

# parra news

Tuesday, May 28, 2024

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Free

PROUDLY INDEPENDENT



**BUSINESS DIRECTORY**

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# BROADWAY OR PARRAMATTA?



An artist's impression of Riverside Theatres from Church Street.

is on its way to Parramatta, landscape in Sydney. page 7.

**PAGE 9**  
**UNI DATA BREACH**

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**PAGE 11**  
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# parra news

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NEED A KIT



# AN INDEPENDENT PAPER WHERE LOCAL IS KEY

Parra News was launched in 2020, filling a void left when major publishers pulled out of the local newspaper market, leaving our community without a weekly paper.

Local news has never been more important. In a world of misinformation, social media uncertainty and the emergence of AI, having a brand you can trust in your community is critical.

Parra News continues to deliver quality news and information to locals in the Parramatta and Cumberland Local Government Areas.

For advertisers, the paper and its digital assets offer an unrivalled way to access locals in this part of Sydney, often referred to as the second Central Business District.

Parra News is part of Western Sydney Publishing Group, and is the only free weekly news platform servicing the Parramatta and Cumberland Local Government Areas.

We're proud to be part of a western Sydney owned publishing group, that is totally independent.

We believe in the power of print, and more importantly the power of quality information to ensure a community thrives, and those who represent it are kept honest.

**Parramatta's true local.  
Keeping the community informed.**

# PARRAMATTA



## SYDNEY'S SECOND CBD

### A thriving region in Sydney

Parramatta is a vibrant city and a major commercial and cultural centre in Sydney, often referred to as Sydney's second CBD.

Parramatta is one of the oldest European settlements in Australia, founded in 1788, the same year as Sydney.

It was originally named Rose Hill by Governor Arthur Phillip, but later renamed Parramatta, an Aboriginal word meaning "the place where the eels lie down".

The city is known for its rich cultural diversity, with significant populations of people from various ethnic backgrounds, contributing to a vibrant mix of cuisines, festivals, and cultural activities.

Located just 24 kilometres from the Sydney CBD, Parramatta is a major economic hub in Greater Sydney, hosting the regional headquarters of many major corporations and government agencies.

It has a bustling commercial district with numerous retail shops, restaurants, and cafes.

The neighbouring city of Cumberland is equally diverse, and engaging, boasting a dedicated community where culture thrives.

With a major new Metro Line and the Western Sydney International Airport just down the road, the cities of Parramatta and Cumberland continue to grow.

# HIGHLY ACCESSIBLE PUBLIC PICK-UP SPOTS

The Parra News print edition is delivered to highly accessible pick-up locations across the Parramatta and Cumberland Local Government Areas.

There are 80+ popular pick-up spots across the region, ranging from clubs and service stations to supermarkets and takeaway shops.

From high profile pick-up locations like libraries and supermarkets, through to smaller community shops and businesses, we've got everyone covered.

We monitor pick-up points regularly.

The Parra News print edition is also produced in digital replica format each week, and sent to more than 15,000 direct subscribers.

In addition, the digital replica edition is posted on our website, social media channels and other community social media channels.

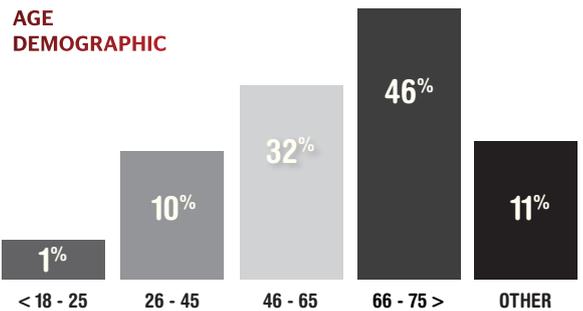
The Parra News print edition has an estimated readership of more than 25,000 each week.



