

ECHO PREFERENTIAL OFFER FOR BYRON AND BEYOND NETWORK GROUP MEMBERS



As a news organisation *The Echo* has incomparable reach into the Byron Shire and beyond. Advertising in our publications could really help you consolidate your position in this market.

THE OFFER:

As a member of Byron and Beyond Networking Group we are pleased to offer you the following benefits:

- Automatically qualify for our lowest weekly rates
- Receive editorial after spending a total of \$600
- Receive a free 5th advert when booking a series of four
- Free artwork production by our team of qualified and talented graphic designers (if needed)
- Includes a post on our Instagram page @echopublications

Advertising rates and sizes

Print:

6cm x 2 columns (85mm wide, 58 high) – **\$135** (instead of \$155)

9cm x 2 columns (85m wide, 88 mm high) – **\$200** (instead of \$235)

12cm x 2 columns (85mm wide, 118 mm high) – **\$270** (instead of \$310)

Online:

Maximum Exposure package – **\$505** (instead of \$670)

Includes delivery for one week of: run-of-site leaderboard, small rectangle and medium rectangle, plus banner in weekday mailer.

The stats

The Byron Shire Echo

Free weekly newspaper. 24,000 copies delivered to every home and business in the Byron Shire. Also delivered to all homes in Lennox Head and East Ballina.

Bulk dropped into other areas surrounding Byron Shire.

Readership: 29,000 (Byron Shire total population: 32,000)

***The Echo online* – www.echo.net.au**

9,000 subscribers (receive daily mailer each week day).

1.2 million visitors to the site each year.

For more information please contact adcopy@echo.net.au or phone **02 6684 1777**