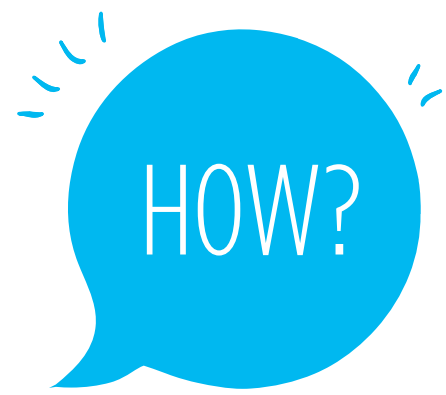


Best Idea to Grow Advertising Sales or Retain Advertising Clients

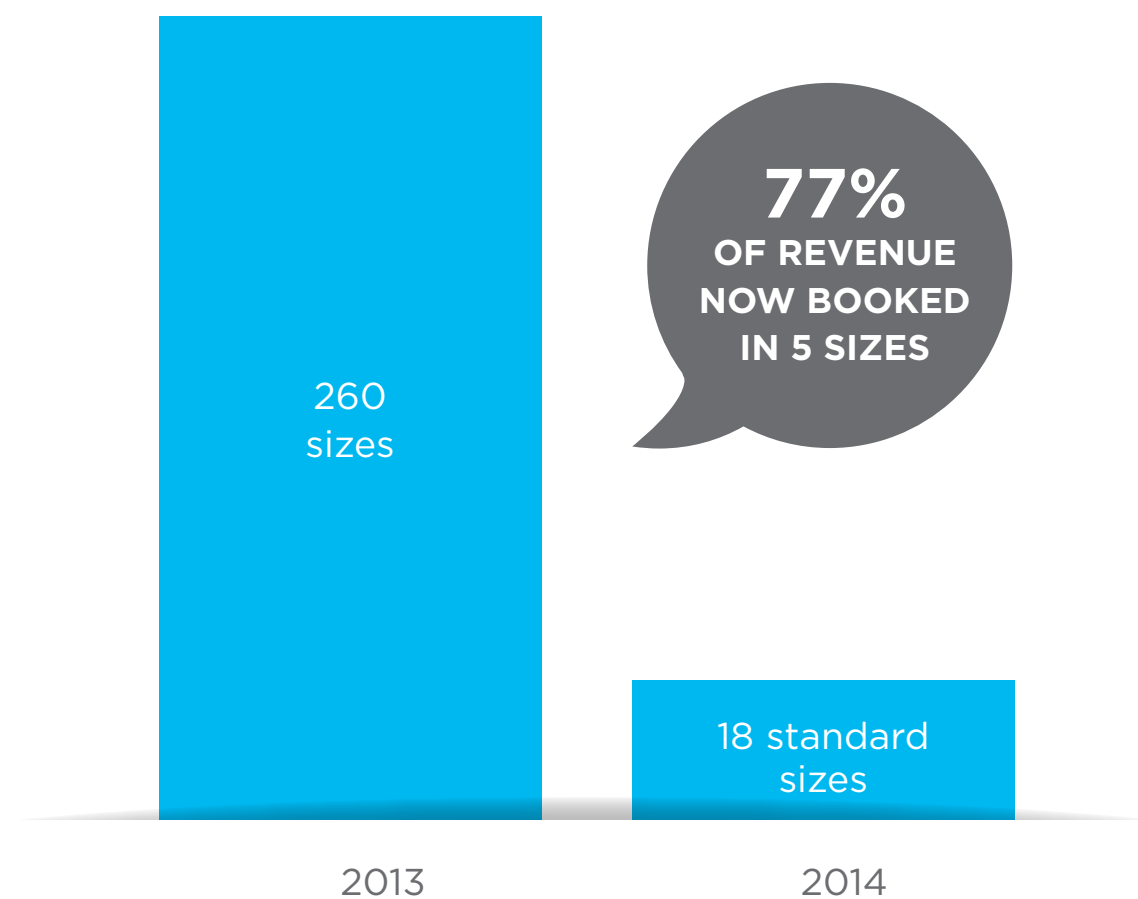
APN ARM BUNDLES

OBJECTIVES

Create a new media focus
for legacy sales teams to
grow advertising revenues
and market share

