Column
Width - 3.56cm
Column Gutter - 3mm
Full Page Width - 19cm
Full Page Height - 28cm

**All Rates shown as GST Excluded**

**www.hallscreekherald.com**

## Popular Advertisement Sizes & Prices

### Full Page

28 cm high x 5 columns (19cm)

#### Early General News

= \$840.00 plus gst Mono  
= \$1,680.00 plus gst Full Colour

#### Classifieds

= \$980.00 plus gst Mono

### Three Quarter Page

21 cm high x 4 columns (15.14cm)

#### Early General News

= \$504.00 plus gst Mono  
= \$1,008.00 plus gst Full Colour

#### Classifieds

= \$588.00 plus gst Mono

### Half Page

14 cm high x 5 Columns (19cm)

#### Early General News

= \$420.00 plus gst Mono  
= \$840.00 plus gst Full Colour

#### Classifieds

= \$490.00 plus gst Mono

### One Third Page

15 cm high x 3 columns (11.28cm)

#### Early General News

= \$270 plus gst Mono  
= \$540 plus gst Full Colour

#### Classifieds

= \$315.00 plus gst Mono

### One Quarter Page

12 cm high x 3 columns (11.28cm)

#### Early General News

= \$216.00 plus gst Mono  
= \$432.00 plus gst Full Colour

#### Classifieds

= \$252.00 plus gst Mono

### One Eighth Page

10 cm high x 2 columns (7.42cm)

#### Early General News

= \$120.00 plus gst Mono  
= \$240.00 plus gst Full Colour

#### Classifieds

= \$140.00 plus gst Mono