

ADVERTISE IN THE KARIONG CONNECTION

A well respected newsletter published by Kariong Neighbourhood Centre since 1999

Community supporting business and business supporting community

OUR VISION STATEMENT

**A Friendly, Caring, Safe and Connected
Community**

OUR MISSION

To foster relationships and embrace our cultural diversity by getting to know each other, creating a safe and respectful community. Encourage local services to share resources and support each other. Build on the strengths of individuals and bring about a greater sense of belonging.

Our reach...

Delivered to 2,500 homes and businesses in the Kariong and Mountains area of the Central Coast.
Emailed to over 500 businesses and contacts each month.



**The most
affordable
advertising on
the Central
Coast!**

**Advertise with
us for as little as
\$36 a month**

ADVERTISE WITH US



Kariong & Mountains area

has a population of 8,487 with a median age of 33 year olds. 47% of households are made up of couples with children compared with 29% in Gosford City. 26% have young children.



60.2% are in full-time employment and 28.8% are in part-time.



77% of households are purchasing or fully own their home.

2,264 drive in private vehicles. 63% of households in Kariong have access to two or more motor vehicles, compared to 46% in Gosford City.



What Our Advertisers Say About Kariong Connection...

"We've had a really good response to our ad (in The Kariong Connection). It has exceeded all our expectations and we will continue advertising."

Dr Kyle Mervin, Riverside Dental Spa

"I have only the nicest thing to say about KNC. I utilise the centre for family and business events and also advertise with them. The staff are always very nice, friendly and helpful and I will continue to use them for years to come."

Hana Volarik, Select Properties

"I needed to advertise in my immediate area and also wanted to support the Neighbourhood Centre."

Alan, Kariong Quality Fruit

"I find the Kariong Connection to be cost effective and productive marketing for my business. It also keeps money in the local community."

Peter Landow, ABLEANT

The Kariong Connection

Advertising Rates and Specifications 2018



PREMIUM Half Page Ad Size (Front Masthead Page)

180mm x118mm

Offered each month on a 'first in best dressed' basis.

No ongoing bookings.

\$295.00



PREMIUM Half Page Ad Size (Back page)

180mm x118mm

Monthly, 6 monthly or annually

\$240.00 per month

Save \$120 when booking 6 monthly

Save \$240 when booking annually

The Kariong Connection

Advertising Rates and Specifications 2018



Note: All Community & NGO's must be a Member of KNC to receive free advertising.

| PRICE LIST | 1 MONTH | 6 MONTHS | 11 MONTHS |
|--------------------|---|------------------------|------------------------|
| 1/4 Page ad | \$99.00 | \$545.00 (save \$49) | \$950.00 (save \$139) |
| 1/8 Page ad | \$55.00 | \$290.00 (save \$40) | \$495.00 (save \$110) |
| Business ad | \$36.00 | \$186.00 (save \$30) | \$330.00 (save \$66) |
| Back 1/2 Page Ads | \$240.00 | \$1320.00 (save \$120) | \$2400.00 (save \$240) |
| Back Full Page Ads | \$400.00 | | |
| Front 1/2 Page Ads | \$295.00 - One issue per calendar year. | | |

Ad Design \$25 flat fee for the design of ads.

Ad Changes \$10 flat fee for any request for us to change existing ads..

Membership Fees \$15 Kariong Community & NGO's. \$30 Other Community & NGO's. Community & NGO's
Half page limit including photos - 350 word limit (11pt Calibri)

SEE PAGE 2 FOR TERMS AND CONDITIONS. **NOTE** Prices include GST.

Fees cover administration, editing, printing & delivery expenses. Bookings MUST be paid before print deadline OR risk not appearing in issue(s).

Please refer to deadline dates on page 2 in issue(s). Please refer to deadline dates on page 2.

Business Size Ad

4.25cm x 9cm

1/8 Page Ad

6.5cm x 9cm

1/4 Page Ad

12.75cm x 9cm

To submit an ad or article:

Please contact us via the details listed below to request an ad or article submission. For more information contact us or see overleaf. Articles and ads can be emailed as **publisher, jpeg, or word files.**

Phone: 4340 1724 Email: admin@knc.net.au

In person: 9am to 4pm Monday to Friday
10 Langford Drive, Kariong

The Kariong Connection newsletter is a project of the Kariong Neighbourhood Centre.

The Kariong Connection



TERMS AND CONDITIONS 2018

The Kariong Neighbourhood Centre Inc. is a community managed facility which is supported by Gosford City Council and Community Services (formerly DOCS). Our vision is to develop networks, services and activities that address the major issues and needs of disadvantaged people in our area, with the participation of residents, other organisations and Government Departments.

The Kariong Connection Newsletter is one of the ways in which we work towards those goals.

The Kariong Connection is delivered to 2,500 homes and businesses in and around Kariong monthly, this includes Mt Penang and Somersby businesses. Additionally, it is emailed to over 600 services and businesses throughout the Central Coast. Delivery is scheduled for the first week of each month, with some variation depending on how days of the weeks fall. There is no publication in January.

The following Terms and Conditions have been developed for advertisers and those who wish to provide articles for the Kariong Connection.

- ⇒ All articles and ads are to be submitted by **NOON** ON THE DATE OF CLOSING LISTED. Any materials received after this date will NOT be included. **NO CHANGES will be accepted once submitted**
- ⇒ Advertising will only be accepted under the conditions outlined on pages 1 and 2 of this document. Individual agreements will NOT be entered into.
- ⇒ An invoice will be sent to you following an advertisement booking. Payment details will be supplied on the invoice. Payment must be received BEFORE publication including 6 and 11 month bookings.
- ⇒ Ads are to be supplied as a **publisher, jpeg or word document only**. If you wish to submit an ad via another method, you will need to discuss a suitable arrangement with the editor.
- ⇒ Every effort will be made to ensure that ad content is accurate. Checking ad details is the responsibility of the client
- ⇒ Design of ads will incur fees as outlined on page 1 of this document. If you wish to pay the design fee, it is recommended that you contact staff well in advance of the deadline to give you the opportunity to check the ad before it goes to print. We make no assurances as to the quality of ad provided under this agreement.
- ⇒ Please be aware our staff are not trained graphic designers
- ⇒ Casual advertising will only be accepted if space permits
- ⇒ **Community & NGO's articles must be limited to 300 words**

PUBLICATION DEADLINES

NEWSLETTER

DEADLINE

DELIVERY

November 2017

3rd Wednesday of each Month

Date Beginning

December 2017

Wednesday, 18th October

Wednesday, 1st November

January 2018

Wednesday, 15th November

Wednesday, 29th November

February 2018

No publication

March 2018

Wednesday, 17th January

Wednesday, 31st January

April 2018

Wednesday, 21st February

Wednesday, 28th February

May 2018

Wednesday, 21st March

Wednesday, 4th April

June 2018

Wednesday, 18th April

Wednesday, 2nd May

July 2018

Wednesday, 16th May

Wednesday, 30th May

August 2018

Wednesday, 20th June

Wednesday, 4th July

September 2018

Wednesday, 18th July

Wednesday, 1st August

October 2018

Wednesday, 15th August

Wednesday, 29th August

November 2018

Wednesday, 19th September

Wednesday, 3rd October

December 2018

Wednesday, 17th October

Wednesday, 31st October

Wednesday, 21st November

Wednesday, 5th December