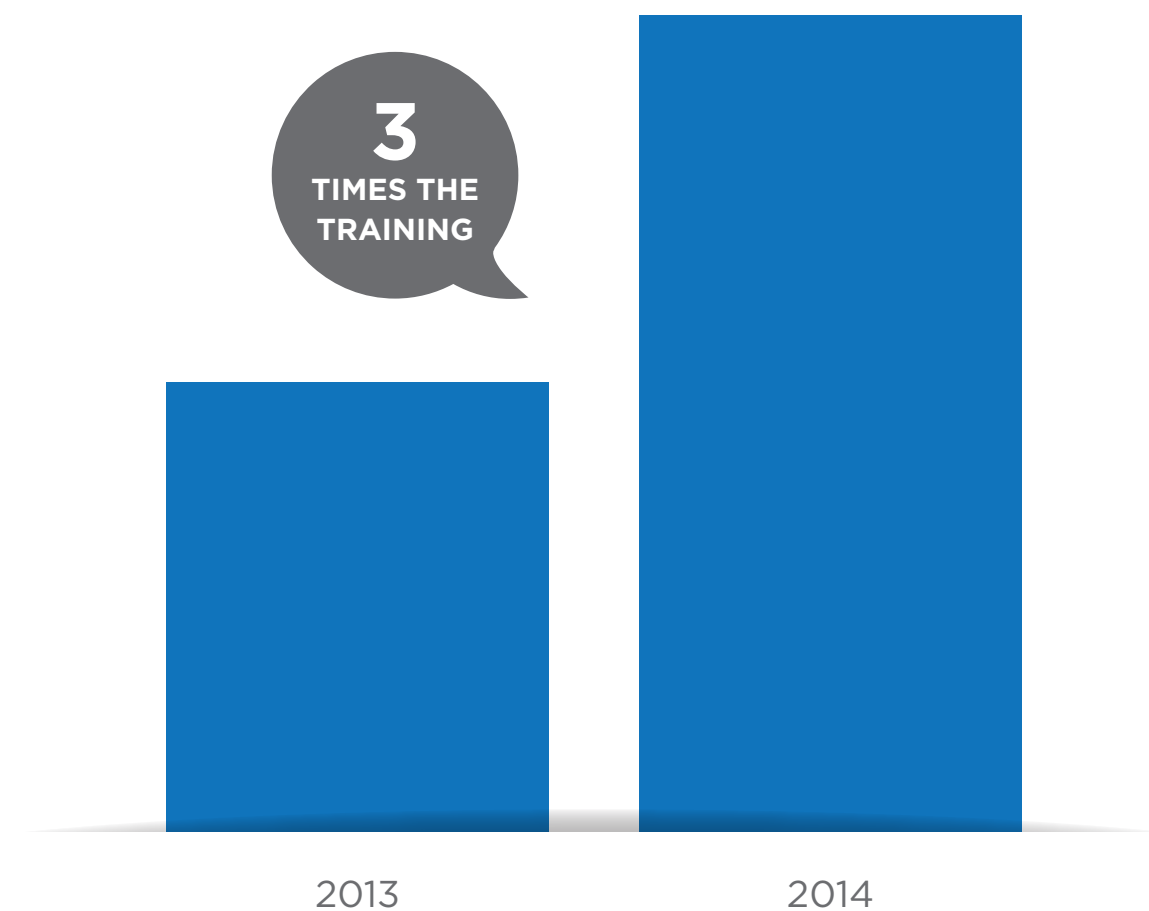


SIMPLIFIED THE SALE WITH MODULAR



Reduced the amount of advertising spaces by converting to modular advertising sizes

TRAINING - BACK TO BASICS



Move sales teams' focus from rate and complexity of sale to simplified selling benefits

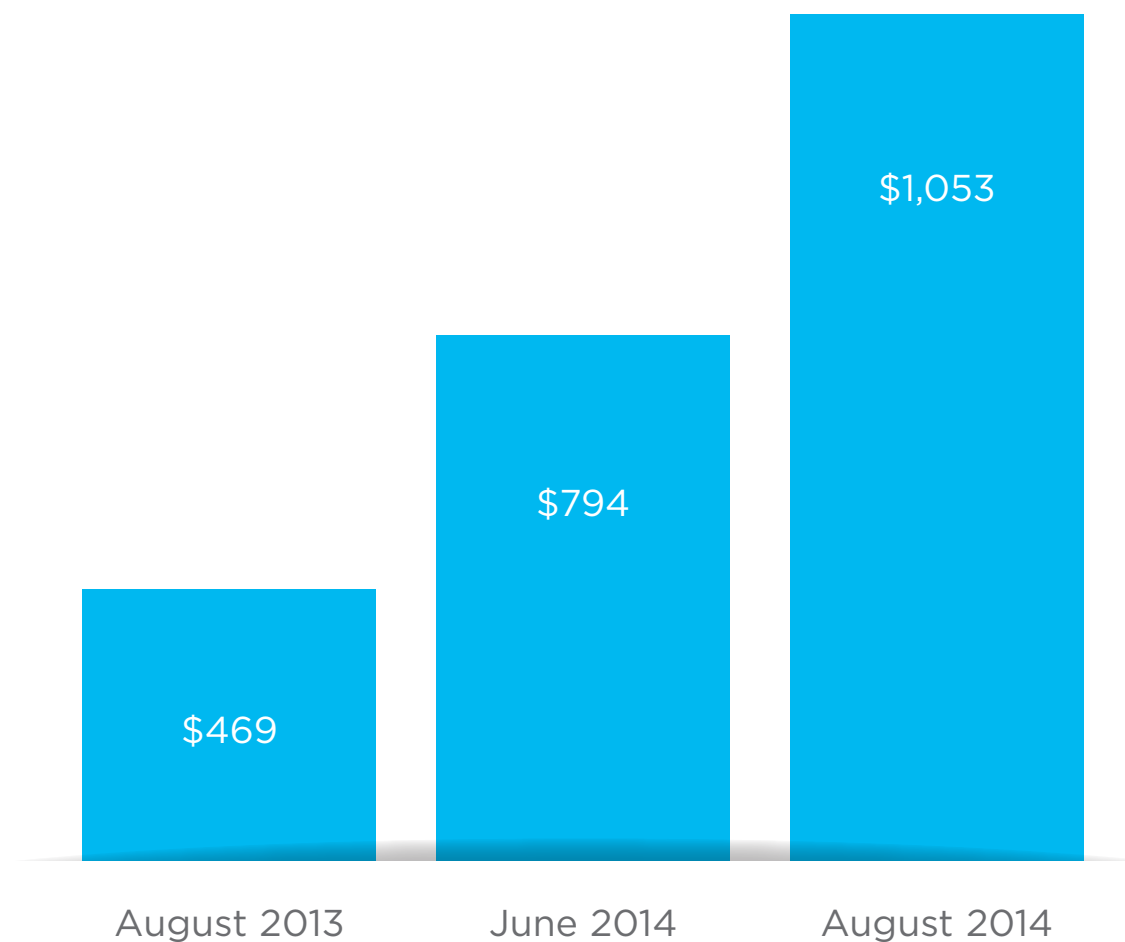


Create simple multimedia bundles that leverage audience across daily, community and online products

Develop names for bundles that encourage advertisers to upsize. Small size print ad bundle creates “Awareness”, increase in size and frequency for “Profile”, and increase further to make an “Impact”

SIMPLIFY THE SALE WITH BUNDLING

Average spend of customers buying a bundle



OUR SOLUTION

SIMPLE ONE PAGE FLYERS

A series of bundled product offerings that suit a variety of advertiser objectives, from building brand awareness to making a huge impact in the marketplace. Sales teams can easily take a customer through choosing a tailored campaign.

1. Product

At a glance clients can see readership figures of daily and non-daily products to choose the ones that best suit their needs and the regions they want to reach.

