



western sydney
PUBLISHING GROUP **Digital Assets**

the western
weekender

parra news

NEWLY LAUNCHED






The Blue Mountains **Record**

Bradfield Bulletin

Digital Offering

Western Sydney Publishing Group provides a genuine digital marketing solution for local businesses aimed at delivering the benefits of local advertising with the unique reach of the ever-changing digital platform.

Stats

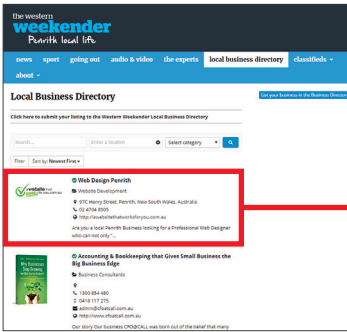
-  **Facebook 80,000+**
-  **Subscribers: 20,000+**
-  **Twitter: 4,500+**
-  **Instagram: 7,800+**
-  **Average monthly unique web views: 180,000+**

Western Sydney's digital media leader

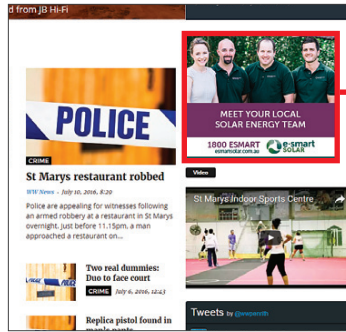
Advertising with Western Sydney Publishing Group gives you access to traditional website banner advertising, video content and social media promotion. A truly comprehensive online presence without the cost of some national media outlets.

Contact us today on
sales@wspublishing.com.au
(02) 4722 2998 | wspublishing.com.au

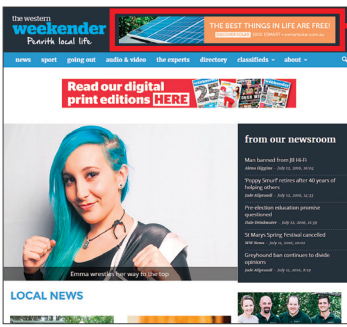
western sydney PUBLISHING GROUP Advertising Rates & Sizes



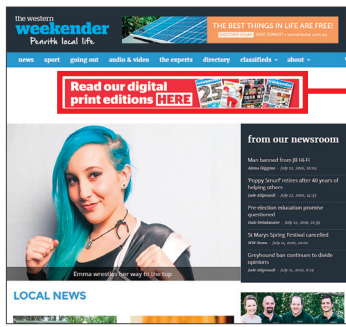
Business Directory



Web Ad



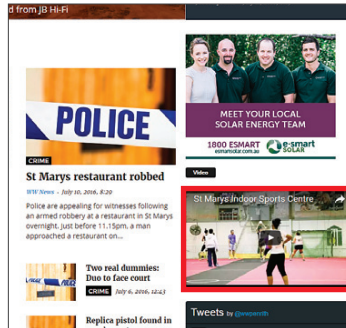
Leaderboard



Banner Ad



Leaderboard in Digital Mail out edition



VIDEO

ITEM	RATE
WEB	
Web Business Directory	\$150* per year
WEB AD	
(25% view) (300W x 250H)	\$250* p/w
(50% view) (300W x 250H)	\$400* p/w
(100% view) (300W x 250H)	\$700* p/w
LEADERBOARD	
(25% view) (728W x 90H)	\$400* p/w
(50% view) (728W x 90H)	\$700* p/w
(100% view) (728W x 90H)	\$1,300* p/w
Banner Ad	\$350* p/w
EMAIL	
Leaderboard in digital mail out edition (728W x 90H)	\$800* p/w
Email ad (690W x 460H)	\$500 p/w
OTHER	
Facebook post	\$500* per post
Instagram post	\$250* per post
Podcast sponsor	\$300* p/w
Podcast Mention	\$30* per mention
Twitter post	\$250* per post

RATES ex GST

Supplying artwork

- Supply your files at the correct size (see right)

Graphics

- Colour images must be a minimum of 72dpi at correct size
- **DON'T** use low-res images from the internet
- **DON'T** use images scanned from newspapers and magazines
- Save all images as a **JPEG** or **GIF**