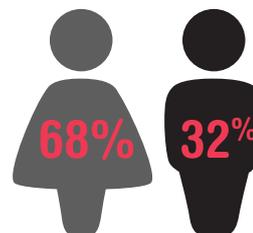
# SUBURBS IN OUR COVERAGE AREA

- Auburn
- Baulkham Hills
- Carlingford
- Constitution Hill
- Dundas
- Eastwood
- Ermington
- Epping
- Granville
- South Granville
- Greystanes
- Guildford
- Harris Park
- Homebush
- Lidcombe
- Mays Hill
- Merrylands
- Merrylands West
- Newington
- North Parramatta
- North Rocks
- Northmead
- Oatlands
- Old Toongabbie
- Parramatta
- Pendle Hill
- Prospect
- Regents Park
- Rosehill
- Rydalmere
- Seven Hills
- Sydney Olympic Park
- Telopea
- Toongabbie
- Wentworth Point
- Wentworthville
- Westmead
- Winston Hills

# OUR READERS



**GENDER**



**84%**

TRUST NEWS OR ADVERTISING THEY SEE IN A LOCAL NEWSPAPER ABOVE AN ONLINE STORY OR ADVERTISEMENT



### Website

The Parra News website is a news powerhouse in the Parramatta community.



### Newsletter

We release a newsletter to subscribers each week including a digital print replica.



### Facebook

Parra News has built a strong local following on Facebook.



### Instagram

We engage with readers through Instagram posts and stories.



### X

Formerly Twitter, we've had a long-standing follower base on X.

**TOTAL DIGITAL ENGAGEMENT: 30,000+ ACROSS WEB, SOCIAL AND EDM**

## KEEPING LOCALS INFORMED ONLINE

The Parra News website has become an important resource in the local community, engaging both our traditional print audience in addition to a new, younger audience.

The Parra News website regularly attracts more than **8,000 page views every month.**

The website features an array of up-to-date local news and sport, keeping local residents and former locals informed of what's happening where they live, work and play.

We regularly break major stories online, and the website is also a hub for the community with what's on guides, business directories and travel content.

Alongside our website, Parra News has a weekly EDM released Tuesdays to subscribers, featuring a digital replica of our print edition as well as breaking news and must-read local content. This newsletter has more than **15,000 subscribers.**

## USING THE POWER OF SOCIAL MEDIA

From Facebook to Instagram, X and TikTok, Parra News has always been at the forefront of using social media to connect with our local community.

And we regularly partner with advertisers to share content across our socials.

In addition to the traditional social media platforms, Parra News also engages with audiences across WhatsApp, Mastadon, Threads and other growing social outlets through our sister paper.

Parra News has unrivalled access to locals via social media, with extensive user engagement and profiles that have earned the organisation respect across the local community for its ability to break news and inform local residents.

Talk to us today about how we can work together to use the power of the Parra News social media presence to boost your business. We have a range of options available.

# IN THE SPOTLIGHT: BE UP IN LIGHTS!

One of our most popular features every week, In The Spotlight allows your business to be up in lights!

This affordable package includes a half page advertisement, with a half page advertorial above it.

Plus the advertorial will be featured on the Sponsored Content section of the Weekender website, and shared on social media.

The sponsored content can be supplied, or written by one of our experienced journalists to get the right message out there.

In The Spotlight is a fantastic way to introduce a new business to the local community, or announce major news or changes.

It's a great way to build respect and brand awareness for your business in the area.

Plus, your sales executive will deliver a framed copy of your In The Spotlight feature, which can be presented at your office.

**Price:**  
**\$1100 + GST**



# SPONSOR OUR CROSSWORDS!

Our crosswords and puzzles are extremely popular with readers.

In fact, it's some of our most highly engaged with content.

We run crosswords, word searches and other fun puzzles every single week across multiple pages in our print edition.

