

# bayislandtimes

## Media Kit

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Macleay Island Q 4184

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[www.bayislandtimes.com.au](http://www.bayislandtimes.com.au)

## welcome



The Bay Island Times is a central portal for news, events and business relating to the Moreton Bay Island and Redlands area. It is published from the Islands and therefore has a strong Island value. The publication supports truth and equality and serves to report from this perspective.

It is a monthly issue and does reach a broad and diverse demographic across the entire distribution area which includes; All households on Macleay, Lamb, Karragarra, Russell and Coochiemudlo Islands plus all post office boxes on Stradbroke Island and strategic distribution locations through the Redlands. Simply put, The Bay Island Times is your source for current news and features, style and entertainment, the social scene, exciting competitions and much more. We also offer you the who's who of business, with up-to-date information on current issues. We encourage community involvement and are interested about Island and the Moreton Bay information.

Most products or services imaginable have a place in the Bay Island Times. So isn't it time you advertised in the Bay Island Times to guarantee exposure to your local target market?

## our market

The Bay Island Times concentrates its efforts in the Moreton Bay Island area and is well positioned to hear your needs in the community. As tax paying residents of the area we have a vested interest in making your business succeed so that our entire community is supported.

Some key benefits include -

- Advertising to your customer base saving you time and money
- Quality allowing you to stand out in print or electronic copy
- Diversification of media increasing exposure of your advertising
- Locals dedicated to providing the image you want for your business

The Bay Island Times is interested in promoting your services to local customers that display loyalty and discerning taste in the market.













The publication will reach out to the Bay Islands (including Stradbroke, Russell, Lamb, Macleay, Karragarra, Coochiemudlo islands and more) through the printed publication and our central web portal. Islanders have specific needs and express a definite preference to purchase locally.

At Bay Island Times we have an exciting team dedicated to assisting you to reach your target and are waiting to create an advertising program for you.

## some key facts...

- 1 The Bay Island Times is published monthly - to the Southern Moreton Bay Islands (including Stradbroke, Russell, Lamb, Macleay, Karragarra, Coochiemudlo islands and more) and reaching an expanding market through the online web portal.
- 2 Bay Island Times online is a great new place to advertise so your potential customer reach is much greater which can improve your bottom line.
- 3 Greater customer reach through diverse distribution...
- 4 Local business supporting local residents...
- 5 Bay Island Times places your advertising on the coffee table and off wind blown notice boards through our classifieds...
- 6 Full colour gloss focused advertising to your target market through themed sections
- 7 Present and past publications published online...

# Rates & Specs

Regular Advert Size		Premium Advert Size		Effective June 2009
	6.0cm x 22.5cm - \$150		Full page 33cm x 22.5cm - \$450	<p>*All prices Exclude GST</p> <p><b>DEADLINES</b> All advertising and content must be submitted by the 16th of the previous month that the publication is printed for. (e.g. 16th of Nov for December issue)</p> <p>Publications will be distributed in the first week of each month.</p> <p><b>ARTWORK</b> PREFERRED FORMAT PDF file with page as advert size, no crop or bleed and all type faces or fonts embedded</p> <p>ACCEPTABLE FORMAT JPG or TIFF file with standard 300DPI resolution</p> <p>RESOLUTION 300 DPI</p> <p>COLOUR FORMAT CMYK (Cyan, Magenta, Yellow and Black) for colour adverts. Greyscale for non-colour adverts</p> <p>Any artwork submitted as a hard copy will incur a scanning charge of \$5.50</p> <p><b>PLACEMENT</b> ADVERT PLACING 20% loading on page or advert allocation request</p> <p><b>PAYMENT</b> All advertisements must be prepaid. We accept Visa, Mastercard, Company Cheques, Money Orders or funds transfer.</p> <p>Payment must be received before deadlines and cleared funds before adverts will go to print.</p>
	22.5cm x 6.0cm - \$150		1/2 page 16cm x 22.5cm - \$350	
	6.0cm x 18cm - \$100		1/2 page 33cm x 12cm - \$350	
	12.5cm x 9.0cm - \$100		1/4 page 16cm x 12cm - \$250	
	12.25cm x 12.5cm - \$135		1/4 page 8cm x 22.5cm - \$250	
	12.5cm x 6.0cm - \$60			
	6.0cm x 6.0cm - \$35			

