



Parramatta Square

# **parranews**

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



# parra news

## Parramatta's Local News Leader

▼ **NEWS** that matters to locals from a respected team of on-the-ground journalists

▼ More **COPIES**, more **PAGES**, more **STORIES** than any other paper in the region

▼ Truly **INDEPENDENT** paper servicing Parramatta



▼ Multiple **SECTIONS** with rich content to engage a wide variety of readers

▼ **PROUD** to support the community's businesses and residents

▼ **PRINT** combined with digital to present a powerful business offering

### Why choose Parra News

- Strong, highly visible delivery network
- Here to support the community
- Build brand awareness
- We are effective and affordable
- Create customer loyalty
- We are proudly independent

### Features

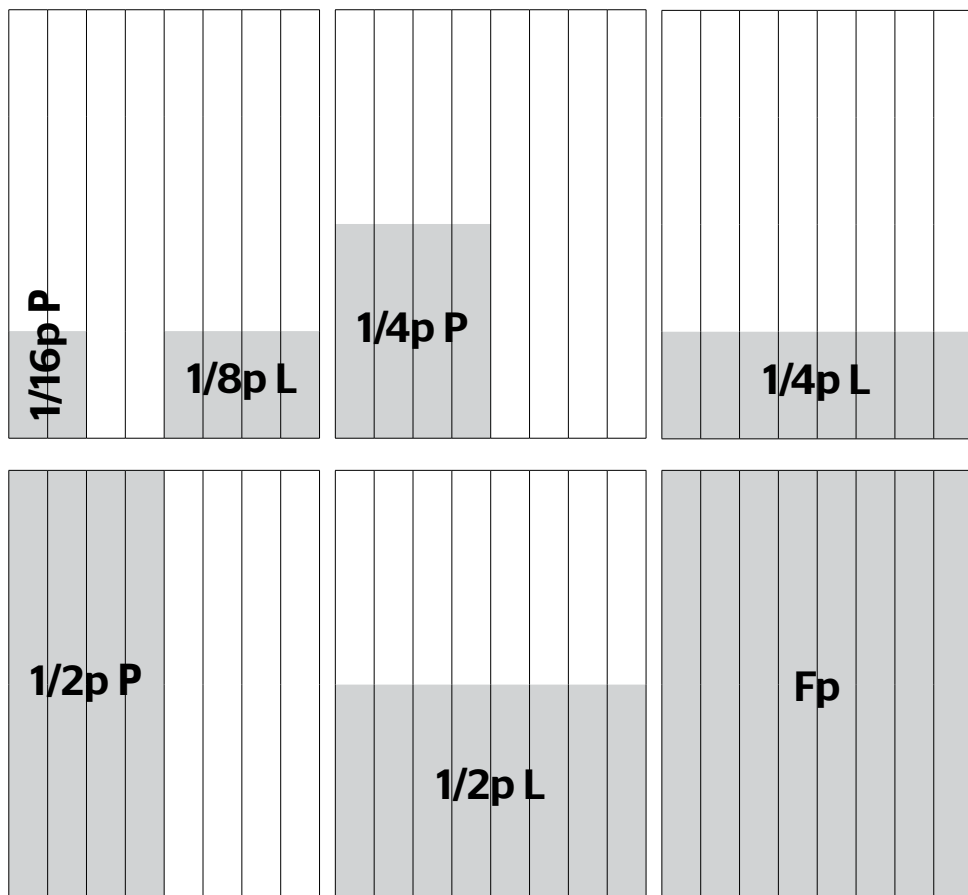
Parra News regularly runs special features which are targeted advertising opportunities which can be perfect for turning our readers into your customers.

Examples include:

- Rugby League Tipping Competitions
- Melbourne Cup
- Mother's Day
- Valentine's Day
- Motoring and many more

Call our sales team today on (02) 9168 8094  
Alternatively, email us at: [sales@parranews.com.au](mailto:sales@parranews.com.au)

# ADVERTISING SPECS AND RATES



Size (mm)	Pricing
1/16 Page Portrait 61.75W x 87.375H	<b>\$144</b> (ex GST)
1/8w Page Landscape 127.5W x 87.375H	<b>\$350</b> (ex GST)
1/4 Page Portrait 127.5W x 178.25H	<b>\$500</b> (ex GST)
1/4 Page Landscape 259W x 87.375H	<b>\$500</b> (ex GST)
1/2 Page Portrait 127.5W x 360H	<b>\$900</b> (ex GST)
1/2 Page Landscape 259W x 178.25H	<b>\$900</b> (ex GST)
Full Page 259W x 360H	<b>\$1,600</b> (ex GST)

## SUPPLYING ARTWORK

- Supply file as CMYK only
- **Flatten/merge transparencies and layers**  
Please supply artwork with layers merged to minimise the chance of errors. Unflattened artwork may result in objects disappearing from the ad or elements of the artwork being incorrectly displayed in the final publication.
- Supply file as print-ready PDF files
- Embed all fonts in the final PDF file

## GRAPHICS

- Total ink weight limit must not exceed 240% anywhere in your file
- Colour images must be 250dpi at their correct size
- **DO NOT** use low-res or scanned images
- Save all images in TIFF or EPS format

## TEXT

- Use vector fonts. **DO NOT** use raster fonts

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# OUR REACH

Parra News covers the Parramatta and Cumberland Local Government Areas.

Our hard copy print edition is available for public pick-up from hundreds of locations including clubs and pubs to supermarkets, takeaway shops, chemists and more. We offer targeted, effective delivery to readers.

Our digital print replica edition goes out weekly to our dedicated subscribers, while the latest editions are also sent directly to our followers across social media, and are available on our website.

## Suburbs in our coverage area

- Auburn
- Baulkham Hills
- Carlingford
- Constitution Hill
- Dundas
- Dundas Valley
- Eastwood
- Ermington
- Granville
- Greystanes
- Guildford
- Harris Park
- Homebush West
- Lidcombe
- Mays Hill
- Merrylands
- Merrylands West
- North Parramatta
- Northmead
- North Rocks
- Oatlands
- Old Toongabbie
- Parramatta
- Pendle Hill
- Prospect
- Regents park
- Rosehill
- Rydalmere
- Seven Hills
- Toongabbie
- Winston Hills
- Wentworthville
- Westmead