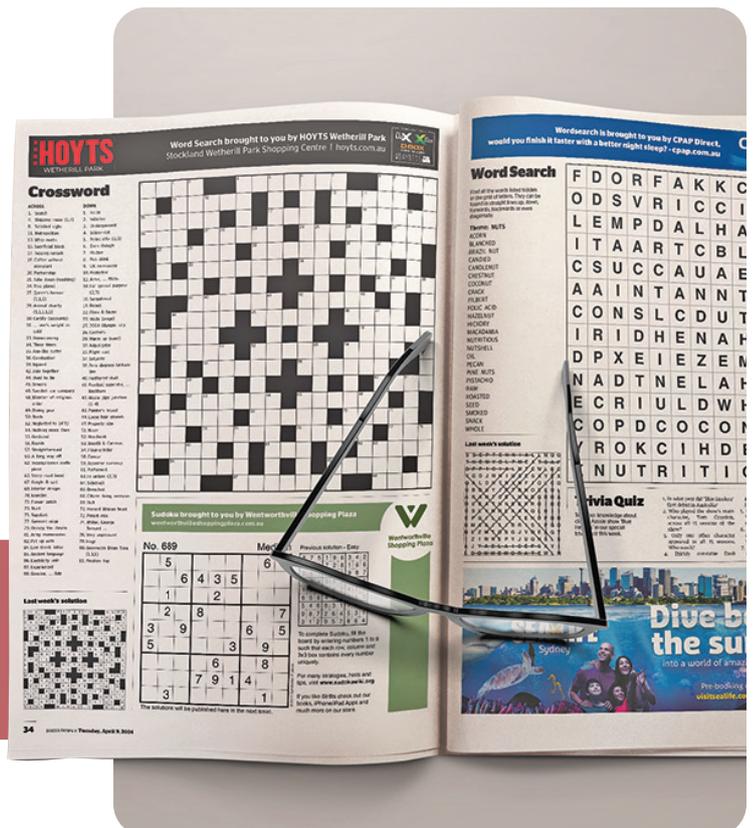
And with so many eyeballs on these pages, it's the perfect place to promote your business or services to our readers.

Your business can become a sponsor of our puzzle pages.

Featuring exclusive branding, your brand will own our puzzles pages, and we can even create fun puzzles that relate to your business.

This is the perfect way to promote your brand to a highly engaged section of our readership.

**Price:**  
**\$200 + GST**  
**per week**



# BECOME A SPONSOR OF OUR TV GUIDE

When it comes to high level reader engagement, you can't go past a TV Guide.

Parra News re-introduced a TV Guide several years ago following high demand from readers.

With many older readers not subscribed to streaming services and relying on traditional television, it's important they have an up-to-date guide for their week's viewings.

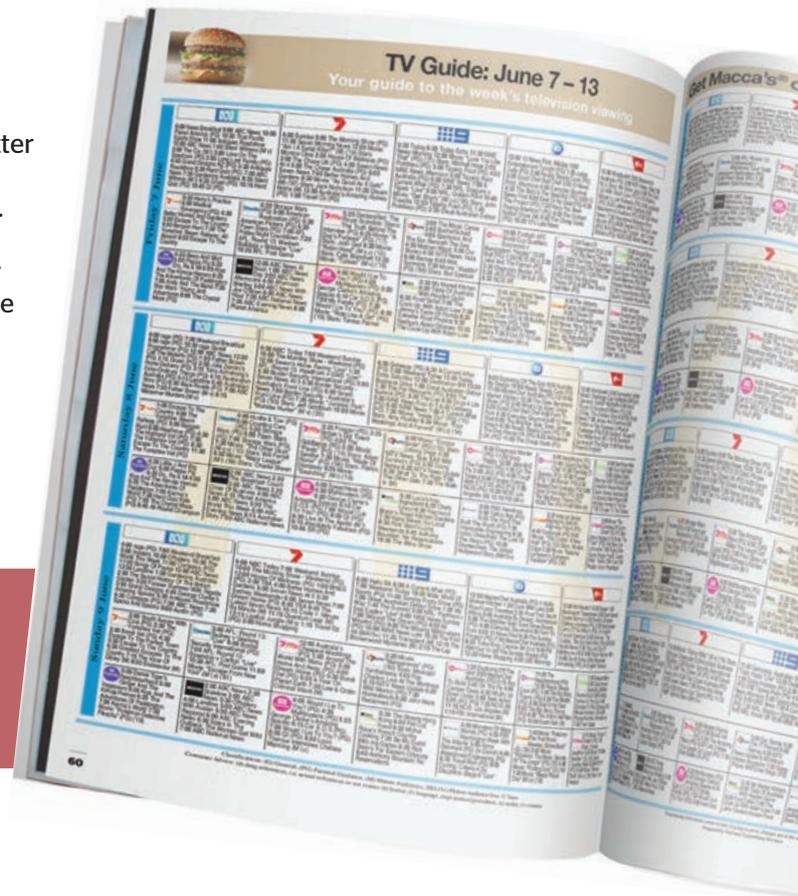
Our TV Guide features all the free-to-air channels, and readers hold on to it for an entire week, which means brand engagement with advertisers is extremely high.

