

Media Kit
2009/2010

Local Agenda

The official magazine of the Local Government Association
of NSW and Shires Association of NSW



In NSW...

- ◆ Every Procurement Officer
- ◆ Every Mayor
- ◆ Every Council



Media Kit 2009

Local Government in New South Wales is an indelible force in providing essential services to the people of the State.

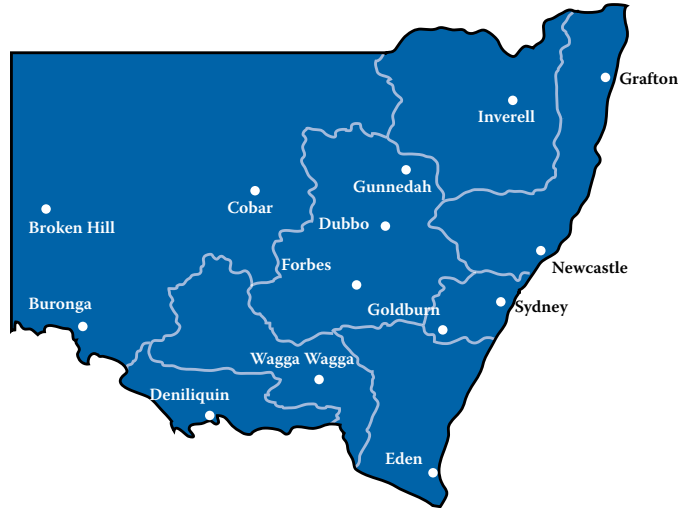
Local Agenda is the official publication of the NSW Local Government and Shires Association, delivered free by Australia Post to all 152 councils and chambers across the State.

For companies wishing to have their products/services acknowledged by government decision makers, Local Agenda magazine is an ideal environment.

Every quarterly issue provides local and international news, council initiatives, comment and lifestyle articles on a range of issues of importance to Local Government. Issues of environmental management, transport, IT, planning, waste, law, and industrial relations are covered by experts, for experts.

Our readership comprises well educated and senior figures in all levels of Government; such as State MPs, Federal MPs and Senators, Mayors and Local Councillors, General Managers of Local Councils, Government Departments, Statutory Authorities and Interstate Associations.

These people control some of the \$7 billion spent each year by Local Government in New South Wales.



Local Agenda is delivered to every council in NSW:

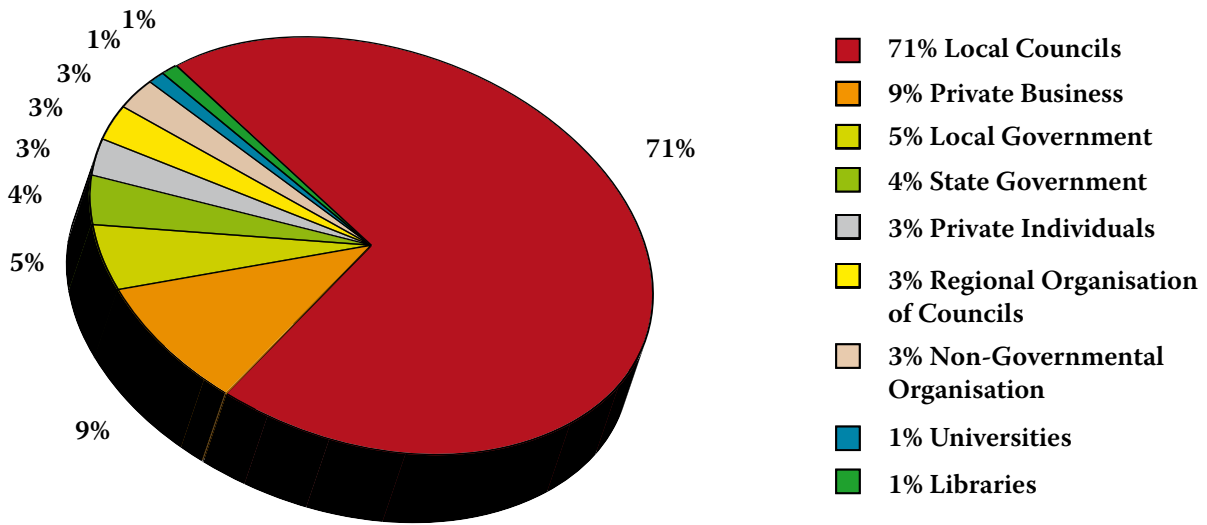
- ◆ All Mayors
- ◆ All General Managers
- ◆ All Procurement Officers

