



CITY OF
TEA TREE GULLY
Naturally Better



CITY OF TEA TREE GULLY

2020-2021 MEDIA KIT

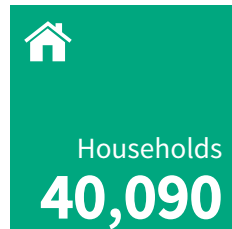
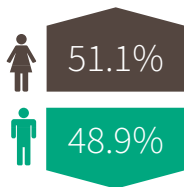
WHY TEA TREE GULLY COUNCIL?

Our targeted print, digital and outdoor advertising solutions are ideal for businesses and community groups wanting to enhance their profile and reach thousands of City of Tea Tree Gully residents.

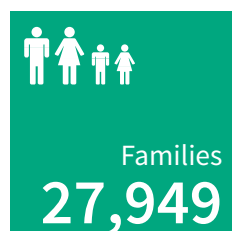
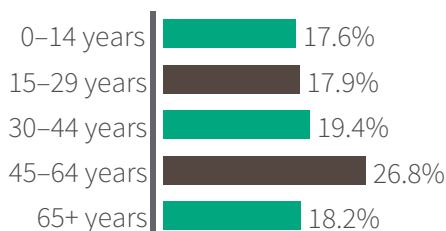
With a reliable and professional service from booking through to distribution, you can provide numerous opportunities for your business, not for profit or community group to be seen.

Income generated from advertising helps offset the running of Council services and improve the lives of our residents.

Community profile



2.5 Average people per household
1.9 Average motor vehicles per household
\$1,383 Median weekly household income



44% Percentage of households with children
1.8 Average children per family for families with children

The community profile is based on information from Profile.id and the ABS 2016 Census QuickStats.

GULLY GRAPEVINE OVERVIEW

The Gully Grapevine is the City of Tea Tree Gully's premier magazine-style newsletter. It provides unparalleled coverage of what's happening in and around our vibrant City, including our plans, programs and activities.

We pride ourselves on curating a meaningful environment for our readers. And more than 15 years on, this modern publication is a trusted and reliable source of information for our residents.

Published quarterly by the City of Tea Tree Gully, the Grapevine is hand delivered free of charge to every household - that's more than 40,000 houses. It is also available on our website and through high-traffic Council-owned community facilities.

Our commitment to a lower than average advertising-to-editorial ratio and carefully planned placement in each issue will ensure your business stands out.

Value for money

- 42,000+ copies printed and distributed each quarter.
- Estimated readership of 52,889* which equates to less than 0.05 cents per reach.

Format	Distribution	Readership	Frequency
Gloss magazine	42,273	55,239*	Quarterly

* Based on data from the 2018 Communications Preference Survey

Broad and targeted distribution

- Distribution to every household in the City of Tea tree Gully area, including the following suburbs:
 - Banksia Park
 - Dernancourt
 - Fairview Park
 - Gilles Plains
 - Golden Grove
 - Gould Creek
 - Greenwith
 - Gulfview Heights
 - Highbury
 - Holden Hill
 - Hope Valley
 - Houghton
 - Modbury
 - Modbury North
 - Modbury Heights
 - Paracombe (Part)
 - Ridgehaven
 - Redwood Park
 - St Agnes
 - Surrey Downs
 - Tea Tree Gully
 - Upper Hermitage
 - Valley View
 - Vista
 - Wynn Vale
 - Yatala Vale
- Available from high-traffic community facilities, including:
 - Tea Tree Gully Civic Centre
 - Tea Tree Gully Library
 - Waterworld
 - Golden Grove Arts Centre
 - Golden Grove Recreation centre
 - Turrumurra Recreation Centre
 - Burregah Recreation centre
 - Jubilee Community Centre
 - Holden Hill Community Centre
 - Surrey Downs Community Centre

GULLY GRAPEVINE ADVERTISING RATES

Rates

All rates exclude GST and are valid until 30 June 2021.

Size	Rate	GST	Total
Full page	\$2,575.45	\$257.55	\$2,833
Half page vertical	\$1,426.36	\$142.64	\$1,569
Half page horizontal	\$1,426.36	\$142.64	\$1,569
Third page vertical	\$1,030	\$103	\$1,133
Third page horizontal	\$1,030	\$103	\$1,133
Quarter page vertical	\$838.18	\$83.82	\$922
Quarter page horizontal	\$838.18	\$83.82	\$922
Inserts	\$ POA	-	-

Repeat advertisers

Book an advertisement in four consecutive issues of the Gully Grapevine and receive a 10% discount.

