

The Village Voice

Lithgow Region & Upper Mountains

FREE weekly independent paper

OVER
4500
readers
every
week



Our Mission

To change the way that regional communities tell their stories and get the news of the people out to the world.

The Village Voice has fast become the favourite weekly paper of the Lithgow region.

Launched in March of 2014 the Village Voice is now the most widely read weekend paper in the Lithgow Region with over 3500 copies being distributed via our pickup locations.

Our formula of focussing on community generated news allows us to create a publication our readers love and keeps down the costs for our advertisers.

We also have over 1000 online subscribers who view the Village Voice online every single week and a social media reach in excess of 2500 people and growing.

Logos and Pictures

EPS/AI Preferred
JPEG (Minimum 300dpi)
TIFF (Minimum 300 dpi)

Do not embed pictures inside documents.
No responsibility will be taken by Village Voice for the quality of supplied scanned images and digital art

Accepted Applications

Adobe Illustrator
Adobe Acrobat (PDF)

Ad material supplied in Indesign (indd), Photoshop (psd) and/or Illustrator (ai), must be accompanied by all images and fonts, or all text in files must be outlined

2017 Pricing

For 2017, the Village Voice is moving to a positional rather than financial discounting model.

Traditionally, we have offered discounts for long term campaigns, however as our publication has grown, we will now be offering guaranteed position in the paper rather than financial discounting as incentive for medium term campaigns.

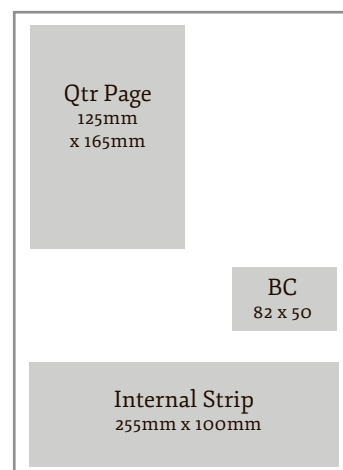
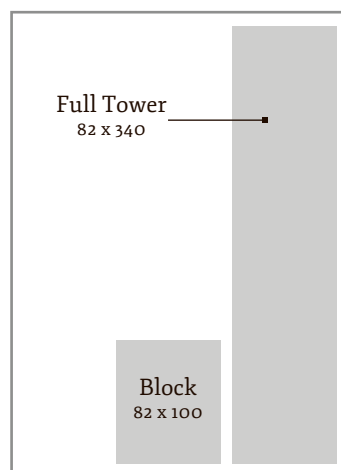
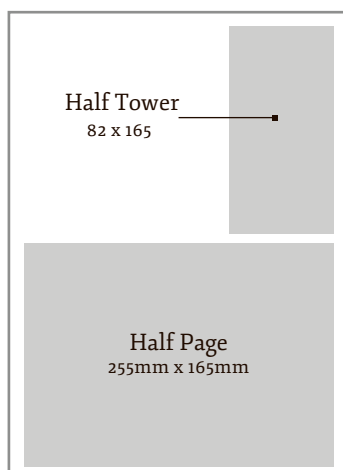
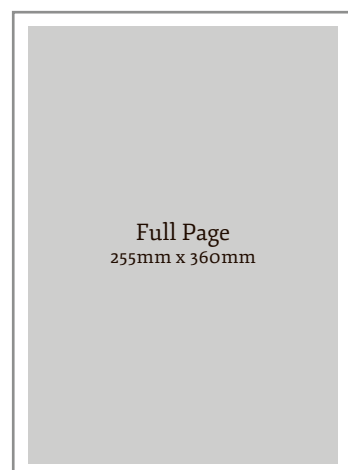
Some of the most popular positions in the paper have up until now been locked in long term, this will be changing in 2017.

Long term (12 month) contracts can still attract financial discounting, please check with us to see what we can do to assist.

Deadlines: Bookings - 3pm Tuesday; Materials - 3pm Wednesday; Approval - 3pm Thursday; Editorial - 3pm Wednesday
All prices are excluding GST. Prices subject to change without notice. Prices exclude Agency Commissions.
Our payment terms are 7 days from date of invoice. Current as at 01 January 2017

Size	Sell Price	Premium
Full Page	\$600	\$900
Half Page	\$360	\$510
Quarter Page	\$195	\$270
Internal Strip	\$195	\$270
Tower Rate	\$260	\$360
Half Tower	\$140	\$190
Block	\$100	\$133
Business Card	\$50	\$67

Premium is any cover or back cover position, inside front cover, or within first 9 pages of publication,



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LOCAL NEWS AND EVENTS FOR THE LITHGOW REGION & UPPER BLUE MOUNTAINS

12 Month Marketing Calendar

Don't leave your marketing plan to chance, work out your whole year's budget and see how we can help.

Date	Issue #	Ad Size	Cost	Promotion
13/1/17	143			
20/1/17	144			
27/1/17	145			
3/2/17	146			Valentine's Day
10/2/17	147			Valentine's Day
17/2/17	148			
24/2/17	149			
3/3/17	150			
10/3/17	151			
17/3/17	152			
24/3/17	153			
31/3/17	154			
7/4/17	155			Easter
14/4/17	156			Easter
21/4/17	157			Mother's Day
28/4/17	158			Mother's Day
5/5/17	159			Mother's Day
12/5/17	160			Mother's Day
19/5/17	161			
26/5/17	162			
2/6/17	163			
9/6/17	164			End of FY
16/6/17	165			End of FY
23/6/17	166			End of FY
30/6/17	167			End of FY
7/7/17	168			
14/7/17	169			
21/7/17	170			
28/7/17	171			
4/8/17	172			
11/8/17	173			
18/8/17	174			Father's Day
25/8/17	175			Father's Day
1/9/17	176			Father's Day
8/9/17	177			Father's Day
15/9/17	178			
22/9/17	179			
29/9/17	180			
6/10/17	181			Halloween
13/10/17	182			Halloween
20/10/17	183			Halloween
27/10/17	184			Halloween
3/11/17	185			
10/11/17	186			
17/11/17	187			
24/11/17	188			Christmas
1/12/17	189			Christmas
8/12/17	190			Christmas
15/12/17	191			Christmas
22/12/17	192			Christmas
29/12/17	193			Christmas