FAST FACTS

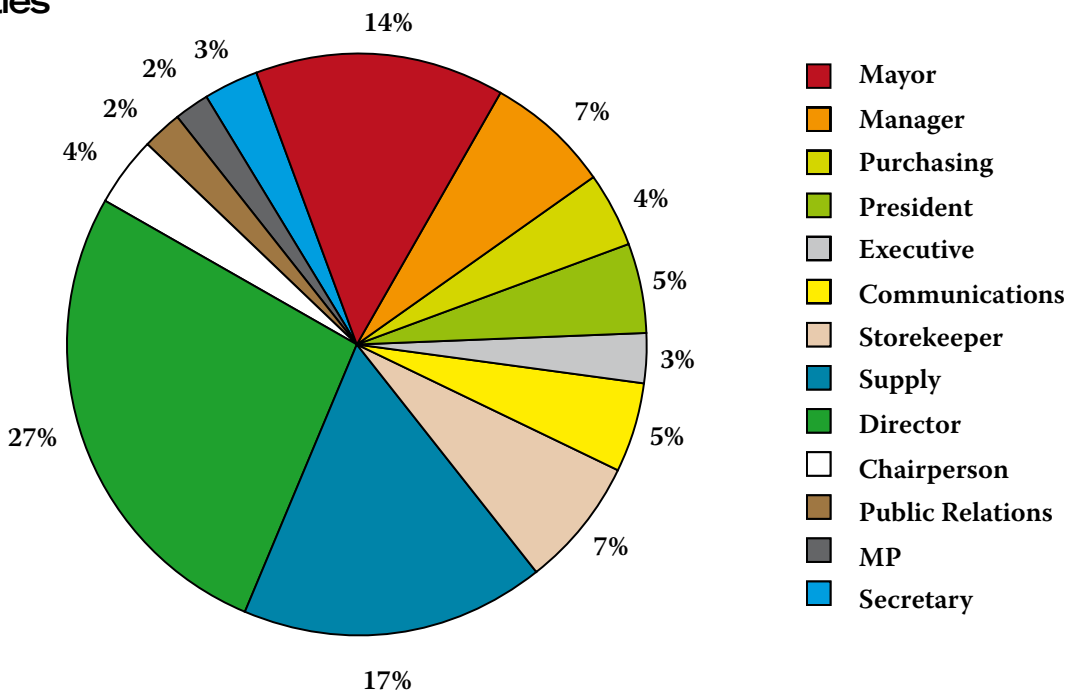
Circulation:	5,500
Readership:	10,000
Frequency:	Quarterly
Content:	Government, Business and Current Affairs
Editor in Chief:	Chris Cormack
Editor:	Lisa Kinahan