- Advertisers seeking regular exposure can book into four consecutive Grapevines and receive a 10% discount. Contact us to confirm the reduced rate.
- Community groups, charities and not-for-profits will receive a 10% discount on all advertisements.
- Hirers of Council owned facilities will receive a 10% discount on all advertisements.

Editions

The Gully Grapevine is published quarterly

Issue	Booking deadline	Material deadline	Distribution
Spring 2020	24 July 2020	31 July 2020	September 2020
Summer 2020/21	16 October 2020	23 October 2020	December 2020
Autumn 2021	29 January 2021	5 February 2021	March 2021
Winter 2021	30 April 2021	7 May 2021	June 2021

*Dates subject to change. Deadlines may be flexible.
Contact us to discuss.

Contact

For further information please contact:

The Editor

Gully Grapevine

P: 8397 7444

advertising@cttg.sa.gov.au

City of Tea Tree Gully

571 Montague Road

Modbury SA 5092

GULLY GRAPEVINE ARTWORK SPECIFICATIONS

Advertisements

Advertisers are to supply advertising artwork complete to specifications. We will not accept artwork that is not in keeping with the style of the magazine.

An advertising design service is available on request and is additional to the advertising rate.

All supplied artwork should be:

Press quality PDF format, CMYK, print ready, with no crop marks or any other printers marks.

Images and logos must be 300 dpi.

Fonts should be embedded or converted to outlines.

Full-page advertisements must be supplied with a 5 mm bleed. This continuation of your artwork allows for potential minor variation when the magazine is trimmed.

For legibility of text, the minimum font size must be 6.5 pt for contact details and 8 pt for body copy. Please ensure reversed text is at a medium to bold weight.

Artwork delivery

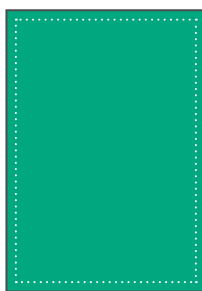
Files under 10 MB in size can be emailed to advertising@cttg.sa.gov.au.

For files larger than 10 MB, please contact advertising@cttg.sa.gov.au to arrange an alternate delivery method.

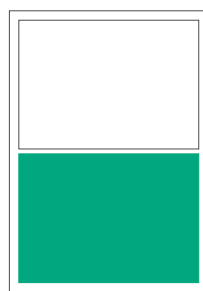
When sending artwork files, please use the booking number as the subject line.

Artwork contact

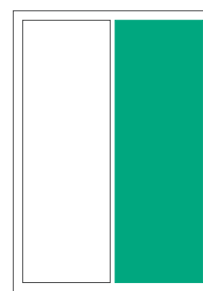
advertising@cttg.sa.gov.au



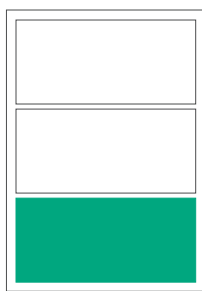
Full page



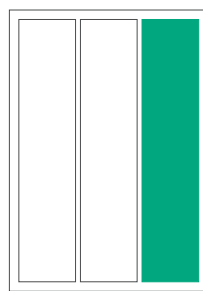
1/2 page (H)



1/2 page (V)



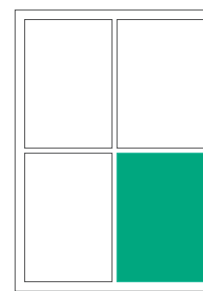
1/3 page (H)



1/3 page (V)



1/4 page (H)



1/4 page (V)

Full page

Trim size: 297 (depth) x 210 (width) mm

Text area: 277 (depth) x 190 (width) mm

Bleed: 307 (depth) x 220 (width) mm

Half page (1/2)

Horizontal: 136 (depth) x 190 (width) mm

Vertical: 277 (depth) x 92.5 (width) mm

NB: No bleed, crop or printer marks

Third page (1/3)

Horizontal: 89 (depth) x 190 (width) mm

Vertical: 277 (depth) x 60 (width) mm

NB: No bleed, crop or printer marks

Quarter page (1/4)

Horizontal: 65.5 (depth) x 190 (width) mm

Vertical: 136 (depth) x 92.5 (width) mm

NB: No bleed, crop or printer marks

Inserts

For maximum exposure ask about inserting your promotional flyer into the Gully Grapevine. For further information, contact us.

Need help with designing your advertisement?

Let us design it for you. For further information, contact us.

