

MEDIA KIT

ABOUT US:

The Victor Harbor News is an independent, online news service focused on the community within the boundary of the City of Victor Harbor.

Victor Harbor News aims to drill down into local news stories from a community perspective and to provide a vehicle to lobby on behalf of the issues that matter to Victor Harbor's people. As well it provides the opportunity for local community and sporting organisations to promote their activities and recognise the work of their members and supporters most of whom are volunteers.

The Victor Harbor News website – victornews.com.au - is updated frequently as information and news stories are provided. A weekly news summary is provided FREE to subscribers via email with links to the website where the information will be published.

ADVERTISING OPPORTUNITIES:

We are a very small operation, but rely on businesses to support us in our work to spread news and information about the Victor Harbor community. Our overheads aren't high, so our prices can be kept low.

We believe in transparency for our advertisers and supporters and are happy to provide our advertisers with official reports from Google Analytics where possible on the performance of our site. We're also happy to give advertisers information about the NUMBER of subscribers and followers we have. However, we regret that due to privacy restrictions we will not reveal who those subscribers are.

We are very active on social media including Facebook and Instagram and will be providing posts on Facebook to support some of our advertisers and supporters. We also encourage advertisers to keep us up to date when they post to Facebook so we can help spread their message and hopefully help boost their customers and sales.

PAYMENT TERMS:

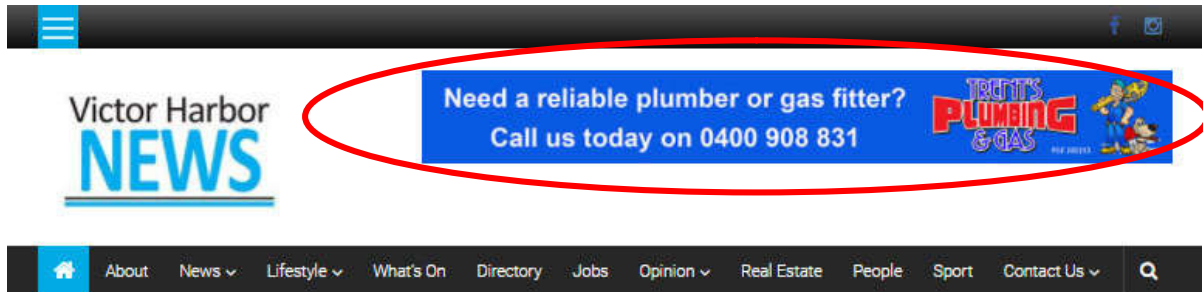
We ask advertisers to ideally pay prior to their advertisements going live, but at the least within 7 days in the case of monthly advertisements or within 48 hours in the case of other advertising programs. All our advertising prices include GST.

ARTWORK SERVICES:

Victor Harbor News is not geared up to provide animation or advanced graphic design services in-house, but we'd be happy for you to supply advertisements in this format, or happy to provide you with recommendations on where this can be obtained. All our advertising costs include a basic graphic design service only & up to two proofs prior to upload.

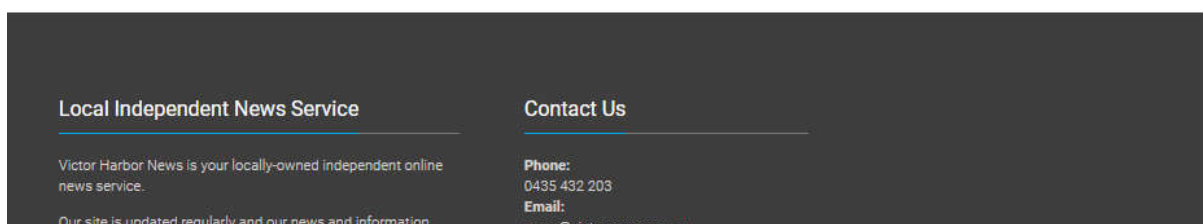
Our strength is in our editorial writing, so we're happy to assist you to prepare editorial for your features and your editorial-style advertising within the site. This is provided at no charge. Please note an extra charge may apply for travel outside the City of Victor Harbor area if required to prepare such copy.