READERSHIP BREAKDOWN

Local Agenda Subscribers



Subscribers' Titles



NSW LOCAL GOVERNMENT

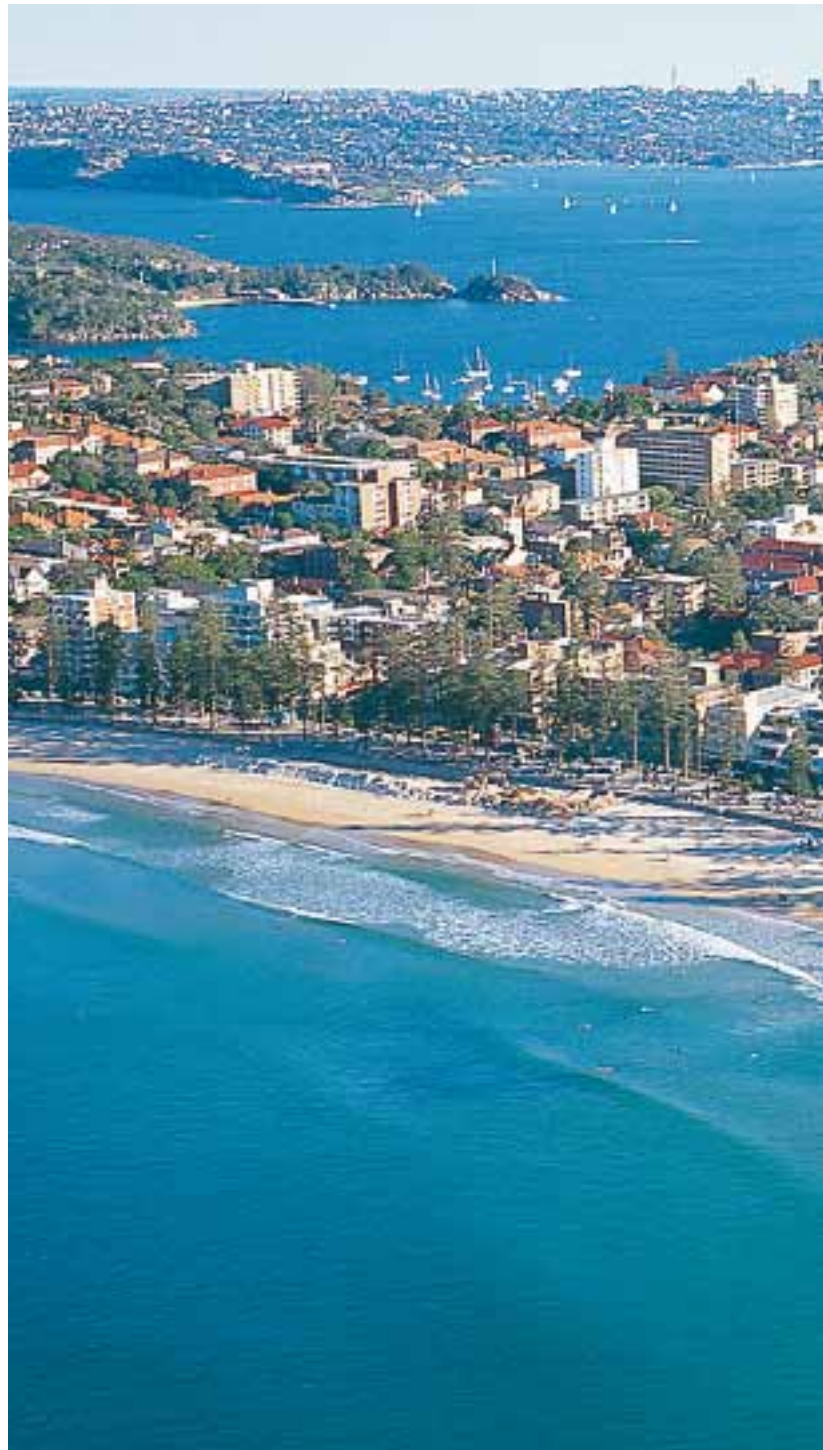
Local Government in New South Wales is responsible for providing some of the most important services to the residents of the State. It is also an important avenue for residents to have a voice in shaping their community.

New South Wales Local Government comprises of 152 general purpose councils and a number of special-purpose county councils. Local Government in NSW employs over 40,000 people, with an annual expenditure of around \$7 billion.

Local councils in New South Wales represent 6.7 million people, the largest council in the state being Blacktown City Council west of Sydney, with a population of 232,000. The smallest is Urana Shire Council in the Riverina with 1,427 residents.

Local Government has an increasing presence in issues affecting more than their local areas. Councils are gaining responsibilities for services as well as issues of environment, security, arts and social policy.