4. Upgrade Options

Add ons such as additional publications and the option to convert a Mon-Wed placement to Thu-Sat gives clients the chance to increase reach and results.

NORTHERN RIVERS

1 PRODUCT + ONLINE MREC (10,000 IMPRESSIONS PER MONTH)

Just starting out, or introducing your established audience to a new service? Awareness could be the right thing for you. Familiarise your audience with new personnel, trading hours, a change of location or any other number of things.

PRODUCT

Choose one of the following print products.

THE NORTHERN STAR

One week day Mon - Wed

43,000

average daily reach

☐

BYRON SHIRE NEWS

15,000

average weekly reach

☐

BALLINA SHIRE ADVOCATE

20,000

average weekly reach

☐

THE NORTHERN RIVERS ECHO

36,000

average weekly reach

☐

THE RICHMOND RIVER EXPRESS EXAMINER

14,000

average weekly reach

☐

+

MREC

10,000 impressions

PER MONTH

☒

SIZES

Select one advertisement size.

PRINT 1/8 PAGE

M3x3

☐

OR

PRINT 1/12 PAGE

M3x2

☐

+

ONLINE MREC (valued at \$140/mth)

MREC

☒

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/8 PAGE + MREC	1/12 PAGE + MREC
<input type="checkbox"/> 4 Week	<input type="checkbox"/> \$173.80 per week	<input type="checkbox"/> \$128.70 per week
<input type="checkbox"/> 13 Week	<input type="checkbox"/> \$147.74 per week	<input type="checkbox"/> \$109.40 per week
<input type="checkbox"/> 26 Week	<input type="checkbox"/> \$139.04 per week	<input type="checkbox"/> \$102.96 per week

Weekly Investment [inc GST]

UPGRADE OPTION

THE NORTHERN STAR

Thurs, Fri or Sat

42,000

average daily reach

☐

ADD 1 PRODUCT to Thursday, Friday, or Saturday

TERM	1/8 PAGE	1/12 PAGE
<input type="checkbox"/> 4 Wk	<input type="checkbox"/> \$221.10	<input type="checkbox"/> \$147.40
<input type="checkbox"/> 13 Wk	<input type="checkbox"/> \$187.94	<input type="checkbox"/> \$125.29
<input type="checkbox"/> 26 Wk	<input type="checkbox"/> \$176.88	<input type="checkbox"/> \$117.92

Extra per week [inc GST]

CONVERT 1 PRODUCT to Thursday, Friday, or Saturday

TERM	1/8 PAGE	1/12 PAGE
<input type="checkbox"/> 4 Wk	<input type="checkbox"/> \$85.80	<input type="checkbox"/> \$57.20
<input type="checkbox"/> 13 Wk	<input type="checkbox"/> \$72.93	<input type="checkbox"/> \$48.62
<input type="checkbox"/> 26 Wk	<input type="checkbox"/> \$68.64	<input type="checkbox"/> \$45.76

Extra per week [inc GST]

See our website for full terms and conditions.

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending March 2014. M-W average based on M-F average readership. Th-Sa based on weighted average of M-F average and Sat.

2. Sizes

A selection of ad sizes and orientations are offered, based on most popular sizes within clients' budget.

3. Frequency

A minimum 4 week frequency improves customers' ROI, since frequent advertising yields better results than one-off placements.

©2015 ARM

A BUNDLE TO SUIT EVERYONE

Bundles A1

AWARENESS

BUNDLES A1

AWARENESS

ONE PRINT PRODUCT + MONTHLY DIGITAL MREC

A1

NORTHERN TOWERS

1 PRODUCT + ONLINE MREC (10,000 IMPRESSIONS-PER-MONTH)

Just starting out, or introducing your established audience to a new service? Awareness could be the right thing for you. Familiarise your audience with new personnel, trading hours, a change of location or any other number of things.

PRODUCT

Select one of the following print products.

THE NORTHERN STAR
One week day Mast - West
43,000
average daily reach

BYRON SHANE NEWS
15,000
average weekly reach

BALLARA SHIRE ADVOCATE
20,000
average weekly reach

THE NORTHERN STAR FOOD
36,000
average weekly reach

THE RICHMOND RIVER EXPRESS CALENDAR
14,000
average weekly reach

10,000 IMPRESSIONS PER MONTH

SIZES

Select one advertisement size.

PRINT 1/8 PAGE

☐

PRINT 1/2 PAGE

☐

ONLINE MREC
(10,000 IMPRESSIONS PER MONTH)

☒

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/8 PAGE + MREC	1/2 PAGE + MREC
<input type="checkbox"/> 4 Week	<input type="checkbox"/> \$173.80 per week	<input type="checkbox"/> \$28.70 per week
<input type="checkbox"/> 13 Week	<input type="checkbox"/> \$147.74 per week	<input type="checkbox"/> \$109.42 per week
<input type="checkbox"/> 26 Week	<input type="checkbox"/> \$139.04 per week	<input type="checkbox"/> \$102.96 per week

Weekly Investment [inc GST]

UPGRADE OPTION

THE NORTHERN STAR
Thanks You Is Not
42,000
average daily reach

ADD 1 PRODUCT

To Thursday, Friday or Saturday

TERM	1/8 PAGE	1/2 PAGE
<input type="checkbox"/> 4 WN	<input type="checkbox"/> \$221.10	<input type="checkbox"/> \$147.40
<input type="checkbox"/> 13 WN	<input type="checkbox"/> \$167.94	<input type="checkbox"/> \$105.29
<input type="checkbox"/> 26 WN	<input type="checkbox"/> \$176.66	<input type="checkbox"/> \$117.92

CONVERT 1 PRODUCT

To Thursday, Friday or Saturday

TERM	1/8 PAGE	1/2 PAGE
<input type="checkbox"/> 4 WN	<input type="checkbox"/> \$65.90	<input type="checkbox"/> \$57.20
<input type="checkbox"/> 13 WN	<input type="checkbox"/> \$72.93	<input type="checkbox"/> \$49.92
<input type="checkbox"/> 26 WN	<input type="checkbox"/> \$68.64	<input type="checkbox"/> \$45.76

Extra per week [inc GST]

Extra per week [inc GST]

See our website for full terms and conditions

Source: Nielsen TV+ conducted by Ipsos MediaCT. People 16+. For the 12 months ending March 2018. M4-M6 average based on M4 average readership. To-day based on weighted average of M4 average and To-day.