# Order Form Paper

Bay Island Times Office Use only - .....|..... PR  AWR  IC    12

Advert Size	1 month <input checked="" type="checkbox"/>	3 Months 15% off <input checked="" type="checkbox"/>	Effective November 2008
<b>Premium Colour Gloss Advert Sizes</b>			<b>Customer Details</b> Representatives Name: ..... Company/Business Name: ..... ABN: ..... Postal Address: ..... Business Address: ..... Business Description (Category): ..... Phone:..... Mobile:..... Email:..... Website Address: .....
Full page	\$450 <input type="checkbox"/>	\$382.50 PCM <input type="checkbox"/>	
1/2 page	\$350 <input type="checkbox"/>	\$297.50 PCM <input type="checkbox"/>	
1/4 page	\$250 <input type="checkbox"/>	\$212.50 PCM <input type="checkbox"/>	
<b>Regular Colour Gloss Advert Sizes</b>			
6.0cm x 22.5cm	\$150 <input type="checkbox"/>	\$127.50 PCM <input type="checkbox"/>	
22.5cm x 6.0cm	\$150 <input type="checkbox"/>	\$127.50 PCM <input type="checkbox"/>	
12.25cm x 12.5cm	\$135 <input type="checkbox"/>	\$114.75 PCM <input type="checkbox"/>	
12.5cm x 9cm	\$100 <input type="checkbox"/>	\$ 85.00 PCM <input type="checkbox"/>	
6.0cm x 18cm	\$100 <input type="checkbox"/>	\$ 85.00 PCM <input type="checkbox"/>	
12.5cm x 6.0cm	\$60 <input type="checkbox"/>	\$ 51.00 PCM <input type="checkbox"/>	
6.0cm x 6.0cm	\$35 <input type="checkbox"/>	\$ 29.75 PCM <input type="checkbox"/>	
<b>PCM - Per Calendar Month</b>			

**Send advert artwork to [artwork@bayislandtimes.com.au](mailto:artwork@bayislandtimes.com.au) -  
Please include your unique customer ID for Bay Island Times.  
Insert here if known - \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_**

## Payment Options



MASTERCARD  VISA

Name that appears on Card..... Exp Date. .... / .....

Card Number - \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ CVN (Last three digits card signature area) \_ \_ \_

CHEQUE  DIRECT DEBIT  (Cheques and debitted funds must be recieved and cleared before deadlines - see web site)

Made out to My Animal Pty Ltd, Please send to PO Box 1124 Macleay Island, Q 4184

### Declaration

I hereby verify the above information is accurate and allow bay Island Times (My Animal Pty Ltd) to debit my nominated credit card up to two weeks prior to advertisement submission cut off date. (A late payment charge may apply if processing is required after cut off date. See contract terms and conditions.) This order is subject to all terms and conditions outlined and agreed to in the Bay Island Times Terms and Conditions fact sheet as published on the website.

Signature -

Date ..... / ..... / .....

# Order Form Internet

Bay Island Times Office Use only - ..... | ..... PR  AWR  IC    12

Listing Description

PCM

Effective June 2009

General Directory text only	\$10 <input type="checkbox"/>
Add Area Specific (per area)	\$10 <input type="checkbox"/>
Add Category	\$10 <input type="checkbox"/>
Add live web link	\$2 <input type="checkbox"/>
Add live email link	\$2 <input type="checkbox"/>
Add static logo	\$10 <input type="checkbox"/>
Add animated GIF Logo	\$20 <input type="checkbox"/>
Add Advert Page	\$10 <input type="checkbox"/>
Add Margin Advert	\$40 <input type="checkbox"/>
Quick link on directory home	\$50 <input type="checkbox"/>
Banner Advert Static	\$30 <input type="checkbox"/>
Banner Advert Animated (plus \$75 setup)	\$50 <input type="checkbox"/>

## Customer Details

Representatives Name: .....