ADVERTISING BOOKING FORM

To complete this booking form online, visit cttg.sa.gov.au/advertising

Business name:

Industry (type of business):

Street address:

Postcode:

Postal address:

Postcode:

Contact name:

Phone:

Mobile:

Email:

Website:

Item	Size	Rate	Design required	Total	GST
			<input type="checkbox"/> Yes / <input type="checkbox"/> No		
			<input type="checkbox"/> Yes / <input type="checkbox"/> No		
			<input type="checkbox"/> Yes / <input type="checkbox"/> No		
			<input type="checkbox"/> Yes / <input type="checkbox"/> No		
				Subtotal	
				Discount	
				Total	

Cancellation policy

Advertising can only be cancelled in writing by the advertiser. If an advert is cancelled 30 days prior to the advertising booking deadline, no cancellation fee will apply. Cancellations received within 30 days of the advertising booking deadline will incur a 50% cancellation fee. Advertisement cancelled after the advertising booking deadline will incur the full advertising fee.

I have read this agreement and understand and agree to its terms.

Authorised advertiser:

Title:

Signature:

Date:

Once completed, please forward this booking form to the Editor at advertising@cttg.sa.gov.au

ADVERTISING TERMS & CONDITIONS

The Advertiser including their agent(s) (Advertiser) who lodge an advertisement for publication with the City of Tea Tree Gully (Council) agrees to the following terms and conditions:

- These terms and conditions constitute the entire agreement between the parties regarding the matters set out in it and supersedes any prior representations, understandings or arrangements made between the parties, whether orally or in writing.
- Council accepts paid advertising that is deemed to be appropriate and of community interest or benefit.
- Acceptance and placement of advertisements is not a recommendation or endorsement by Council of the advertiser's products and/or services.
- Council, in its sole discretion, reserves the right to refuse or omit any submitted material or to suspend or discontinue publication of any advertisement previously accepted.
- Advertising will not be accepted if it promotes alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or any form of advertising that can be interpreted as political, discriminatory, illegal, offensive or objectionable.
- To be eligible to advertise with Council, advertisers must be located in or conduct business within the City of Tea Tree Gully's boundaries. This applies to all events.
- The positioning or placement of an advertisement is at the discretion of Council except where expressly agreed with the Advertiser. While every effort will be made to publish accepted advertisements, no liability will be accepted for misplacement or omission.
- The Advertiser undertakes that the advertisement or insert does not contain material that is misleading or deceptive, and that it does not in any way contravene any Federal or State laws or advertising codes.

- The Advertiser accepts full legal responsibility in respect to any advertising approved by it for publication.
- The Advertiser agrees to indemnify and hold harmless the Council against all claims, demands, proceedings and other liability arising wholly or partially, directly or indirectly from the publication of the advertisement.

Design

- The Advertiser is solely responsible for the content and accuracy of its advertisement.
- The advertisement must clearly identify the Advertiser of the product, service or event offered.
- Council may head an advertisement with 'Advertisement' whenever it considers it appropriate to distinguish it from other types of content.
- Council is not responsible for checking supplied print-ready artwork.
- Council accepts no responsibility or liability for any errors due to third parties, sub-contractors or inaccurate copy instructions from the Advertiser or their agents.
- Colours will be matched to the best of Council's ability and no rebate will be made in the event of colour variances.
- Council will supply proofs to the Advertiser for approval where the advertisement is designed by Council on behalf of the Advertiser.

Deadline

- Complete material must be received before the advertising deadline. If the Advertiser does not meet the advertising deadline, Council may insert a previous advertisement or, if there has been no previous advertisement, may use the space for other purposes.

Payment

- Invoices will be issued when the publication is printed.
- Payment terms are strictly seven days from invoice date.
- Council reserves the right to cancel any advertiser's contract if payments are not received on a consistent basis or in the event of non-payment. Failure to make payment will result in the advertiser having their right to advertise removed.
- Payment options include cheque, credit card or electronic funds transfer.
- Advertising rates are subject to change due to unforeseen increases in printing and associated publishing costs. All advertisers will be provided advanced notice of any changes to rates.

Cancellation

- Advertising can only be canceled in writing by an authorised representative of the Advertiser.
- No cancellation fee applies to cancellations made 30 days prior to the advertising booking deadline.
- All cancellations received within 30 days of the advertising booking deadline will incur a 50% cancellation fee.
- Cancellations received after the advertising booking deadline will incur the full advertising fee.
- Content cannot be removed from the publication for cancellations made within 30 days of the print date.