

DOORAL ROUNDUP


The Dooral Roundup has been supporting our local business community and residents for over 25 years.

- Print run 10,000 per month
- Website page views - over 10,000 per month
- Door to door Delivery - 7,000
- Bulk distribution 3000 to popular shopping locations and cafes
- Facebook/Instagram. Over 50,000 reach on our combined social channels. **Boosted posts available**

Google Search Console
Your February performance
on Google Search



<https://dooralroundup.com.au/>


551
Clicks (web)


34.6K
Impressions (web)


47
Pages with
first impressions
(estimated)



Official Publication of the
Dural & District Business Chamber

Online Advertising Opportunities

- Access to a targeted audience – that is geographically relevant to your business
- Targeted ads - detailed monthly reports
- Increased brand awareness and recognition.
- A long proven history of successful online campaigns.
- Trusted News Source with Google News bringing in a diverse range of readers
- High Google Page Ranking and high quality backlinks to your website.
- Competitive pricing
- Social Media Campaigns across our 3 community news channels (Hills to Hawkesbury Community News: Galston News & Dooral Roundup)
- Options to advertise in our eNewsletters with over 6,000 subscribers.



ADVERTISING COSTS & SPECIFICATIONS

Print Advertising Size (mm)	Per Issue (Exc GST)
Full Page no bleed size (w 182mm x h 269mm) with bleed size (220mm x 307mm)	\$940
Front Page Image + Page 2	\$1500
Double Page Spread Size as per full page above x 2	\$1500
Back Page no bleed size (w 182mm x h 269mm) with bleed size (w 220mm x h 307mm)	\$999
Half Page (wide 185mm x high 130mm)	\$489
Quarter Page (90w x 130h)	\$355
Quarter Page Horizontal (w 180mm x h 65mm)	\$355
Medium (w 90mm x h 65mm)	\$210
Tenth (w 90mm x h 48mm)	\$148
Business Directory (90 x 48mm)	\$148
Business Directory Double Size (90mm w x 105mm h)	\$289
Social Media Post + Boost	\$120

ONLINE ADVERTISING PACKAGES

Business Directory Listing - Low Cost Entry - \$99 per year - List your business on our website. Up to 6 images, unlimited text, links to your website/social media pages, Google Maps location if required, plus ability to attach a brochure, menu or similar

Health/Lifestyle/Finance/Real Estate Contributor - \$250 per story - Write a column as an 'expert' in your field. The story will appear on our Lifestyle pages with appropriate links to your website/social media pages. Stories will be optimised for SEO so you get the advantage of our excellent Google Page Ranking. You can add up to 6 images, plus you would be set up as an Author. Stories remain on our website for 3 years unless you request to have them removed.

Hills Online Dining Guide - \$250 per year
Aimed to help businesses increase their online visibility, whilst attracting new customers & retaining loyal ones... our "Online Dining Directory" is the perfect tool to attract your local audience. Clients can search by location or the desired cuisine (ie: Asian, Greek, Lebanese, Cafes, etc). Sections for your menu, opening hours, special offers & events. Upload photos & videos to entice customers. Finding & booking a table has never been so simple with everything in the one place!

Email Direct Marketing - Small Ad \$75 - Large Ad \$150

We send a monthly news overview to our readership. With over 6000+ subscribers, this is a great way to promote your business. We have an open rate of 56% and our click through rate can be as high as 68% depending upon the content of the stories. This is a great way to get your brand or product in front of this audience.

School Holiday Activity Promotions

Our online demographics show our highest readership are women between the ages of 35-55 years. This is an ideal range for promoting School Holiday Activities. We can help you design your campaign.

Job Ads & Classified Ads - \$125 until sold/filled

Up to 6 images, unlimited text, links to your website/social media pages, Google Maps location if required. Option to include a contact form if you prefer your details not be made public (small additional charge for this)

With the problems of scamming associated with facebook marketplace and gumtree, this is becoming a popular alternative.