Company/Business Name: .....

ABN: .....

Postal Address: .....

Business Address: .....

Business Description (Category): .....

Phone:.....

Mobile:.....

Email:.....

Website Address: .....

**FREE** General Directory listing (text only)  
with 12 month paper advert **Save \$120** -

Updates to existing listings -  
(Minimum Charge half hour) \$60 per hour

10% surcharge applies for monthly basis  
All prices excluding GST

**Send advert artwork to [artwork@bayislandtimes.com.au](mailto:artwork@bayislandtimes.com.au) -  
Please include your unique customer ID for Bay Island Times.  
Insert here if known - \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_**

PCM - Per Calendar Month

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Signature - .....

Date ..... / ..... / .....

# Terms & Conditions

Effective June 2009

1. By ordering advertising with Bay Island Times the advertiser agrees to accept the terms and conditions of this advertising contract as well as "terms and conditions" Stated in Bay Island Times or on its internet site.
2. The signed contract is binding and cannot be cancelled without full payment of the entire contract.
3. All sums due must be paid prior to an advertisement going to print, (Unless prior arrangement has been made in writing with the Advertising Sales Account Executive and co-signed by Bay Island Times Manager.)
4. All discounts are negotiated on an individual basis unless stated, and subject to payment being received prior to publication. If payment is not received prior to publication the advertiser will be liable for the full rate of that advertisement. (Unless prior arrangement has been made in writing with the Advertising Sales Account Executive and co-signed by Bay Island Times Manager.)
5. If the advertiser, for whatever reason, fails to supply correct material or instructions in time for publication, payment of the account in full must still be made. Bay Island Times reserves the right to insert a previous advertisement and/or blank space if the advertiser fails to supply copy instructions prior to deadline.
6. Advertising material must conform to the specifications of Bay Island Times (Specifications are available on request).
7. Bay Island Times reserves the right to decline any advertising.
8. All space booked under any multiple discount plan should be used within the period specified on the contract, (Unless prior arrangement has been made in writing with the Advertising Sales Account Executive and co-signed by Bay Island Times Manager.)
9. All payments should be made to My Animal Pty Ltd. (trading as Bay Island Times) by the terms of this contract. All Accounts must be settled no later than 7 days from the date of invoice sent by mail or email. (Unless prior arrangement has been made in writing with the Advertising Sales Account Executive and co-signed by Bay Island Times Manager.)
10. Bay Island Times reserves the right to debit a nominated credit card up to two weeks prior to advertisement submission cut off date in the event of a continuing advertisement arrangement or specified within the payment terms.
11. Every effort shall be made by Bay Island Times to fulfil the terms of the contract, but no liability and or responsibility can be undertaken for events beyond the control of My Animal Pty Ltd trading as Bay Island Times. My Animal Pty Ltd and its subsidiaries or staff will bear no responsibility or liability in relation to any loss or damage which you (the advertiser) incur.
12. Bay Island Times will only accept advertising bookings in writing via signed fax or post, and/ or company email stating "I accept the attached confirmation"
13. Confirmations without agreed payment arrangements or credit card details will not be accepted.
14. Under the trade practices act advertisers are here by advised that all advertising copy is their responsibility. The appearance of an advertisement in Bay Island Times does not necessarily imply endorsement of the advertiser by Bay Island Times. Advertisements are published in good faith and on the understanding that the content is legitimate and lawful.
15. By advertising with Bay Island Times you agree to these Terms and Conditions and any changes as determined by My Animal Pty Ltd trading as Bay Island Times..