

ADVERTISING MEDIA KIT

Effective to June 30, 2021



General Information

Established in 1864, **The Southern Argus** circulates predominantly in the Alexandrina Council region, along with the Victor Harbour, Mt Barker, Murray Bridge, Onkaparinga and Yankalilla council areas.

The region has an ever expanding population attracted with new development and there is a diversity of industrial and rural economic activity including livestock, viticulture and wine making, cereal cropping, dairy produce and other agriculture production, along with milling and mining.

General enquiries:

✉ argus@southernargus.com.au

Advertising team:

✉ sales@southernargus.com.au

News team:

✉ news@southernargus.com.au

🌐 www.southernargus.com.au

☎ (08) 8536 2900

QUICK GUIDE

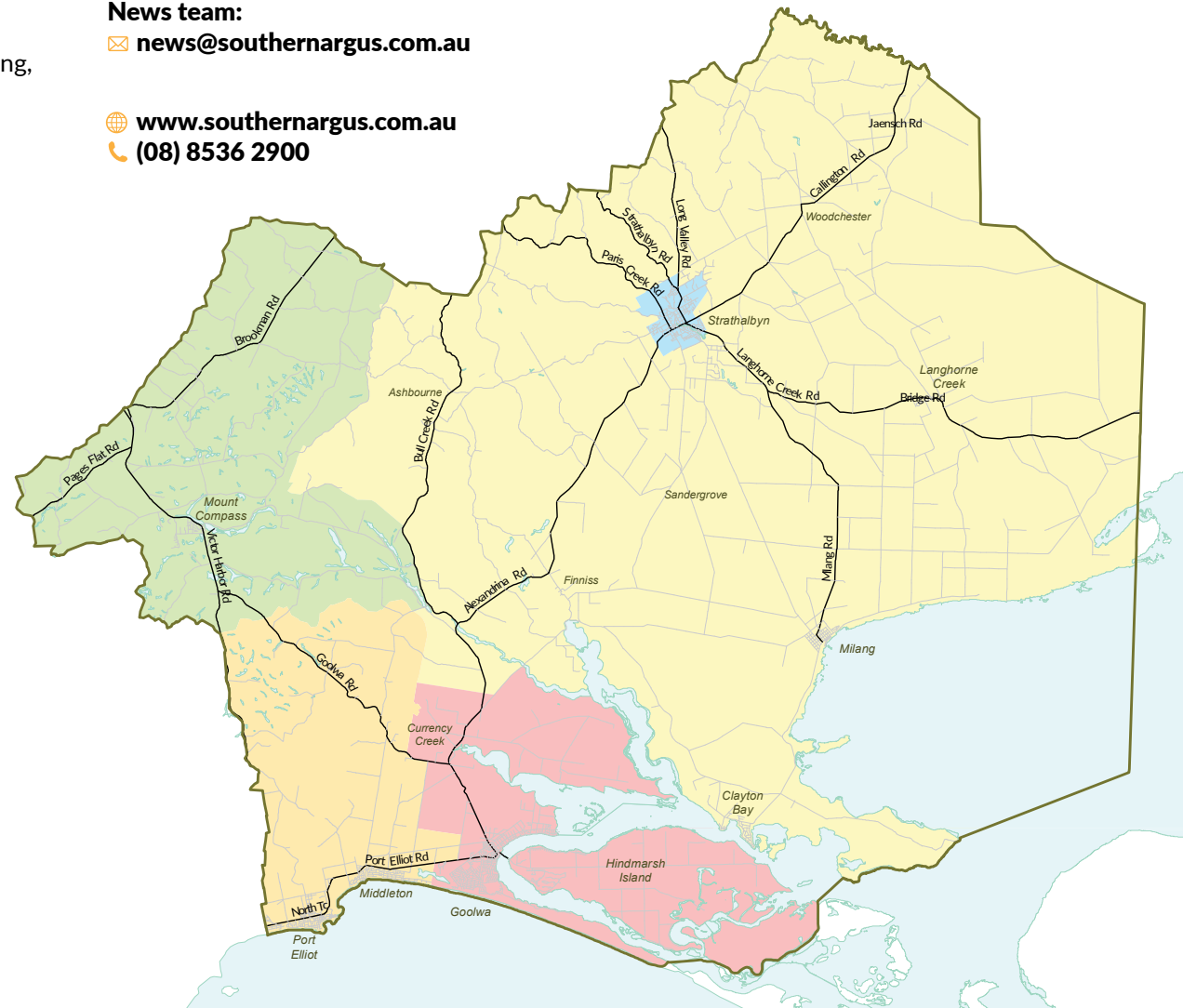
- The Southern Argus is a paid publication
- Published Thursday morning (weekly)
- 1,800 circulation – readership exceeding 5,400
- Covering Strathalbyn, Meadows, Mount Barker, Mount Compass, Callington, Murray Bridge, Langhorne Creek and Goolwa