Plus, we run a regular Chatter on the Box TV column to complement our TV Guide.

Your business can sponsor our TV Guide with exclusive branding, delivering important messages to readers that have repeat views through the week.

Sign up today!

**Price:**  
**\$500 + GST**  
**per week**



# BECOME A PARRA NEWS EXPERT COLUMNIST

Are you trying to increase your respect as an expert in your chosen field?

We run a range of expert columns every week, featuring topics such as health, pets and technology.

Here's your opportunity to promote your business while also being held up as an expert in your field.

Sign up today for a package that incorporates a traditional display ad as well as a weekly column.

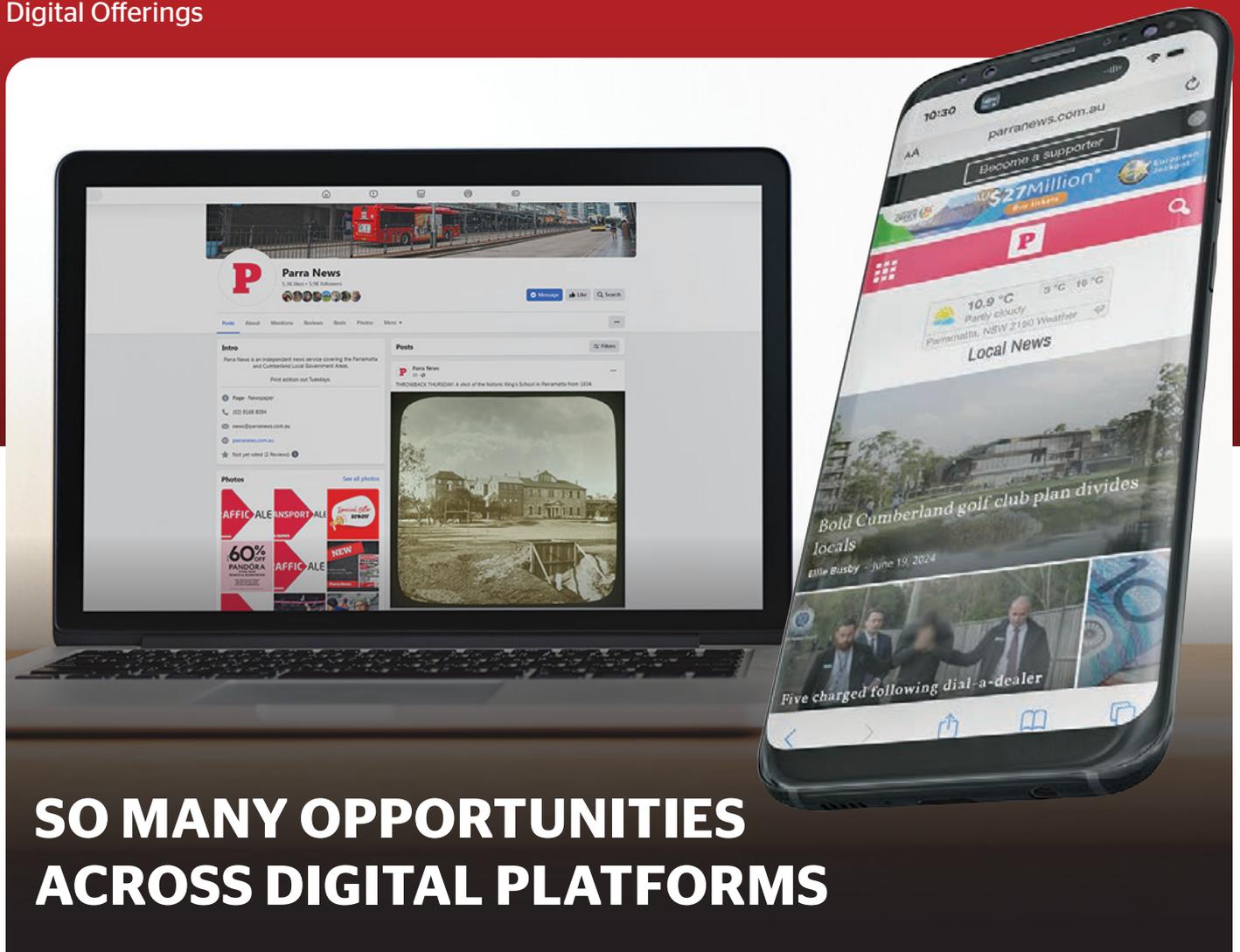
The column will be featured in our print edition as well