Advertising Opportunities



BANNER ADVERTISEMENT (A) - \$150/week (minimum 4 week*):

- Ad appears on top of every page, post
- 100% share of voice
- Basic advertisement production included (excludes animated ads)
- Facebook shares from advertiser Facebook onto Victor Harbor News Facebook
- Copy to remain unchanged for four-week period
- Advertisement included on weekly emailed news summary
- *4-week period does not need to be consecutive weeks
- Links to advertiser website or directory page
- Access to Google Analytics reports for site



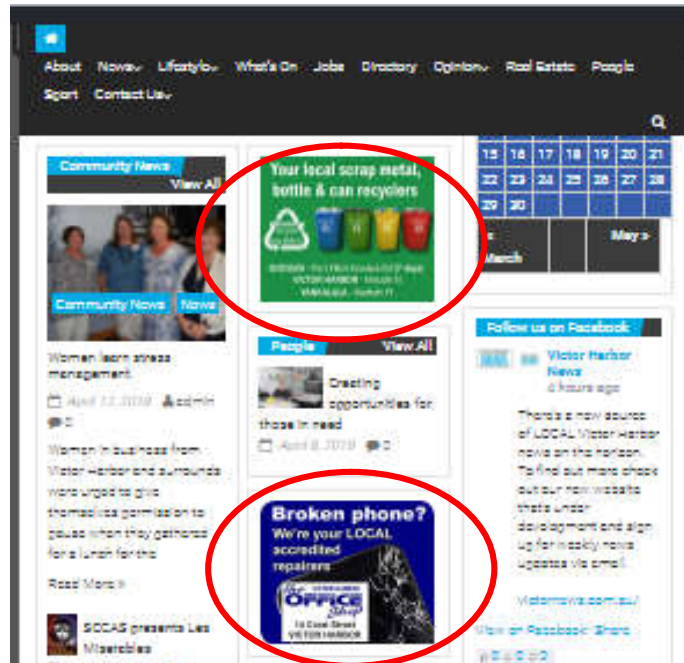
FOOTER ADVERTISEMENT - \$100/week (minimum 4 weeks*):

- Ad appears bottom of every page, post
- 100% share of voice
- Basic advertisement production included (excludes animated ads)
- Facebook shares from advertiser Facebook onto Victor Harbor News Facebook
- Copy to remain unchanged for four-week period
- Advertisement included on weekly emailed news summary
- Links to advertiser website or directory page
- Access to Google Analytics reports for site



SIDEBAR ADVERTISEMENT - \$150/week (minimum 4 weeks*):

- Ad appears on side of every page, post
 - 100% share of voice
 - Basic advertisement production included (excludes animated ads)
 - Facebook shares from advertiser Facebook onto Victor Harbor News Facebook
 - Copy to remain unchanged for four-week period
 - Advertisement included on weekly emailed news summary
 - *4-week period does not need to be consecutive weeks
- Links to advertiser website or directory page
 - Access to Google Analytics reports for site
 - Ad size 300 x 250 pixels



FRONT PAGE ADVERTISEMENTS - \$50/week (minimum 4 weeks*):

- Ad appears on the front page
- 100% share of voice
- Basic advertisement production included (excludes animated ads)
- Facebook shares from advertiser Facebook onto Victor Harbor News Facebook
- Copy to remain unchanged for four-week period
- *4-week period does not need to be consecutive weeks
- Links to advertiser website or directory page
- Access to Google Analytics reports for site
- Ad size 300 x 250 pixels

ADVERTISING FEATURES (\$120/month):

Victor Harbor News includes opportunities for editorial-focused advertising on a range of topics including: Business Profiles, House & Garden, Health, Finance, Technology, Food, Local Produce, Entertainment (What's On).