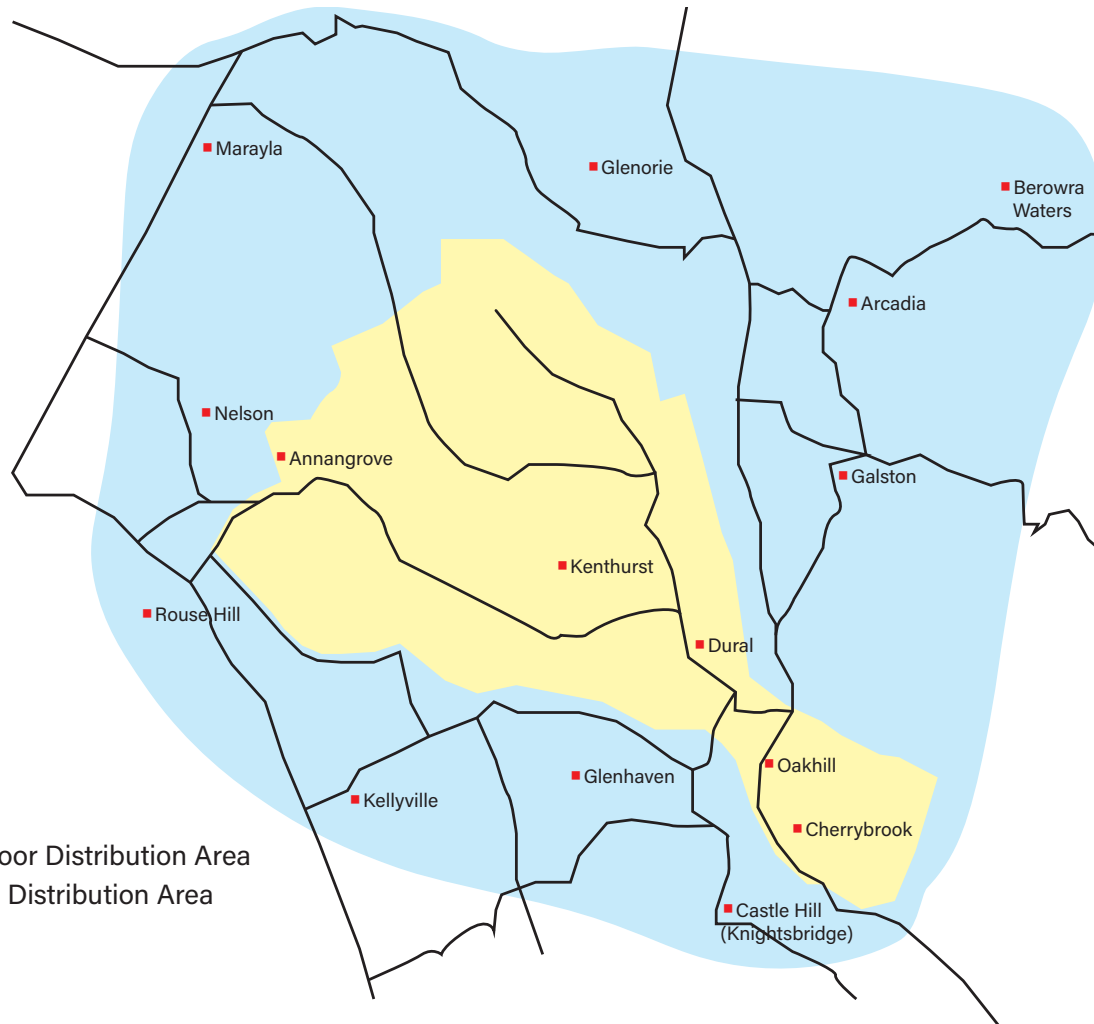
Advertise on our Website	Monthly	3 Months	6 Months	Yearly
Website Banner Ad (728px x 90 px)	\$250	\$500	\$900	\$1,700
MREC (300px x 250px) side ad	\$125	\$250	\$1,200	\$2,100
Small Ad (250px x 125px)	\$60	\$120	\$230	\$450

For more details of any of these online packages, call:

Karen Taylor
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advertising@dooraroundup.com.au

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Medium (Eight)	Quarter Page
Tenth	
Half Page	

- Artwork - Free graphic design on all ads.
- Specifications if sending complete artwork - High resolution PDF file. Set up CMYK. All images 300dpi at full print size.