

MEDIA KIT

FOCUS

ON THE BANANA SHIRE

2023

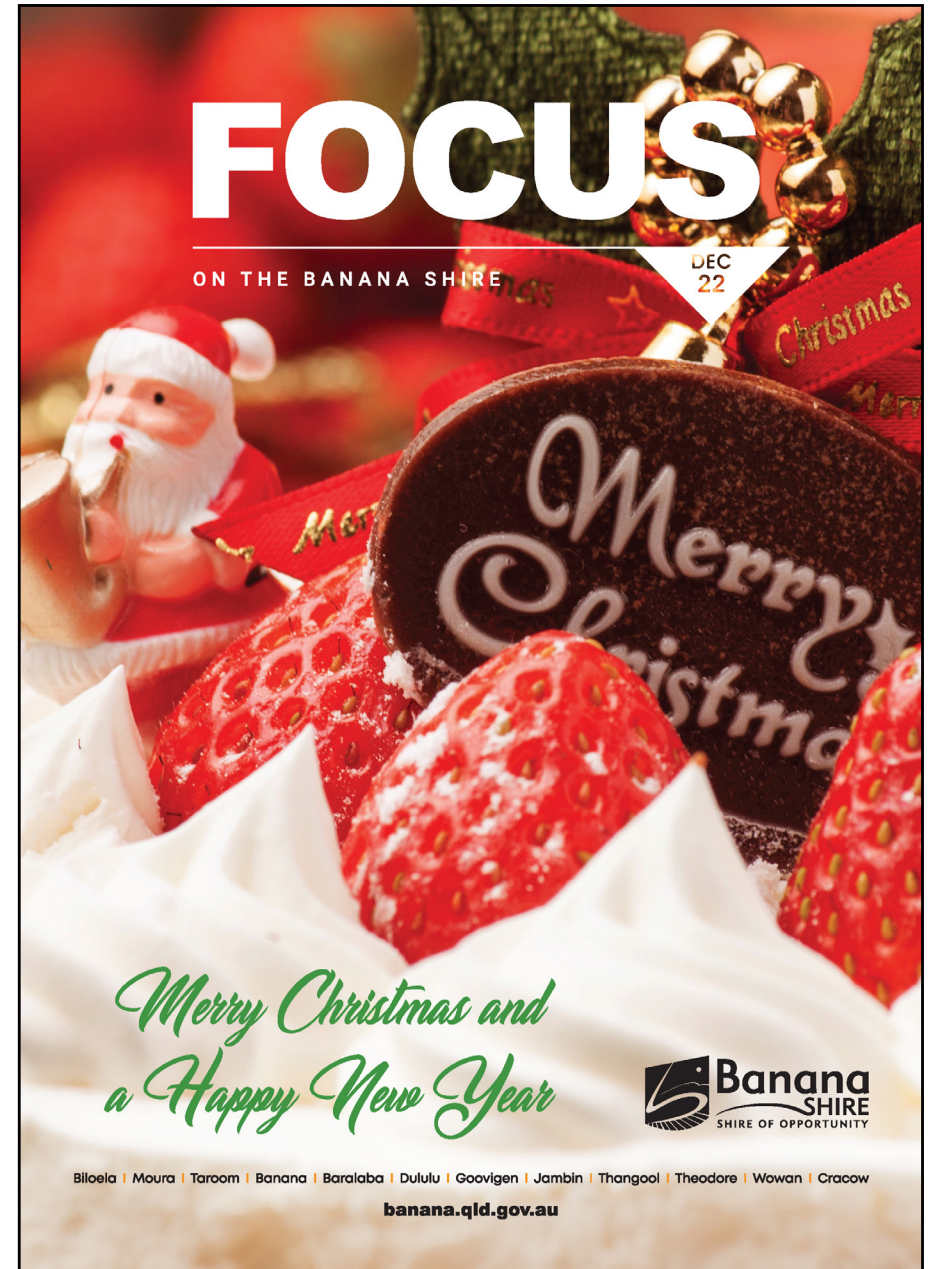
BANANA SHIRE COUNCIL

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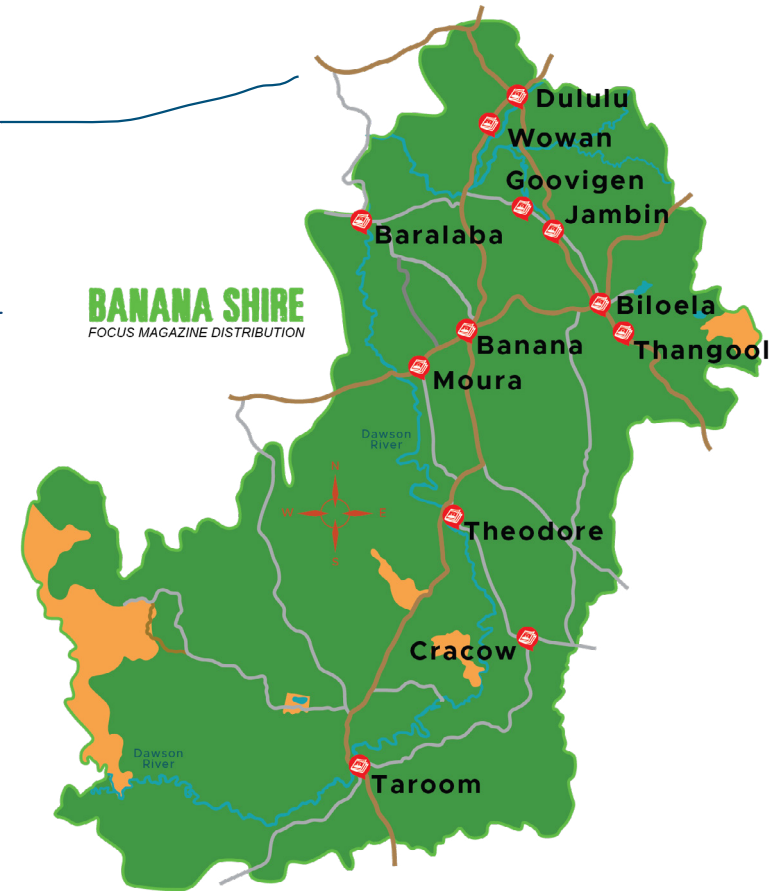
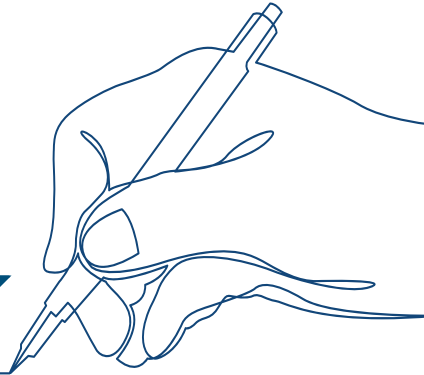
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LET'S FOCUS

ON THE BANANA SHIRE



Focus is Banana Shire's leading communication tool. The magazine is distributed eight times per year and sent to residents across the Banana Shire, ensuring our community is kept up to date with local information. Published directly by Council, the magazine is a trusted source of information with a distribution of over 5,800 copies, delivered free to every household. In addition, the magazine is supplied to key community outlets such as our libraries, visitor information centres and the airport to ensure visitors to our region are also kept up to date with local news and information. For those who would prefer to read the magazine in digital format, Focus is available on the Banana Shire Council's website, including all back issues.

With the demise of all local papers in the Banana Shire region, Focus provides the Banana Shire community with a well written, community-based magazine that features the latest news and developments in the area and also includes stories relevant to our region. The magazine's high-quality content, coupled with its clean and easy-to-read design, enables Council to deliver an excellent community magazine to Banana Shire residents and visitors, and gives our advertisers a platform to communicate directly to readers.

If you are looking for a way to connect with the Banana Shire community, consider advertising with Focus. Read on for further information on rates and specs.

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PUBLICATION SCHEDULE 2023

<u>ISSUE</u>	<u>DEADLINE</u>	<u>DELIVERY DATE</u>
MARCH	23rd January	21 FEB - 1 MAR
APRIL	10th March	11 - 19 APR
JUNE	12th May	13-21 JUN
AUGUST	30th June	1-9 AUG
SEPTEMBER	11th August	12-20 SEP
OCTOBER	8th September	10-18 OCT
NOVEMBER	6th October	7-15 NOV
DECEMBER	8th November	12-16 DEC



AD RATES 2023