as permanently featured on our website in our 'Experts' section.

There's a minimum 12 week commitment, allowing you to share your views and expertise on a range of issues associated with your chosen topic. Many of our experts have been writing with us for years.

**Price:**  
**\$500 + GST**  
**per week**





# SO MANY OPPORTUNITIES ACROSS DIGITAL PLATFORMS

Promote your brand through our digital assets

## Website

Traditional display advertising available through MRECs and banners. Sponsored content opportunities also available. Plus, get yourself a Business Directory listing. Ask your sales rep for a discount code today!

## Newsletter

Traditional display advertising available as well as sponsored content and elements such as event promotion and business profiles

## Facebook

Sponsored posts available on our Facebook account.

## Instagram

Sponsored posts available on our Instagram account, as well as sponsored reels and stories.

## X

Sponsored posts available on our X account.

## TABLOID PAPER SIZES & PRICES

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
<b>PARRA NEWS</b>		
Eighth Page	127.5mm W x 87.375mm H	\$350 + GST
Quarter Page Portrait	127.5mm W x 178.25mm H	\$500 + GST
Quarter Page Landscape	259mm W x 87.375mm H	\$500 + GST
Half Page Landscape	259mm W x 178.25mm H	\$900 + GST
Half Page Portrait	127.5mm W x 360mm H	\$900 + GST
Full Page	259mm W x 360mm H	\$1600 + GST
Front Strip Full	259mm W x 59mm H	\$1200 + GST
Front Strip Half	127.5mm W x 59mm H	\$800 + GST
Double Page Spread	548mm W x 360mm H	\$3000 + GST
Front Ear Top Right Ad	61.75mm W x 44.097mm H	\$450 + GST
Back Ear Top Right Ad	61.75mm W X 30mm H	\$300 + GST
Back page Half Landscape	259mm W x 178.25mm H	\$1400 + GST
Back page Full	259mm W x 375mm H	\$2000 + GST
In The Spotlight Package		\$1100 + GST

## BUSINESS DIRECTORY TRADE SIZES & PRICES

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
<b>PARRA NEWS</b>		
3 x 2 Trade Ad	61.75mm W x 30mm H	\$90 + GST
4 x 2 Trade Ad	61.75mm W x 40mm H	\$120 + GST
5 x 2 Trade Ad	61.75mm W x 50mm H	\$150 + GST
6 x 2 Trade Ad	61.75mm W x 60mm H	\$180 + GST
7 x 2 Trade Ad	61.75mm W x 70mm H	\$210 + GST
8 x 2 Trade Ad	61.75mm W x 80mm H	\$240 + GST
9 x 2 Trade Ad	61.75mm W x 90mm H	\$270 + GST
10 x 2 Trade Ad	61.75mm W x 100mm H	\$300 + GST
14.5 x 2 Trade Ad	61.75mm W x 145mm H	\$350 + GST
6 x 4 Trade Ad	127.5mm W x 60mm H	\$360 + GST
14.5 x 4 Trade Ad	127.5mm W x 145mm H	\$480 + GST
8.5 x 8 Trade Ad	259mm W x 85mm H	\$480 + GST
14.5 x 8 Trade Ad	259mm W x 145mm H	\$800 + GST

