



**MURRAY
BRIDGE
NEWS**

ADVERTISING & SPONSORSHIP GUIDE 2022

ABOUT US

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

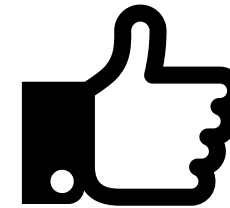
We aim to meet our community's need for reliable local information; and to connect, empower and uplift our audience.

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

12,000 monthly visitors



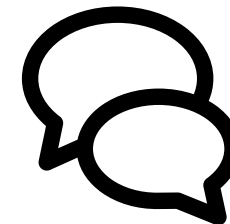
SOCIAL MEDIA

4200 Facebook followers



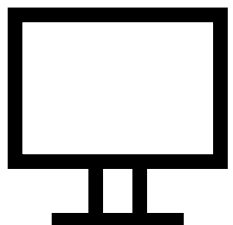
EMAIL NEWSLETTER

2500 weekly recipients



EVENTS

In-person and online



DISPLAY SCREEN

at Murray Bridge Marketplace



SPONSORED STORY

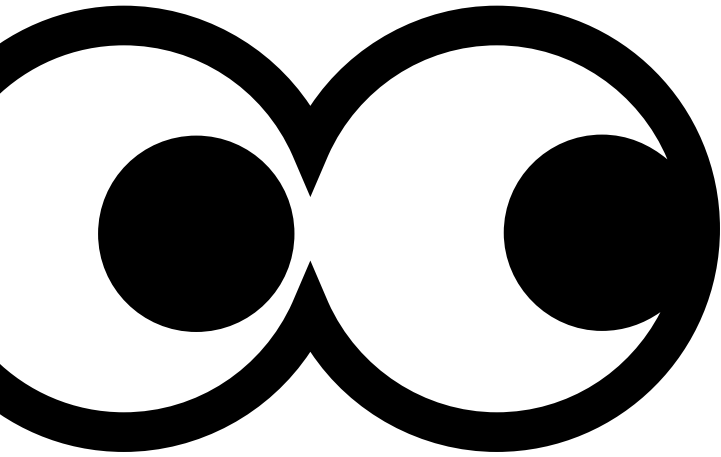
Website | Email newsletter | Display screen | Social media

Our experienced local journalists can help you **tell your story, your way**. We'll do all the hard work for you - asking the right questions, writing the words and taking the photos - but you have the final say. Alternatively, 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."





DISPLAY AD

Email newsletter | Display screen

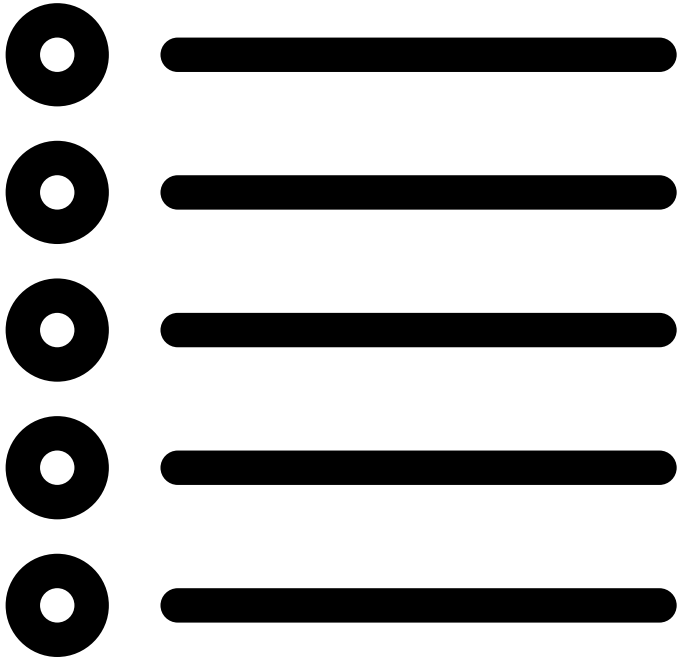
Promote your brand, a special offer or a call to action. Add a hyperlink to your ad to send newsletter readers to any web page you choose, or a QR code to do the same for screen viewers. Let Murray Bridge News do the design work, or send your own graphic.