Target SMEs and those wanting to build brand awareness

1 Product (Small Ad) + Online MREC

Bundles P1

PROFILE

● BUNDLES P1

PROFILE

TWO PRINT PRODUCTS + MONTHLY DIGITAL MREC

P1

MONTHLY DIGITAL MREC

2 PRODUCTS + ONLINE MREC (20,000 IMPRESSIONS PER MONTH)

Reinforcing a brand? Establishing a following? Creating an image? You will need to raise your profile to get the job done. Use this bundle to demand attention or to create a feeling of emotive response. This is the right way to start a branding campaign.

PRODUCT

Choose two of the following print products.

- ☐ THE NORTHERN STAR
One week Day Mon - Wed
43,000
average daily reach
- ☐ BYRON SHIRE NEWS
15,000
average weekly reach
- ☐ BALLARA SHIRE ADVERTISER
20,000
average weekly reach
- ☐ THE NORTHERN RIDGES
TODAY
36,000
average weekly reach
- ☐ THE RICHMOND RIVER EXPRESS EXAMINER
14,000
average weekly reach
- ☒ MREC
20,000
impressions
PER MONTH

SIZES

Select one advertisement size.

PRINT 1/8 PAGE

OR

PRINT 1/2 PAGE

ONLINE MREC
(shown as screenshot)

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/8 PAGE + MREC	1/2 PAGE + MREC
<input type="checkbox"/> 4 Week	<input type="checkbox"/> \$273.81 per week	<input type="checkbox"/> \$201.85 per week
<input type="checkbox"/> 13 Week	<input type="checkbox"/> \$232.80 per week	<input type="checkbox"/> \$171.56 per week
<input type="checkbox"/> 26 Week	<input type="checkbox"/> \$219.12 per week	<input type="checkbox"/> \$161.43 per week

Weekly Investment (inc GST)

UPGRADE OPTION

- ☐ THE NORTHERN STAR
Thurs, Fri & Sat
42,000
average daily reach

ADD 1 PRODUCT

(to Thursday, Friday or Saturday)

TERM	1/8 PAGE	1/2 PAGE
<input type="checkbox"/> 4 Wk	<input type="checkbox"/> \$193.88	<input type="checkbox"/> \$129.25
<input type="checkbox"/> 13 Wk	<input type="checkbox"/> \$164.79	<input type="checkbox"/> \$109.86
<input type="checkbox"/> 26 Wk	<input type="checkbox"/> \$155.10	<input type="checkbox"/> \$103.40

CONVERT 1 PRODUCT

(to Thursday, Friday or Saturday)

TERM	1/8 PAGE	1/2 PAGE
<input type="checkbox"/> 4 Wk	<input type="checkbox"/> \$65.60	<input type="checkbox"/> \$57.30
<input type="checkbox"/> 13 Wk	<input type="checkbox"/> \$72.93	<input type="checkbox"/> \$48.62
<input type="checkbox"/> 26 Wk	<input type="checkbox"/> \$68.64	<input type="checkbox"/> \$45.76

Extra per week (inc GST)

Extra per week (inc GST)

See our website for full terms and conditions.

Source: *www.audit.com.au* conducted by Ipsos MediaCT. People 14+ for 12 months ending March 2014. All ad weights based on 8 M of average magnitude. This is based on weighted average of 8 M of average and 50.

Target businesses wanting to reinforce brand presence in market

2 Products (Small Ads) + Online MREC

Bundles P+

PROFILE PLUS

● BUNDLES P+

PROFILE PLUS

THREE PRINT PRODUCTS + MONETARY DIGITAL MREC

P+

NORTHERN VILLAGES

3 PRODUCTS + ONLINE MREC (30,000 IMPRESSIONS PER MONTH)

Reinforcing a brand? Establishing a following? Creating an image? You will need to raise your profile to get the job done. Use this bundle to demand attention or to create a feeling or emotive response. This is the right way to start a branding campaign.

PRODUCT

Choose three of the following print products.

- ☐ THE NORTHERN STAR
one week day Print - **43,000**
average reach
- ☐ BYRON SHIRE NEWS
15,000
average weekly reach
- ☐ BALINA SHIRE ADVOCATE
20,000
average weekly reach
- ☐ THE NORTHERN RANGES
36,000
average weekly reach
- ☐ THE RICHMOND RIVER EXPRESS EXAMINER
14,000
average weekly reach
- ☒ MONETARY DIGITAL MREC
30,000 impressions
per month

SIZES

Select one advertisement size.

PRINT 1/2 PAGE

+

PRINT 1/3 PAGE

+

ONLINE MREC
(includes 30,000 impressions)

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad on once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/2 PAGE + MREC	1/12 PAGE + MREC
<input type="checkbox"/> 4 Week	<input type="checkbox"/> \$43.20 per week	<input type="checkbox"/> \$256.32 per week
<input type="checkbox"/> 13 Week	<input type="checkbox"/> \$291.74 per week	<input type="checkbox"/> \$217.88 per week
<input type="checkbox"/> 26 Week	<input type="checkbox"/> \$274.56 per week	<input type="checkbox"/> \$205.05 per week

Weekly investment (inc GST)

UPGRADE OPTION

- ☐ THE NORTHERN STAR
three 1/2 or full
42,000
average reach

ADD 1 PRODUCT (to Thursday Friday or Saturday)

TERM	1/2 PAGE	1/12 PAGE
<input type="checkbox"/> 4 WK	<input type="checkbox"/> \$172.70	<input type="checkbox"/> \$115.14
<input type="checkbox"/> 13 WK	<input type="checkbox"/> \$146.60	<input type="checkbox"/> \$67.87
<input type="checkbox"/> 26 WK	<input type="checkbox"/> \$136.16	<input type="checkbox"/> \$62.11

CONVERT 1 PRODUCT (to Thursday Friday or Saturday)

TERM	1/2 PAGE	1/12 PAGE
<input type="checkbox"/> 4 WK	<input type="checkbox"/> \$65.80	<input type="checkbox"/> \$57.20
<input type="checkbox"/> 13 WK	<input type="checkbox"/> \$72.95	<input type="checkbox"/> \$46.82
<input type="checkbox"/> 26 WK	<input type="checkbox"/> \$66.04	<input type="checkbox"/> \$45.76

Costs per week (inc GST)

Costs per week (inc GST)

See our website for full terms and conditions.