FULL COLOUR	CASUAL	4 ISSUES
Full page	\$ 1000.00	\$ 3000.00
Half page	\$ 500.00	\$ 1500.00
Quarter page	\$ 250.00	\$ 750.00
Vertical Strip	\$ 300.00	\$ 900.00

ALL PRICES ARE PER ISSUE AND EXCLUDES GST

DEADLINES

MARCH	23 JAN
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AUGUST	30 JUN
SEPTEMBER	11 AUG
OCTOBER	8 SEP
NOVEMBER	6 OCT
DECEMBER	8 NOV



Jambin's Big Day Out

Jambin's Australia Day promises to be full of laughter, music, food and fun for all.

Barana Shire's annual Australia Day celebrations will be held at Jambin Recreation Grounds on Thursday the 26th of January, 2023. The celebrations will kick off with a post's breakfast at 7am followed by the Official Awards Ceremony and Citizenship Ceremony at 9am.

The event promises fun for adults and kids alike. There will be jumping castles, face painting, a petting zoo, kid's break-out zone and a lolly stop, all guaranteed to keep kids amused for hours.

Organisers this year have also planned for a fully licensed bar and live music playing throughout the day, something mum and dad might appreciate.

And the fun doesn't stop there. For those up for it, there will be a farmer's challenge along with a mudpit. We are told there will be a selection of novelty events including a rooster chase and a thong throwing competition.

The ever-popular vintage car display will be back for another year along

with a static engine display. There'll be food trucks galore offering a range of great fare for the day. Goovigen State School will be running the BBQ and Woolworths will be setting up a fresh fruit stall at the event.

Australia Day 2023 marks the official opening of the new Jambin Post Office, too, which is worthy celebrating. We hope to see you at Australia Day 2023

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AD DIMENSIONS

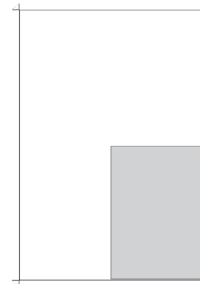


FULL PAGE

Trim Size: 210mm W x 275mm H
+ add 5mm bleed
(Keep type & logos 10mm from trim)

HALF PAGE

Trim Size: 120mm W x 184mm H
no bleed required



QUARTER PAGE

Trim Size: 120mm W x 90mm H
no bleed required



VERTICAL STRIP

Trim Size: 80mm W x 250mm H
no bleed required

