

the South Sydney Herald

w www.southsydneyherald.com.au
e adverts@ssh.com.au
t 02 9319 1373
p PO Box 3288 Redfern NSW 2016

ABOUT US

The South Sydney Herald (SSH) is an independent community newspaper published monthly by the South Sydney Uniting Church. The SSH has a circulation of 16,000 in the South Sydney region.

Mission statement

“Celebrating the lives of the diverse people of South Sydney, inviting discussion on issues of concern and interest, adding encouragement to possibilities for community.”

At a glance

Distribution: 16,000 copies (30,000+ readers)
Frequency: Monthly
Established: 2002
Delivered directly to homes and businesses
Free: No cost to readers
Highly respected throughout Sydney
One of Sydney's last independent newspapers
Not for profit: All profits go back to the community

Distribution

- Alexandria • Beaconsfield • Chippendale • Darlington
- Erskineville • Eveleigh • Glebe • Kings Cross • Newtown
- Redfern • Surry Hills • Waterloo • Woolloomooloo • Zetland

Advertising aim

To offer advertising opportunities which are competitively priced, effective for our advertising partners, and of benefit to the community.

South Sydney demographic

- 74,000 residents
- 38% are Generation X (65% more than SydMet)
- 52% are managers/professionals (40% more than SydMet)
- Incomes similar to rest of Sydney LGA
- 38% tertiary educated (30% more than SydMet)
- 80% of households have two or less people (50% more than SydMet)
- Most rent, with only 30% owning (half that of SydMet)
- 85% live in medium-high density housing (triple that of SydMet)



AD SPECIFICATIONS

- All ads **must** be supplied as a high resolution PDF or JPEG.
- Images **must** be 300 dpi.
- Maximum ink weight is 230%
- All colours **must** be converted from RGB to CMYK.
- **NO** crops. **NO** bleed. Make sure there is no white space around ad.
- Please name ad accordingly with business and size
ie: mybusiness_256x170.pdf (Do **NOT** name ad "SSH ad").

Full-page
W256xH374mm

2 column
96x360mm

Half-page
256x170mm

Rectangle
100x55mm

Square
100x110mm

Footer
256x56mm

Quarter
126x180mm



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ABN 98 967 799 049

ADDRESS PO Box 3288 REDFERN NSW 2016

EMAIL adverts@ssh.com.au

PHONE/FAX 02 9319 1373 MOBILE 0402 525 061

ADVERTISING BOOKING SHEET

Customer no.

Client/Business Name: Date:
 Street Address: Suburb:
 Phone (BH): Mobile:
 Contact Name: Email:

	Modules	Cost (excl. GST)	Comments & Instructions
Please circle the required modules	2 (rectangle)	\$90
	4 (square)	\$180
	5 (footer)	\$225
	10 (quarter)	\$450
	16 (column)	\$720
	20 (half-page)	\$900
	40 (full-page)	\$1800
Prices effective January 1, 2018		

Indicate months booked:

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Please indicate if this account is: Prepaid Invoiced monthly

Modules booked: \$
 Artwork design (\$10/module): \$
 Front page (100% loading); Back page (50% loading): \$
 Discount: \$
 SUB TOTAL \$
 GST 10% \$
 TOTAL \$

I confirm that I have been supplied with and have read the Terms & Conditions of advertising in the South Sydney Herald. I agree to these Terms & Conditions and request the above booking.

Signed: Date: Salesperson: