



Fortnightly news in brief from Jabiru, Warruwi, Minjilang, Maningrida and Gunbalanya



# AD RATES

The West Arnhem Wire is the only regular hard copy source of news and events in the West Arnhem region, with news from Jabiru, Gunbalanya, Maningrida, Warruwi and Minjilang. The Wire is a recognised and valued part of the local community and a great way to get your message out to a unique regional audience.

The Wire can support your marketing and communications strategy and promote your local business, event, job advertisement or tender.

Hundreds of copies of each edition of The Wire are distributed throughout our five West Arnhem communities, with an electronic edition sent to more than 550 individual email addresses.

Placement of ads remains at the discretion of Council and editorial policies.

## COMPETITIVE RATES - FROM \$72 (2021-2022)

**ADVERTISING DEADLINES**

**Bookings**  
5pm Tuesday prior to publication

**Artwork**  
5pm Wednesday prior to publication

The Wire is published fortnightly on Fridays

Print-ready advertisements	Size	Rate
Up to and including:		
Quarter page black and white	127.5mm x 90mm	\$72.00
Quarter page colour	127.5mm x 90mm	\$82.00
Half page black and white	127.5mm x 185mm	\$95.00
Half page colour	127.5mm x 185mm	\$123.00
Half page colour	90mm x 260mm	\$123.00
Full page black and white	185mm x 260mm	\$162.00
Full page colour	185mm x 260mm	\$203.00
<b>Electronic edition ad</b>		
Full colour with hyperlink	160px x 160px	\$72.00
<b>Inserts</b>		
Insert black and white	up to A4	\$193.00
Insert colour	up to A4	\$265.00
Insert self-printed/prepared	up to A4	\$139.00

## LINK YOUR AD TO YOUR WEBSITE WITH ELECTRONIC EDITION

As well as distributing hundreds of copies around West Arnhem communities, an electronic edition of The Wire is distributed to more than 550 individual emails throughout Jabiru, Arnhem Land and the Northern Territory.

When you advertise with The Wire electronic edition, readers can click follow the link from your ad directly to your website, Facebook page or social media campaign.

## REGULAR, FORTNIGHTLY EDITIONS

The Wire is published fortnightly, providing a regular vehicle for you to get your message out. For more information contact WARC's Communications and Public Relations Coordinator Heidi Walton.

**CONTACT: telephone 08 8979 9465 : mobile 0456 060 370 : email [wire@westarnhem.nt.gov.au](mailto:wire@westarnhem.nt.gov.au)**