Each advertising feature would include:

- Facebook promotional post
- 300 x 250 pixel ad on feature page
- Pics supplied or taken by Victor Harbor News (NB we are not professional photographers).
- Feature link on weekly newsletter (once)
- Article written by Victor Harbor News (or supplied)
- Link to feature from Home page for one week minimum
- Feature will have as the last line the words *"NB: This is a paid advertising feature."*
- Access to Google Analytics reports for site
- Page of editorial/profile
- Link to advertiser website
- Feature remains on site for minimum 30 days

REAL ESTATE FEATURES (\$100/week):

Victor Harbor News includes opportunities for editorial-focused advertising in the Real Estate section on an exclusive basis.

Each real estate feature would include:

- Facebook promotional post
- 300 x 250 pixel ad on feature page
- Link to feature on weekly newsletter
- Link to feature from Home page for one week only
- Exclusivity on the Home page for one week only
- Feature will have as the last line the words *“NB: This is a paid advertising feature.”*
- Access to Google Analytics reports for site
- Page of editorial
- Up to 5 pics
- Link to advertiser website
- Feature remains on site for minimum 30 days

OPEN FOR INSPECTION (Various costs based on number of opens):

Victor Harbor News includes opportunities for real estate agents to list their properties that are open for inspection. Website users will be able to download and either view or print the weekly open for inspection schedule.

One advertisement only will be included (and this will NOT be available to a real estate agent, but rather a related field such as conveyancer).

Our listing page will be promoted via social media and will also be included as a link on our weekly news summary.

Listings must be provided by 4pm Tuesdays via email.

Once the page is completed you will receive an email proof and will be required to check for accuracy and advise as a matter of urgency if anything requires alteration.

Billing will be conducted on a weekly basis.

The listing will include:

- Day
- Address
- Agent (including a link to the agent’s website)
- Access to Google Analytics reports for the page

Costs:

Up to 10 listings - \$20/week 11-20 listings - \$30/week

More than 21 listings - \$40/week

DIRECTORY ADVERTISEMENTS – From \$5*/week:

- Links allowed within listing
- A page of information
- Links to advertiser website
- Up to two categories for search
- Logo
- Up to four photographs
- Email links
- \$10/month for each extra category

\$5/week is conditional on payment in advance, minimum 20 weeks

\$10/week – monthly billing – minimum 10 weeks

\$20/week – weekly billing – minimum 6 weeks

ENTERTAINMENT/EVENTS – \$20:

Events are FREE of charge for non-profit or charity events. Businesses will be billed \$20 for an entertainment/events listing which will include:

- Inclusion on Calendar of Events
- Story/pic in What's On section on website
- Inclusion in at least 1 weekly news summary (reminders may be included at our discretion)
- At least one social media post

Information and pics to be provided by the client

JOBS ADVERTISEMENTS - \$30/month:

Standard job listing, including:

- Advertiser website link
- Direct email links for applications
- Facebook post of job
- Up to 30 days online
- Advertiser logo
- No size limit
- Additional uploads of documents/forms if required (PDF)

General terms & conditions

1) The customer agrees to pay in the terms outlined above with an invoice issued at the time of booking.

2) The customer acknowledges that should the account fall into arrears Victor Harbor News reserves the right to suspend all services and cease any advertising immediately.

3) The customer warrants that all artwork and text supplied to Victor Harbor News is not the subject of copyright restrictions or royalty payments.

4) The customer warrants that information provided to Victor Harbor News for the purposes of publication is true and correct at the time it was provided.

5) Victor Harbor News' website is hosted by a third party. Victor Harbor News and its associated business entities are not responsible for service outages associated with the third party and which are outside its control.

6) Although we do everything in our power to prevent it occurring Victor Harbor News is not responsible for any online hacking by a third party on a Facebook account or page it manages.

7) Victor Harbor News reserves the right to suspend or terminate the contract in the event of a prolonged power supply or communications interruption outside of its control.