DEADLINES

A-Z Business Directory **Friday 5 p.m.**

Classified Advertising **Tuesday 12 noon**


EGN Advertising **Monday 3.30 p.m.**



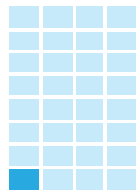
EGN Advertising - Modular Display Sizes

1 MODULE WIDE

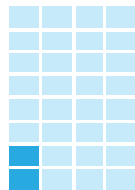
FRONT PAGE



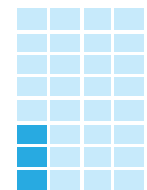
TFRONT
60H x 63W
\$120



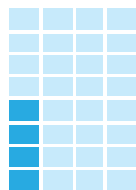
T11
45H x 63W
\$65



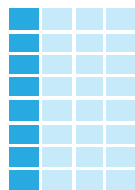
T21
92H x 63W
\$130



T31
139H x 63W
\$195




T41
186H x 63W
\$260

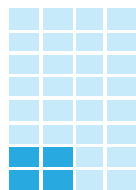


T81
374H x 63W
\$520

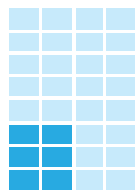
2 MODULE WIDE



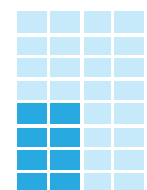
T12
45H x 129W
\$130



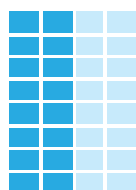
T22
92H x 129W
\$260



T32
139H x 129W
\$390

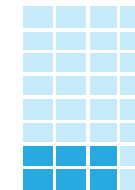


T42
186H x 129W
\$520

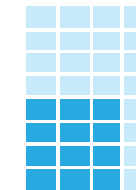


T82
374H x 129W
\$1,040

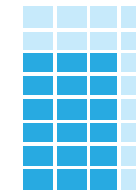
3 MODULE WIDE



T23
92H x 194W
\$390

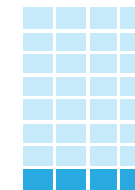


T43
186H x 194W
\$780

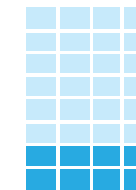


T63*
280H x 194W
\$1,170

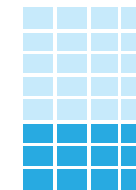
4 MODULE WIDE



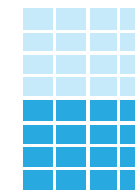
T14
45H x 260W
\$260



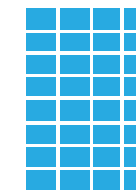
T24
92H x 260W
\$520



T34
139H x 260W
\$780



T44
186H x 260W
\$1,040



T84
374H x 260W
\$2,080

COLOUR ADVERTISING RATES

Full colour \$150
Spot colour \$100

All rates are inclusive of GST.
Advertisement sizes mm high x mm wide.
EGN Advertising booking deadline: Monday 3.30pm

Classified Advertising Rates & Sizes

CASUAL..... **\$6.00** per column cm
 Pre-printed inserts..... 14c + 1c GST = **15c each**
 Classified Advertising deadline: Tuesday 12.00pm

CLASSIFIED LINE ADVERTISING

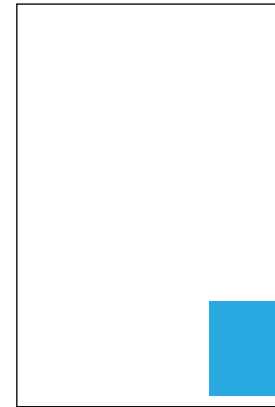
12 words \$16.00 and 10 cents per word thereafter, with minimum of \$16.00.
 Posted accounts.....**\$3.00 fee.**
 Line spaces.....**\$1.00**
 Attention getter.....**\$3.00**
 Photo.....**\$15.00**

CLASSIFIED DISPLAY ADVERTISING A-Z BUSINESS DIRECTORY

\$8.50 per single column centimetre

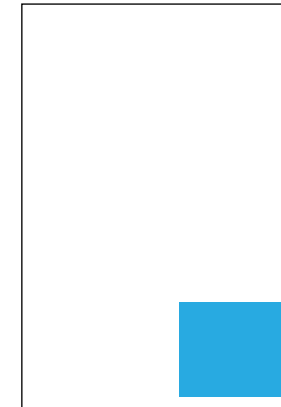
6.2 cm x 3 cm \$25.50/week	6.2 cm x 8 cm \$68/week
6.2 cm x 4 cm \$34/week	6.2 cm x 10 cm \$85/week
6.2 cm x 6 cm \$51/week	6.2 cm x 12 cm \$102/week

EXAMPLES ONLY



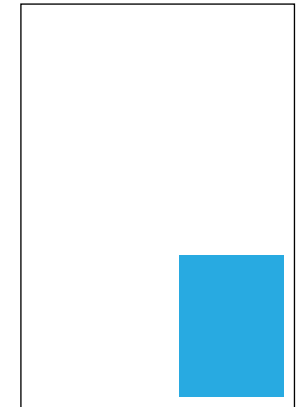
2 columns (72 mm wide)
x 100 mm high

\$120



3 columns (110 mm wide)
x 100 mm high

\$180



3 columns (110 mm wide)
x 150 mm high

\$270

