



**MURRAY  
BRIDGE  
NEWS**

**2023**

# **ADVERTISING GUIDE**

[www.murraybridge.news](http://www.murraybridge.news)

# ABOUT US



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

We publish stories about what's happening in South Australia's Murraylands. We're all about connecting, empowering and uplifting local people.

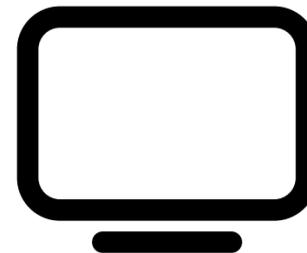
As a family-owned business, the decisions which guide us are made in Murray Bridge, not Adelaide or Melbourne; and 100 per cent of our profits remain in the community.



## EMAIL EDITION

**3600** weekly recipients

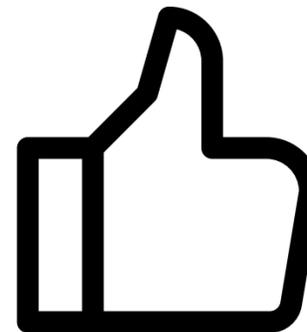
**45%** open rate



## MBN NETWORK

**14** display screens at **11** sites

Audience figures coming soon



## SOCIAL MEDIA

**5700** Facebook followers

**1000** Instagram followers



## WEBSITE

**3500** page views per week

**1000** unique users per week

# WHAT WE OFFER

## SPONSORED STORY

Our experienced local journalists can help you **tell your story, your way**. We'll do all the hard work for you – ask the questions, write the words and take the photos – but you have final say over what we publish. Or you can supply your own words and images.

Sponsored stories are perfect for promoting a new business, new face or upcoming event; or to remind people about the products and services you offer.

Your story will be published on our website, where it will remain discoverable for years; and promoted in our email edition, on the MBN Network and our social media channels.

**\$325 per story**

## DISPLAY AD

Need to promote your brand, a special offer or a call to action? We're here to help you **reach a highly engaged local audience**. Send in your own graphics or let us do the design work for you. Various sizes available.

Place your ad in our weekly email edition, the highest-circulation news publication in the Murraylands; or on the MBN Network, with 14 screens in prominent locations around the region; or choose both for a discounted rate.

**\$150 per week (email only)**

**\$250 per week (MBN Network only)**

**\$350 per week (email + MBN Network)**

## SPONSORSHIP

Want to showcase your brand alongside some of our best-performing content, such as our weekly events guide? Sponsor one of our regular editorial features for a **cost-effective promotional solution**.

Your contribution will be acknowledged with a short message, branding elements, links and tags across all of our channels.

**\$75 per week (minimum four weeks)**

## CLASSIFIED AD

Need to reach a wide audience without breaking the bank? Take out a classified advertisement in our email edition.

**\$20 per 20 words (minimum 20 words)**

# SPECIFICATIONS

## Murray Bridge News Network ad

1920 x 1080 px

\$250 per week

## MBN Network ad (Marketplace site only)

1080 x 1920 px

\$125 per week

## CONTACT US

### Jane Intini

Advertising & subscriptions

0418 835 768 | jane@murraybridge.news

### Peri Strathearn

Managing editor

0419 827 124 | peri@murraybridge.news

[www.murraybridge.news](http://www.murraybridge.news)

## Square ad (email)

675 x 675 px

\$150 per week

## Banner ad (email)

1200 x 340 px

\$150 per week

Additional sizes available upon request.

All prices valid until June 30, 2023.

All prices include GST.

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