- Local Government in NSW has revenues of around \$7 billion per annum. Roads and housing make up around half of all public expenditure by Local Government, followed by arts and community services.¹
- New South Wales Councils recorded the highest increase in arts funding from 2002-2003, up by \$108.2 million.²
- New South Wales Councils spend over \$2.2 million per annum on medical services.²
- Local Government in NSW spends over \$170 million per year on information and communication technologies.¹



¹Australian Bureau of Statistics

²NSW Local Government and Shires Association

REGULAR FEATURES

- Local News** The burning stories on the news agenda
- My Say** Mayors and councillors on the soapbox
- Profile** Investigates key figures influencing Local Government
- Inside LGSA** Comment from the LGSA
- Out & About** A look at council events across the State
- Legal** Expert advice on legal responsibilities
- Trendsetters** Looks at innovative and unusual programs run by Local Government
- Last but not ...** Profiles, the events, conferences + people that make councils tick



	Booking Deadline	Material Deadline	Publication	Editorial Deadline
Issue 22 2009	16 Oct	23 Oct	Nov	Sep
Issue 23 2010	9 Jan	30 Jan	Feb	Dec
Issue 24 2010	6 Apr	17 Apr	May	Mar
Issue 25 2010	7 Aug	23 July	Sep	Jul

WHO DOES LOCAL AGENDA GO TO?

Multiple copies: 3208 Individual copies: 833

On request: 1508 Total: 5549 *

ABC Current Affairs
 ABS
 Accor Hotels
 ADSHEL
 Albury City Council
 ANF Agritours
 Anvil Media
 Armidale Dumaresq Council
 Ashfield Municipal Council
 Auburn Council
 Aurora Practical Solutions
 Australia Post
 Australian Centre for Regional & Local Govt Studies
 Australian Institute of Building Surveyors (NSW Chapter)
 Australian Institute of Environmental Health (NSW Branch)
 Australian Institute of Law Enforcement Officers
 Australian Local Government Association
 Australian Local Government Women's Association NSW
 Australian Paper
 Australian Professional Ocean Lifeguard Association Inc.
 Australian Services Union (NSW)
 Australian Streetscape
 Ballina Shire Council
 Balranald Shire Council
 Bankstown City Council
 Barringtons
 Bathurst Regional Council
 Baulkham Hills Shire Council
 Bega Valley Shire Council
 Bellingen Shire Council
 Berrigan Shire Council
 Blacktown City Council
 Bland Shire Council
 Blayney Shire Council
 Blue Mountains City Council
 Bobcat
 Bogan Shire Council
 Bombala Council
 Boorowa Council
 Botany Bay City Council
 Bourke Shire Council
 bqt Solutions
 Brewarrina Shire Council
 Broken Hill City Council
 BTC Booths Hire
 Burwood Council
 Butt Littering Trust
 Byron Shire Council
 Cabonne Shire Council

Camden Council
 Campbelltown City Council
 Canada Bay City Council
 Canterbury City Council
 Canterbury City Council Library Service
 Carrathool Shire Council
 Central Coast ROC
 Central Darling Shire Council
 Central Murray Country Council
 Central West Libraries
 Centre for Local Government UTS
 Centre for Regional Tourism Research
 Cessnock City Council
 City of Lithgow Council
 City of Rockdale
 City of Sydney Council
 Clarence Regional Library
 Clarence Valley Council
 Cobar Shire Council
 Coffs Harbour City Council
 Coles Myer
 Collex
 CommSecure
 Complete Urban Solutions
 Conargo Shire Council
 Coolamon Shire Council
 Cooma-Monaro Shire Council
 Coonamble Shire Council
 Cootamundra Shire Council
 Corowa Shire Council
 Corporate Express
 Country Public Libraries Association
 Countrywide Conference & Event Management
 Cowra Shire Council
 Deacons
 Deniliquin Council
 Department of Agriculture, Fisheries and Forestry
 Department of Education, Science and Training
 Department of Employment and Workplace Relations
 Department of Environment and Conservation
 Department of Health and Ageing
 Department of Immigration and Multicultural and Indigenous Affairs
 Department of Lands
 Department of Local Government
 Department of Primary Industries
 Department of the Environment and Heritage
 Department of the Industry, Tourism and Resources
 Department of Transport and Regional Services
 Dept. Commerce- State Procurement
 Dept. Planning, Infrastructure and Natural Resources