Source: www.auditedby.com.au. Figures for the 12 months ending March 2014. All figures based on 80% average readership. The data based on weighted average of 80% average and 80%.

Target businesses who want to run branding campaigns

3 Products (Small Ads) + Online MREC

Bundles P2

PROFILE

● BUNDLES P2

PROFILE

ONE PRINT PRODUCT + MONTHLY DIGITAL MREC

P2

NORTHERN VOICES

1 PRODUCT + ONLINE MREC (20,000 IMPRESSIONS PER MONTH)

Reinforcing a brand? Establishing a following? Creating an image? You will need your profile to get the job done. Use this bundle to demand attention or to create a feeling or emotive response. This is the right way to start a branding campaign.

PRODUCT

Choose one of the following print products.

- ☐ **THE NORTHERN STAR**
One week Day 80in x 10in
43,000
average daily reach
- ☐ **BYRON BARE NEWS**
15,000
average daily reach
- ☐ **BALLINA BARE**
20,000
average monthly reach
- ☐ **THE NORTHERN VOICES**
43,000
average daily reach
- ☐ **THE RICHMOND RIVER EXPRESS EXAMINER**
14,000
average daily reach
- ☒ **None**
20,000 impressions
PER MONTH

SIZES

Select one advertisement size and orientation.

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/2 PAGE + MREC	1/4 PAGE + MREC
<input type="checkbox"/> 4 Week	<input type="checkbox"/> \$487.29 per week	<input type="checkbox"/> \$291.51 per week
<input type="checkbox"/> 13 Week	<input type="checkbox"/> \$414.19 per week	<input type="checkbox"/> \$247.77 per week
<input type="checkbox"/> 26 Week	<input type="checkbox"/> \$399.83 per week	<input type="checkbox"/> \$233.21 per week

Weekly Investment (inc GST)

UPGRADE OPTION

- ☐ **THE NORTHERN STAR**
Three 8in x 10in
42,000
average daily reach

ADD 1 PRODUCT to Thursday, Friday or Saturday

TERM	1/2 PAGE	1/4 PAGE
<input type="checkbox"/> 4 Wk	<input type="checkbox"/> \$685.83	<input type="checkbox"/> \$397.76
<input type="checkbox"/> 13 Wk	<input type="checkbox"/> \$562.86	<input type="checkbox"/> \$329.59
<input type="checkbox"/> 26 Wk	<input type="checkbox"/> \$546.66	<input type="checkbox"/> \$310.21

CONVERT 1 PRODUCT to Thursday, Friday or Saturday

TERM	1/2 PAGE	1/4 PAGE
<input type="checkbox"/> 4 Wk	<input type="checkbox"/> \$556.29	<input type="checkbox"/> \$154.00
<input type="checkbox"/> 13 Wk	<input type="checkbox"/> \$217.85	<input type="checkbox"/> \$156.09
<input type="checkbox"/> 26 Wk	<input type="checkbox"/> \$205.03	<input type="checkbox"/> \$123.29

Extra per week (inc GST)

Extra per week (inc GST)

See our website for full terms and conditions.

Source: omnix™ conducted by Ipsos MRVI. People 18+ for the 12 months ending March 2014. All averages based on 8W average including 7d. Data based on average weight of 8W x average and 5d.

Target businesses who want to run branding campaigns

1 Product (Large Ad) + Online MREC

A BUNDLE TO SUIT EVERYONE

Bundles I1

IMPACT

BUNDLES 11

IMPACT

TWO PRINT PRODUCTS + MONTHLY DIGITAL MREC

11

NORTHERN RIVERS

2 PRODUCTS + ONLINE MREC (X1,000 IMPRESSIONS PER MONTH)

You want everyone to know your name when they hear it. Impact is perfect for boosting brand recognition, distinguishing your business and standing out from the crowd. When it comes to highlighting weekend entertainment options, performers, services and more, this is the path to take.

PRODUCT

Choose two of the following print products.

☐ THE NORTHERN STAR
One week May–June
43,000
average weekly reach

☐ BEYOND SHINE NEWS
15,000
average weekly reach

☐ BALLARA SHIRE ADVOCATE
20,000
average weekly reach

☐ THE NORTHERN RIVERS
ECHO
36,000
average weekly reach

☐ THE RICHMOND RIVER
EXPRESS EXAMINER
14,000
average weekly reach

☒ MREC
30,000
impressions
PER MONTH

SIZES

Select one advertisement size and orientation.

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/2 PAGE + MREC	1/4 PAGE + MREC
<input type="checkbox"/> 4 Week	\$789.84 per week	\$465.32 per week
<input type="checkbox"/> 13 Week	\$671.37 per week	\$395.53 per week
<input type="checkbox"/> 26 Week	\$631.88 per week	\$367.28 per week

Weekly investment (inc GST)

UPGRADE OPTION

☐ THE NORTHERN STAR
Thurs, Fri & Sat
42,000
average daily reach

ADD 1 PRODUCT

To Thursday, Friday, or Saturday

TERM	1/2 PAGE	1/4 PAGE
<input type="checkbox"/> 4 Wk	\$609.96	\$345.41
<input type="checkbox"/> 13 Wk	\$518.46	\$293.60
<input type="checkbox"/> 26 Wk	\$487.97	\$278.53

CONVERT 1 PRODUCT

To Thursday, Friday, or Saturday

TERM	1/2 PAGE	1/4 PAGE
<input type="checkbox"/> 4 Wk	\$256.28	\$154.00
<input type="checkbox"/> 13 Wk	\$217.84	\$130.90
<input type="checkbox"/> 26 Wk	\$205.00	\$123.20

Extra per week (inc GST)

Extra per week (inc GST)

See our website for full terms and conditions.