## SPECIAL FEATURE SIZES AND PRICES

NEWSPAPER AD SIZES	AD SIZE (MM)	PRICING
<b>PARRA NEWS</b>		
Gloss Wrap	Details on application	\$2500 + GST per page (Minimum 4)
Newsprint Wrap	Details on application	\$1600 + GST per page (Minimum 4)
Eight Page Centre Pull-Out	Details on application	\$1000 + GST per page
Insert	Details on application	\$150 + GST per 1000 (Minimum 5000)
Special Feature Ads	Details on application	Varies based on feature

AD SIZES & PRICES PRINT

## Prices & Sizes - Digital

SOCIAL MEDIA PLATFORM	AD SIZE (PIXELS)	PRICING
<b>FACEBOOK</b>		
Facebook Post	1080w x 1080H px	\$250 + GST
Facebook Story	1080W x 1920H px	\$250 + GST
<b>INSTAGRAM</b>		
Instagram Post	1080w x 1080H px	\$200 + GST
Instagram Story	1080W x 1920H px	\$200 + GST
<b>TIKTOK AND INSTAGRAM VIDEO</b>		
Posted and created	1080W x 1920H px (filmed portrait)	\$1000 + GST
Posted only (video supplied)	1080W x 1920H px (filmed portrait)	\$300 + GST
<b>X &amp; BLUESKY</b>		
X & BlueSky Post	1600W x 900H px	\$250 + GST
<b>THREADS</b>		
Threads Post	1080w x 1080H px	\$150 + GST
<b>THE LOT! POST ON ALL SOCIALS</b>		
Same post across all socials	As supplied	\$600 + GST

## WEBSITE

AD TYPE	AD SIZE (PIXELS)	PRICING
Full Background Ad	2x 626w x 800H px	\$1500 + GST per day
Leaderboard Ad	728W x 90H px	\$400 + GST per week
Banner Ad (front page only)	728w x 90H px	\$250 + GST per week
MREC Display Ad	300W x 250H px	\$250 + GST per week
Business Directory	N/A	Book at <a href="http://parranews.com.au">parranews.com.au</a>
Sponsored Content	N/A	\$500 + GST

## PODCAST

AD TYPE	AD SIZE (PIXELS)	PRICING
Podcast Mention	30 seconds per mention	\$50 + GST per mention
Podcast Major Sponsor	3 x 30 second ads plus naming rights and branding.	\$300 + GST per podcast
Fully branded & produced podcast for your business	N/A	\$1500 + GST per podcast includes hosting and production

## NEWSLETTER

EDM	AD SIZE (PIXELS)	PRICING
<b>PARRA NEWS DIGITAL EDITION</b>		
Leaderboard Banner Ad	728w x 90H px	\$800 + GST
Email Display Advertisement	690W x 460H px	\$500 + GST
Mentioned in Subject Line	N/A	\$300 + GST extra

AD SIZES & PRICES DIGITAL

# SPORT

Tuesday, March 12 2024

## Premiers await exciting Eels



NATHAN TAYLOR

Are the Eels the real deal in 2024? That's the question being asked around Parramatta this week after the side demolished the Canterbury Bulldogs 26-8 in the opening round of the season.

Played in front of a sold-out crowd at CommBank Stadium last Saturday, the Eels ran in four tries to two, with backrower Bryce Cartwright scoring a double in the 18-point victory.

Parramatta were in control for the entire match, leading 20-0 after 51 minutes before Cameron Ciraldo's men crossed for two late consolation tries.

New Eels centre Morgan Harper - in his debut match for the club - opened the scoring in the 12th minute, while winger Bailey Simonsson put the finishing touch on the game with a try with four minutes to go.

The only downside for Eels fans was injury to halfback Mitch Moses. The half was able to play on, and Ciraldo Arthur didn't appear too concerned speaking after the game.

"The doctor said his shoulder was sore but he was OK," Harper said that was the best news. "The Eels will be back on Friday night."

Parramatta celebrate Bryce Cartwright crossing the line. Photo: NRL Images.

**MIDWEEK MADNESS**

TUESDAY

Book online at [visitsealife.com/sydney](https://visitsealife.com/sydney)

Midweek Madness sale terms and conditions apply. Visit attraction website for more details.  
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