CASE STUDY: HANNAH CATHERINE PRODUCTIONS

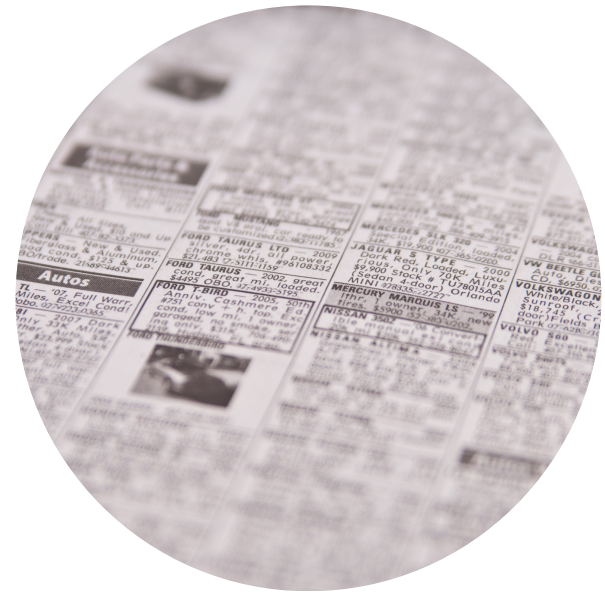
Hannah Smith had a big show coming up at Murray Bridge Town Hall. She had a cast, sets, costumes – all she needed was an audience. A display advertisement in our email newsletter helped her reach out to the ticket-buying public.





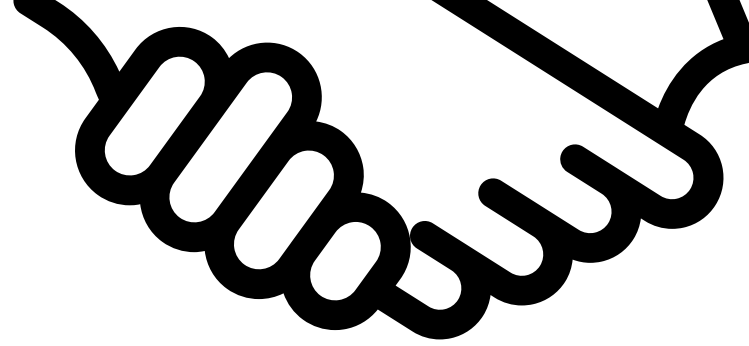
CLASSIFIED AD

Email newsletter



Need to reach an audience without breaking the bank? Take out a classified advertisement 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.**





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.

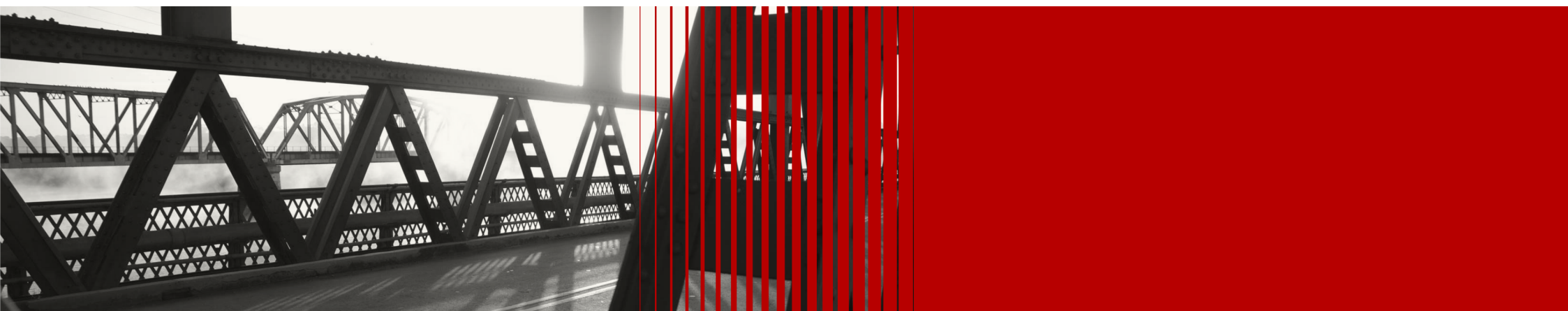


PRICING



SERVICE	CHANNELS	COST
<i>Sponsored story</i>	<i>Web + email + screen + social</i>	<i>\$250 per story</i>
<i>Display ad</i>	<i>Email</i>	<i>\$125 per week</i>
<i>Display ad</i>	<i>Screen</i>	<i>\$125 per week</i>
<i>Display ad</i>	<i>Email + screen</i>	<i>\$200 per week</i>
<i>Classified ad</i>	<i>Email</i>	<i>\$20 for 20 words</i>
<i>Event sponsorship</i>	<i>Event</i>	<i>Available on request</i>
<i>Newsletter sponsorship</i>	<i>Email</i>	<i>\$250 per edition</i>
<i>Feature sponsorship</i>	<i>Web + email</i>	<i>\$75 per week (minimum six weeks)</i>
<i>Sponsorship package</i>	<i>All</i>	<i>Available on request</i>

All prices are inclusive of GST.



CONTACT US

Peri Strathearn

Managing editor

0419 827 124

peri@murraybridge.news

16 Sixth Street, Murray Bridge