Source: audience figures provided by Ipsos Media+View. People 16+. For the 12 months ending March 2014. M+M average based on M+M average readership. Th–Su based on weighted average of M+M average Th–Su.

For boosting brand recognition and standing out from competitors

2 Products (Large Ads) + Online MREC

Bundles 1+
IMPACT PLUS

BUNDLES I+

IMPACT PLUS

THREE PRINT PRODUCTS + MONTHLY DIGITAL MREC

I+

NORTHERN VOICES

3 PRODUCTS + ONLINE MREC (30,000 IMPRESSIONS PER MONTH)

You want everyone to know your name when they hear it. Impact is perfect for boosting brand recognition, distinguishing your business and standing out from the crowd. When it comes to highlighting weekend entertainment options, performers, services and more, this is the path to take.

PRODUCT

Choose three of the following print products.

☐ THE NORTHERN VOICES
One week day Sun
43,000
average daily reach

☐ BYRON SHIRE NEWS
15,000
average weekly reach

☐ BALLINA SHIRE ADJUTANT
20,000
average weekly reach

☐ THE NORTHERN VOICES
ECON
36,000
average weekly reach

☐ THE RICHMOND RIVER
EXPRESS EXAMINER
14,000
average weekly reach

☒ MREC
30,000
impressions
per month

SIZES

Select one advertisement size and orientation.

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads sporadically? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

TERM	1/2 PAGE + MREC	1/4 PAGE + MREC
<input type="checkbox"/> 4 Week	<input type="checkbox"/> \$928.35 per week	<input type="checkbox"/> \$540.12 per week
<input type="checkbox"/> 13 Week	<input type="checkbox"/> \$788.11 per week	<input type="checkbox"/> \$458.11 per week
<input type="checkbox"/> 26 Week	<input type="checkbox"/> \$742.71 per week	<input type="checkbox"/> \$432.89 per week

Weekly Investment (inc GST)

UPGRADE OPTION

☐ THE NORTHERN VOICES
Thank, Fri or Sat
42,000
average daily reach

ADD 1 PRODUCT
to Thursday, Friday, or Saturday

TERM	1/2 PAGE	1/4 PAGE
<input type="checkbox"/> 4 WN	<input type="checkbox"/> \$538.24	<input type="checkbox"/> \$308.54
<input type="checkbox"/> 13 WN	<input type="checkbox"/> \$467.50	<input type="checkbox"/> \$280.56
<input type="checkbox"/> 26 WN	<input type="checkbox"/> \$438.80	<input type="checkbox"/> \$245.23

CONVERT 1 PRODUCT
to Thursday, Friday, or Saturday

TERM	1/2 PAGE	1/4 PAGE
<input type="checkbox"/> 4 WN	<input type="checkbox"/> \$259.59	<input type="checkbox"/> \$154.00
<input type="checkbox"/> 13 WN	<input type="checkbox"/> \$217.84	<input type="checkbox"/> \$130.90
<input type="checkbox"/> 26 WN	<input type="checkbox"/> \$205.83	<input type="checkbox"/> \$123.30

Extra per week (inc GST)

Extra per week (inc GST)

See our website for full terms and conditions.

Source: www1111.com.au conducted by Ipsos MediaCT People + Co. for the 12 months ending March 2014. All MRC average based on 80+ average readership. Data based on weighted average of all 67 sources in total.

For businesses who want to make an impact in the marketplace

3 Products (Large Ads) + Online MREC

ONE WEEK BOOSTER OPTIONS

1 WEEK BOOSTER OPTIONS

ADD A BOOST TO YOUR CHOSEN APN BUNDLE

BOOSTERS CAN BOOST YOUR RESULTS

Want to give your APN Media Bundle an extra boost during its run? Add on one of these extra options and give your entire campaign that boost it needs to really get amazing results.

WORTHEN BUNDLES

PRODUCT

Choose between one and three of the following products.

SIZES

Select one advertisement size.

BY PRINT FULL PAGE
= 1 WEEK ADVERTISING
(includes 100% reach to readers)

BY PRINT 1/2 PAGE
= 1 WEEK ADVERTISING
(includes 50% reach to readers)

BY PRINT 1/4 PAGE
= 1 WEEK ADVERTISING
(includes 25% reach to readers)

FREQUENCY

Did you know that consistent, frequent advertising yields greater results than placing ads however frequently? Customers who only see an ad once are unlikely to clearly remember it, however frequent exposure to a message improves brand retention.

BOOSTER	1 PROD	2 PROD	3 PROD
B3	\$1,161.60	\$1,743.50	\$2,076.78
B2	\$567.60	\$872.30	\$1,047.18
B1	\$359.70	\$519.20	\$610.50

Investment includes GST

UPGRADE OPTION

CONVERT 1 INSERTION
to Thursday, Friday
or Saturday

BOOSTER UPGRADE

B3	= \$633.00 (inc GST)
B2	= \$316.50 (inc GST)
B1	= \$158.25 (inc GST)

See our website for full terms and conditions.

