DOORAL ROUNDUP



Official Partner
Dural & District Business Chamber

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

551
Clicks (web)

34.6K
Impressions (web)

47
Pages with first impressions (estimated)

https://dooralroundup.com.au/

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.

Flyer delivery service $139 per thousand plus GST. Max 7000 homes

ADVERTISING COSTS & SPECIFICATIONS

Print Size (mm - Width/Height)	Per Issue (Exc GST)
Full Page no bleed size (w 182mm x h 269mm) with bleed size (220mm x 307mm)	$999
Front Page Image + Page 2	$1605
Double Page Spread Size as per full page above x 2	$1605
Back Page no bleed size (w 182mm x h 269mm) with bleed size (w 220mm x h307mm)	$1069
Half Page (wide 185mm x high 130mm)	$523
Quarter Page (90w x 130h)	$380
Quarter Page Horizontal (w 180mm x h 65mm)	$380
Medium (w 90mm x h 65mm)	$225
Tenth (w 90mm x h 48mm)	$158
Business Directory (90 x 48mm)	$158
Business Directory Double Size (90mm w x 105m h)	$309
Social Media Post + Boost	$128

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, specialoffers & events. Upload photos & videos to entice customers. Finding & booking a table has never been so simple with everything in the one place!

Email Marketing - Small Ad $90 - Large Ad $150
We send a combined weekly news overview to our readership every Friday. 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. This newsletter is combined with Hills to Hawkesbury Community News and Galston Community News magazines.

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.

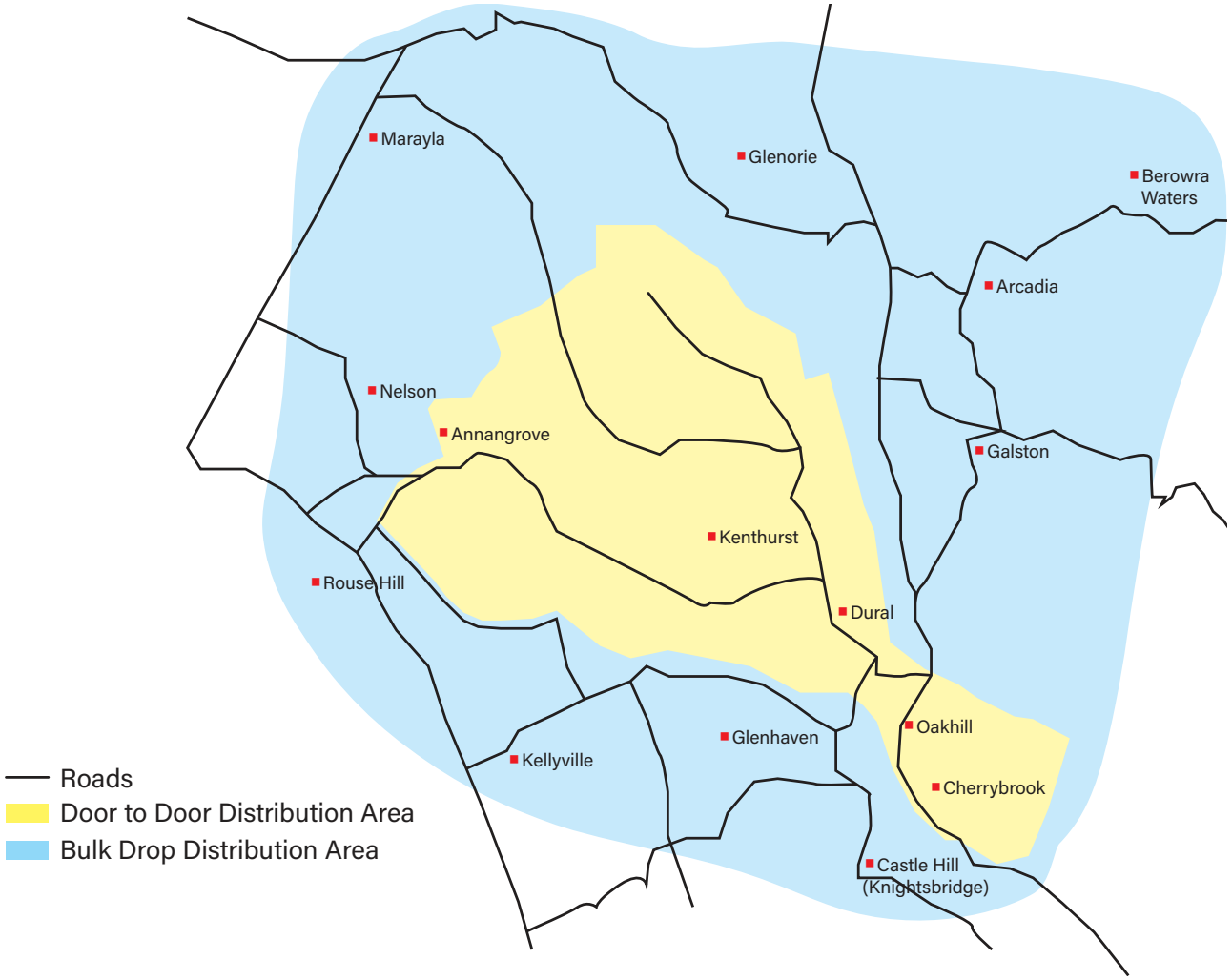
Job Ads & Classified Ads - $125 until sold/filled
Up to 6 images, unlimited text, links to your website/social media pages, Google Maps location if required. Option to include a contact form if you prefer your details not be made publich (small additional charge for this)
With the problems of scamming associated with facebook marketplace and gumtree, this is becoming a popular alternative.

** All online ads and stories appear on Galston Community News & Dooral Roundup websites.*

Advertise on our Websites (2)*	Monthly	3 Months	6 Months	Yearly
Website Banner Ad (728px x 90 px)	$535	$1,316	$2,568	$4,494
MREC (300px x250px) side ad	$268	$658	$1,284	$2,247
Small Ad (250px x 125px)	$134	$330	$642	$1,124

For more details of any of these online packages, call:
Karen Taylor
0487 111 868
advertising@dooralroundup.com.au

DOORAL ROUNDUP



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.