



# **MURRAY BRIDGE NEWS**

**ADVERTISING GUIDE 2022-23**

# ABOUT US

Murray Bridge News is **your independent local news service**, established by local journalist Peri Strathearn in 2020.

We aim to meet our community's need for reliable local information; and to connect, empower and uplift our audience.

The decisions which guide us are made in Murray Bridge, not Adelaide or Sydney; and 100 per cent of our profits remain in the community.



## WEBSITE

**13,000** monthly page views



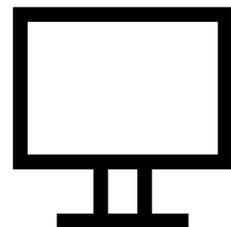
## SOCIAL MEDIA

**5300** Facebook followers



## EMAIL NEWSLETTER

**2800** weekly recipients



## DISPLAY SCREEN

**One** trial site, more coming soon

**"Accurate reporting by a local on local matters. I trust this source above all others."**

**-2021 reader survey comment**

# SPONSORED STORY

Website | Email newsletter | Display screen | Social media

Our experienced local journalists can help you **tell your story, your way.**

We'll do all the hard work for you – ask the right questions, write the words and take the photos – but you have the final say.

Or you can supply your own words and images.

## CASE STUDY: BOMBAY BEAT

*Jitender Soodan had just opened his restaurant in Murray Bridge, and needed to get the word out to his future customers. Our story explained how much experience his family brought to the table, and illustrated his mouth-watering menu. “The write-up is excellent ... thanks for helping us spread the word.”*



**"A good news service ties a community together."**

**-2021 reader survey comment**

# DISPLAY AD

*Email newsletter | Display screen*

*Promote your brand, a special offer or a call to action.*

*Add a hyperlink or QR code to send viewers to any web address you choose.*

*Let Murray Bridge News do the design work, or send your own.*

# CLASSIFIED AD

*Email newsletter*

*Need to reach an audience without breaking the bank? Take out a classified ad in our email newsletter. You'll get **up to 20 words** and can include a clickable link to your company website, ticketing portal or email address.*

*"A proper local news service ... a 'must have' facility for keeping up with all things local."*

*-2021 reader survey comment*

# SPONSORSHIP

*Website | Email newsletter | Display screen | Social media | Events*

*Interested in a deeper partnership? Murray Bridge News can promote your brand and values to a wider audience. You can help us connect, empower and uplift the local community. Contact us about an ongoing or financial-year sponsorship.*

*We can offer packages of sponsored stories and ads, plus exclusive opportunities such as:*

- Brand alignment with **regular features** such as our weekly Things to Do column*
- Promotion at in-person and online **events***
- **Special editions** of our email newsletter in your business' colour scheme*
- Free or discounted **subscriptions** for your employees*

*Set a budget, schedule your promotions for the year and we'll help you achieve your goals.*



*"I absolutely adore the 'what's on' ... I have attended a number of events with my two toddlers based purely on reading about it on your Facebook page."*

*-2021 reader survey comment*

# PRICING

<b>Sponsored story</b>	<b>Web + email + screen + social</b>	<b>\$325 per story</b>
<b>Display ad</b>	<b>Email</b>	<b>\$150 per week</b>
	<b>Screen</b>	<b>\$125 per week</b>
	<b>Email + screen</b>	<b>\$250 per week</b>
<b>Classified ad</b>	<b>Email</b>	<b>\$20 for 20 words</b>
<b>Event sponsorship</b>	<b>Event</b>	<b>POA</b>
<b>Newsletter sponsorship</b>	<b>Email</b>	<b>\$250 per edition</b>
<b>Feature sponsorship</b>	<b>Web + email</b>	<b>\$75 per week (minimum six weeks)</b>
<b>Sponsorship package</b>	<b>All</b>	<b>POA</b>

## CONTACT US

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