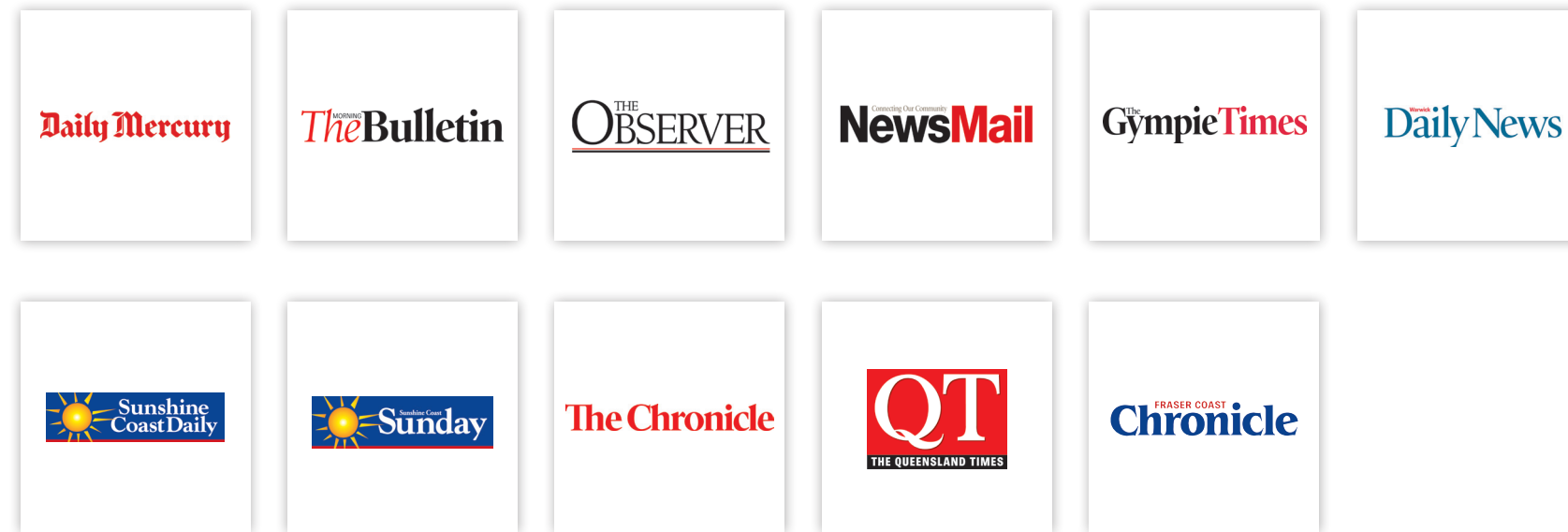
Source: [www170.com.au](#) conducted by Ipsos MediaVision People 14+ for the 12 months ending March 2014. All ad frequency based on 88% average reach. This is based on weighted average of 88% average reach.

Recommended for extending
campaigns that are performing well

TOOK 68
DIFFERENT RATES
ACROSS THE GROUP
AND CREATED ONE
RATE STRUCTURE

DAILY MASTHEADS

Regional Queensland



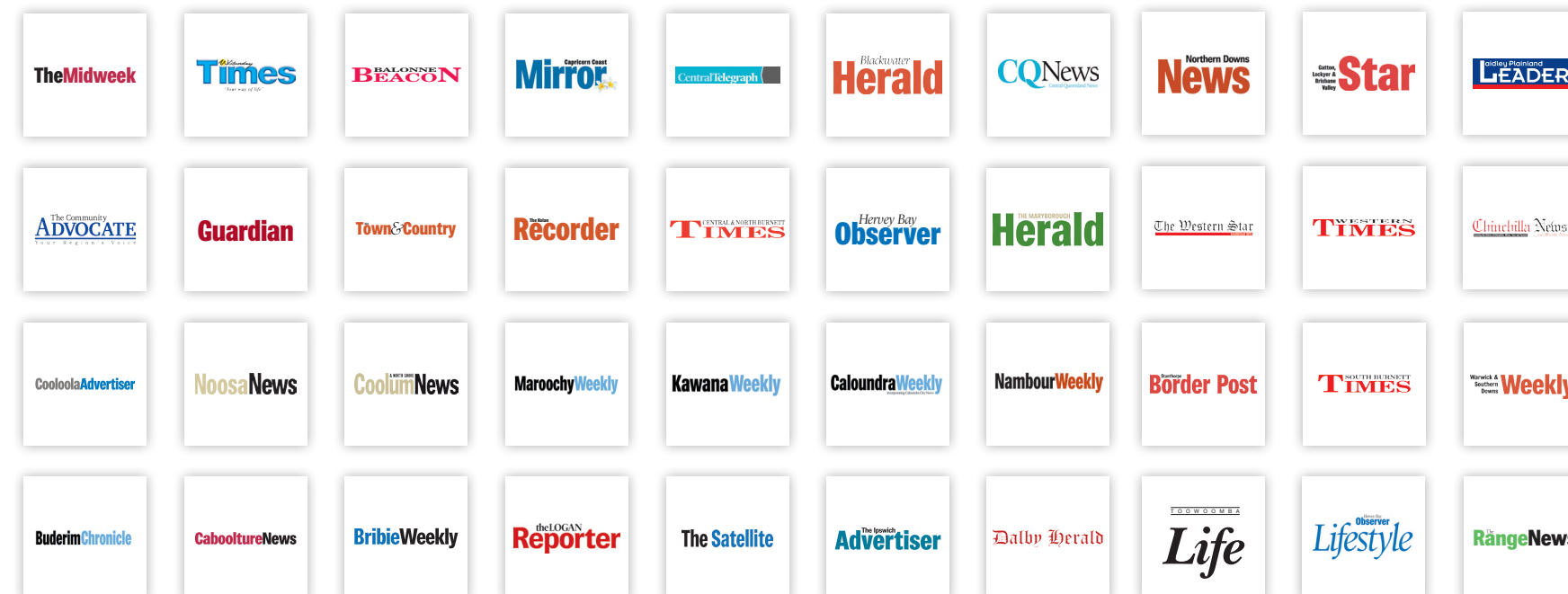
DAILY MASTHEADS

Northern NSW



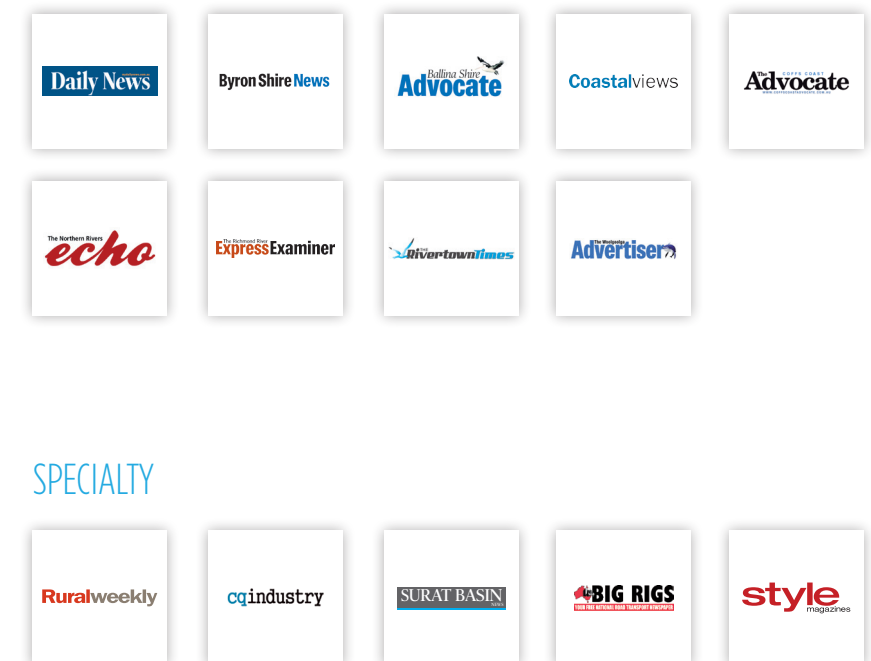
COMMUNITIES

Queensland



COMMUNITIES

Northern NSW

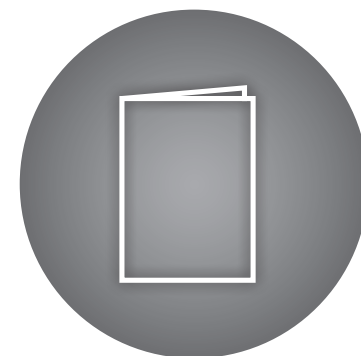


SPECIALTY

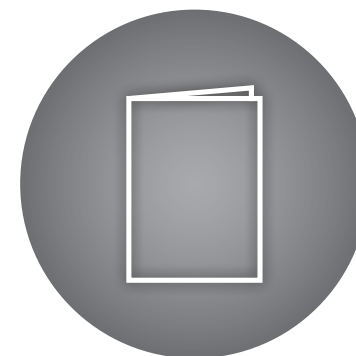
WHAT'S IN IT FOR OUR CUSTOMERS?



- Give advertisers the increased reach of combining unique engaged audiences across daily, community and online products
- Provide solutions to get results for first time online advertisers



DAILY



COMMUNITY



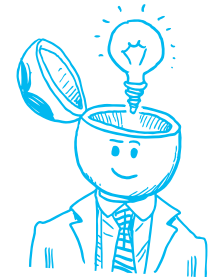
DIGITAL



BENEFITS
TO ARM

CREATE CHANGE
IN SALES TEAMS' CULTURE

LEVERAGE UNDER-USED
PRINT + ONLINE INVENTORY



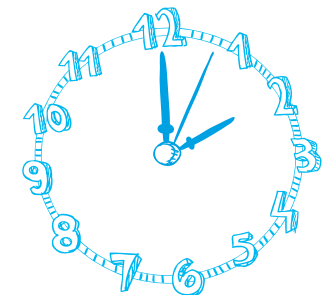
FOCUS: STRENGTHS & BENEFITS OF AGGREGATE
DAILY + COMMUNITY + ONLINE AUDIENCE



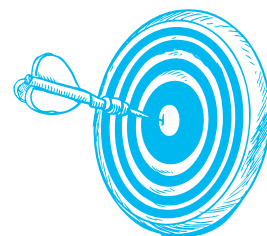
CREATE BUNDLES BASED ON
POPULAR SIZES



CREATE PRODUCTION
EFFICIENCIES



STREAMLINE
SALES & BOOKING PROCESS



SET UP SALES TEAMS FOR SUCCESS
ACROSS 25+ B.U.'S + 12 DAILIES + 56 NON-DAILIES





Q4 REVENUE INCREASE: OVER HALF A MILLION (7% OF TARGETED PILLAR) ACROSS ARM GROUP

ACROSS THE GROUP,
AVERAGE REVENUE
PER CUSTOMER WAS

↑ **35%**

HIGHER FOR BUNDLED
VS. NON-BUNDLED CUSTOMERS

AD CONTENT IMPROVED

↑ **3.5%**

IN THE DAILY TITLES AND

↑ **3%**

IN COMMUNITY TITLES

Q4 REVENUE
FOR CUSTOMERS TAKING A
BUNDLE WAS UP

↑ **61.5%**

ON PRIOR YEAR

Q4 DIGITAL
REVENUE

IN LAUNCH SITE WAS UP

↑ **190%**

ON PRIOR YEAR



AVERAGE REVENUE
PER CUSTOMER



Non-bundled

Bundled

AD CONTENT DAILY



Before

After

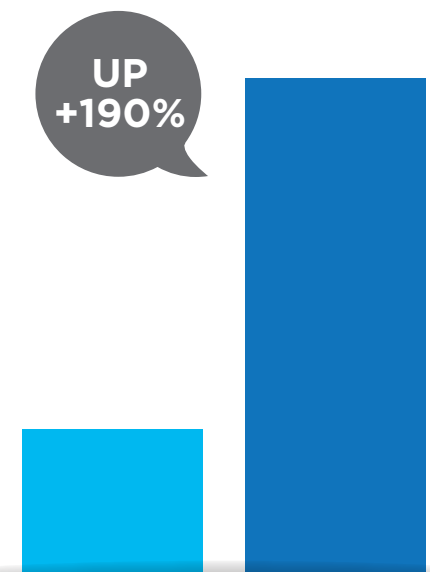
REVENUE FROM
CUSTOMERS TAKING
A BUNDLE



2013

2014

TRIAL SITE
DIGITAL REVENUES



2013

2014



CUSTOMER VALUE - BYRON SHIRE NEWS

Advertiser doubled spend to reach x7 audience fulfilled in low cost surplus inventory in products at minimum paging

