

THE ECHO

Katoomba • Leura • Wentworth Falls

Managing Editor and Advertising

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Editorial

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Postal Address

PO Box 121, Mulgoa NSW 2745

Website

www.theecho.net.au

Distribution

Letter box delivery to 8250 homes in Katoomba, Leura and Wentworth Falls every month, except for January. It is also available from selected locations throughout the area.

Free editorial for local businesses*

Free Announcements Births, weddings, anniversaries and obituaries*

Calendar Free listing of upcoming events*. Editorial available at the Editor's discretion

*Conditions apply

ADVERTISING RATES

All advertising is black and white. The rates quoted below are per month and GST inclusive. Basic artwork design is also included.

Front Cover



Ears
51mm x 45mm
\$80

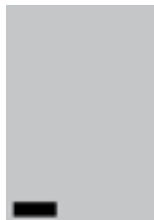


Single Banner
50mm x 190mm
\$250



Double Banner
105mm x 190mm
\$400

Noticeboard



Single
20mm x 60mm
\$30

Inside Pages



1/12 page
65mm x 60mm
\$60



1/8 page
65mm x 92mm
\$75

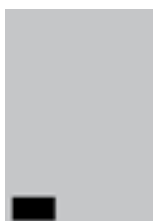


1/6 page
65mm x 125mm
\$110



1/6 page
136mm x 65mm
\$110

Business Directory



Single
32mm x 60mm
\$25



Double
70mm x 60mm
\$50



1/2 page
136mm x 190mm
\$275



Full page
277mm x 190mm
\$495

Back Cover



1/4 page
65mm x 190mm
\$150



1/4 page
136mm x 92mm
\$150



1/2 page
136mm x 190mm
\$250



Full page
277mm x 190mm
\$450

ADDITIONAL ADVERTISING INFORMATION

- Advertisements in the Business Directory are booked in three-month blocks
- A 5% discount applies if you book your advertisement for six months, a 10% discount applies if you book your advertisement for 12 months and pay in advance.
- All advertisements are accepted under The Echo terms and conditions as provided.
- Copy deadlines are usually the 20th of the the previous month

ADVERTISING TERMS & CONDITIONS

ADVERTISING SERVICE

Subject to compliance of this Agreement by the Customer, The Echo agrees to publish the Advertisement submitted by the Customer to The Echo in the Newsletter in accordance with the advertising details set out in Schedule 1. The Customer must submit the Advertisement to The Echo before the Advertising Material Deadline in the manner and by the means as set out above. If the Customer does not supply the Advertisement to The Echo before the Advertising Material Deadline, The Echo may publish in the Newsletter any other advertisement previously submitted by the Customer to The Echo for publication in the Newsletter.

ORDER FOR PUBLICATION

Receipt of copy by whatever means (including verbal) shall constitute an order for publication of the advertisement and acceptance of these conditions.

ACCEPTANCE OF ADVERTISEMENT FOR PUBLICATION

The Echo has an absolute and unfettered discretion to refuse to publish any or all Advertisements that the Customer submits to The Echo if The Echo deems them unsuitable for publication. If The Echo refuses to publish an Advertisement, The Echo will notify the Customer.

CANCELLATION OR VARIATION

The Customer may cancel an Advertisement by written or verbal notice to The Echo. Notice of cancellation must be received at least seven (7) days before the Advertising Material Deadline set out in the Production Schedule. If notice of cancellation is received after this date, the Customer remains indebted to The Echo for all Fees payable in respect of the cancelled Advertisement, even if it is not published, at the discretion of The Echo.

ADVERTISEMENT CONTENT

The Customer is solely responsible for the accuracy, quality and standard of any Advertisement that the Customer submits to The Echo.

LEGALITY

The Customer warrants to The Echo that nothing in the advertising material, text or artwork infringes any state, federal or local law or regulation or the personal or property rights of any other person.

INDEMNITY

The Customer agrees to indemnify The Echo and all associated companies, its employees, agents and subcontractors against all damages, costs, expenses, claims, demands and loss of any kind including legal costs arising out of the publication of any advertisement and without limiting the generality of the foregoing, to indemnify each of them in relation to defamation, injurious falsehood, passing off, unfair competition or trade practices, breach of contract, misrepresentation, breach of warranty or authority, slander of title, breach of copyright, infringement of trademark or names or titles, violation of rights of privacy, royalties or any breach of statute, regulation or other law giving rise to criminal or civil liability.

FEE

The Customer must pay The Echo the Fee for each Advertisement The Echo publishes in the Newsletter as specified in Schedule 1. All accounts shall be charged to the Customer and must be paid to The Echo by the due date as per the invoice/statement.

PROOFS

The Customer acknowledges that The Echo imposes a specific deadline by which copy and images for typesetting must be submitted where the Customer requires a pre-publication proof of the advertisement (the "Advertising Material Deadline (Copy And Images)"). Proofs of advertisements will not be provided when copy is received after the Advertising Material Deadline (Copy And Images). When a proof is not provided by The Echo, the Customer agrees to pay the full cost of the advertisement as outlined in Schedule 1 where it substantially conforms to the copy provided by the Customer. No responsibility is accepted for the correctness or otherwise of telephone advertisements where printed information has not been provided.