

# Advertising in the Yackity Yak

It has been another wonderful year for Yackity Yak with so many of our local businesses loyally supporting us and ensuring that our local rag continues. We print 1100 copies per issue with 900 being delivered free of charge to 900 homes in the area, ensuring all locals have the chance to hear about events and activities in town and also what local businesses are available to them. Extra copies are available from various retail outlets in Yackandandah. Yackity Yak is also available to download from the official town website: [www.uniqueyackandandah.com.au](http://www.uniqueyackandandah.com.au) - making advertising even better value for money for our local businesses! The amount of advertisers we have directly impacts the size of the paper, so to assist us with our planning of next years issues we are offering businesses the opportunity to pre-book their advertising space for 2010.

If you own a local business and would like to advertise in Yackity Yak during the 2009 year, all you need to do is fill in the form below and return it to the Yackity Yak by mail, 57 Isaacs Ave Yackandandah Vic 3749, or scan and email to [yackity\\_yak@myaccess.com.au](mailto:yackity_yak@myaccess.com.au) If you require further information please call J & S Willis on 02 60271119 or 040 3969494

**There are four different advert sizes that can be booked : (all amounts include GST)**

- **Standard advert** (9cm wide x 6cm high) - \$30.25 per issue. - **1/4 Page advert** (9cm wide x 13 1/2 cm high) - \$66.55 per issue.
  - **1/2 page advert** (19cm wide x 13 1/2 cm high) - \$133.10 per issue. - **Full page advert** (19cm wide x 27cm high) - \$266.20 per issue
- Note: Classified adverts can also be placed at a cost of \$4 per line - a separate form is required for these adverts.*

You can choose which editions you would like your advert to be included in and if you wish to be billed separately for each issue or all on one account.

If you have never advertised in Yackity Yak before you will need to supply your advert, in jpeg, tiff, corel draw, illustrator or publisher format, with a minimum resolution of 300dpi. Adverts can be emailed to [yackity\\_yak@myaccess.com.au](mailto:yackity_yak@myaccess.com.au) or put on disc and mailed to Yackity Yak 57 Isaacs Ave, Yackandandah 3749. If you need adverts design done, this can be done for a one off charge of \$25 (standard advert), \$30 (double advert) or \$40 (1/2 page advert) Plus GST. Artwork designed will be supplied to the business in InDesign and PDF format. (THIS IS A SPECIAL RATE FOR YACKITY YAK ADVERTISERS) Email: [yackity\\_yak@myaccess.com.au](mailto:yackity_yak@myaccess.com.au) or phone 02 60271119. Minor artwork changes to existing adverts are free of charge as are changes to adverts with no graphics and basic text only.

Adverts are limited to businesses that operate in Yackandandah.

**Simply fill in this form to make sure your business does not miss out!**

## Yackity Yak Booking Slip

Registered Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

Owners Name \_\_\_\_\_

Contact Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Business Name Registration Number / Licence No \_\_\_\_\_

All of these fields must be completed to meet media law requirements.  
 A copy of your advert will be supplied for your approval before printing.  
 No adverts will be placed in Yackity Yak without this completed form.

Please indicate which issues you would like your advert to appear in by placing the **advert size** you require in the corresponding box.

All amounts include GST.

**S = Standard (\$30.25)    1/4 = 1/4 page (\$66.55)    1/2 = 1/2 page (\$133.10)    F = full page (\$266.20)**

February / March Issue	April / May Issue	June / July Issue	August / September Issue	October / November Issue	December / January Issue

Please indicate how you would prefer to receive your account / s by placing a tick in the appropriate box.

I would like my adverts to be billed  on one invoice.  separately as each issue is released.

All invoices will be sent via post

**All accounts are strictly 15 days from date of invoice.**

Signed \_\_\_\_\_ - Date \_\_\_\_\_