Development and Environmental Professionals Association
 Diversity Consulting
 Dubbo City Council
 Dungog Shire Council
 Eastern Zone Aboriginal Land Council
 ecoDesign ecoPrint
 Enigma
 EnviroCom
 Eurobodalla Shire Council
 Executive Media Pty Ltd
 Fairfield City Council
 Far North Coast Weeds
 Forbes Shire Council
 Forms Express
 Fuji Xerox
 Gilgandra Shire Council
 Glen Innes Severn Shire Council
 Global Renewables
 Gloucester Shire Council
 Goldenfields Water County Council
 Gosford City Council
 Gough and Gilmore
 Goulburn Mulwaree Council
 Graffiti Gone
 Grafton Agricultural & Advisory Station
 Grafton City Council
 Grange Securities
 Great Lakes Council
 Greater Argyle City Council
 Greater Hume Shire Council
 Greater Queanbeyan City Council
 Greater Taree City Council
 Griffith City Council
 Grove Research & Advisory Pty Ltd
 Gundagai Shire Council
 Gunnedah Shire Council
 Guyra Shire Council
 Gwydir Shire Council
 Harden Shire Council
 Hasqvana
 Hastings City Council
 Hawkesbury City Council
 Hawkesbury River County Council
 Hay Shire Council
 Holroyd City Council
 Hornsby Shire Council
 Hunter Councils Inc
 Hunters Hill Municipal Council
 Hurstville City Council
 Impact Enviro
 Inner Metropolitan ROC
 Institute of Public Works and Engineering Australia (NSW Division)

MEDIA KIT

Inverell Shire Council
Jardine Lyod Thompson
Jerilderie Shire Council
John Deere
June Shire Council
Kempsey Shire Council
Kiama Municipal Council
Kingsway Financial Assessments Pty Ltd
Kogarah Municipal Council
Ku-ring-gai Municipal Council
Kyogle Council
Lachie Hill Communications Pty Ltd
Lachlan Shire Council
Lake Macquarie City Council
Landcom
Lane Cove Municipal Council
Leeton Shire Council
Legalco Management Pty Ltd
Leichhardt Municipal Council
LexisNexis
LGSS
Lismore City Council
Lithgow City Council
Liverpool City Council
Liverpool Plains Shire Council
Local Government Association of Northern Territory
Local Government Association of NSW
Local Government Association of Queensland
Local Government Association of South Australia
Local Government Association of Tasmania
Local Government Auditors Association of NSW
Local Government Boundaries Commission
Local Government Employment Solutions
Local Government Engineers Association of NSW
Local Government Financial Services
Local Government Grants Commission (NSW)
Local Government Learning Solutions
Local Government Managers Australia. NSW Division
Local Government New Zealand
Local Government Public Relations Association Inc
Local Government Section Dept Transport & Regional Services
Local Government Superannuation Scheme
Lockhart Shire Council
Macarthur ROC
Macquarie Regional Library
Maddocks Lawyers
Maitland City Council
Manly Council
Manpower
Mark Cox Design Urban Furniture Design
Marrickville Council
Mediate Today
Metropolitan Public Libraries Association
Metropolitan Strategy
Microsoft
Mid Coast Water
Mid North Coast Co-operative Library Service
Mid North Coast Group of Councils
Mid-Western Regional Council
Minister for Local Government
Moree Plains Shire Council
Mosman Council
Mosman Municipal Council
Municipal Association of Victoria
Murray Shire Council
Murrumbidgee Shire Council
Muswellbrook Shire Council
Nambucca Shire Council
Narrabri Shire Council
Narrandera Shire Council
Narromine Shire Council
National Library of Australia
New England Local Government Group
New England Weeds Authority
New Waste Solutions
Newcastle City Council
Next Energy
North Sydney Council
Northern Rivers ROC
Northern Sydney ROC
Northern Zone Aboriginal Land Council
NSW Association of Mining Related Councils Inc
NSW Department of Commerce
NSW Department of Planning
NSW Department of Primary Industries
NSW Government
NSW Local Government Community Services Association
Oberon Council
Office of the Valuer General
On Q Group
Orana ROC
Orange City Council
Palerang Council
Parkes Shire Council
Parliament of NSW
Parramatta City Council
Parrimark Technology
Penrith City Council
Pittwater Council
Planning Institute of Australia
PO Publishing
Port Macquarie-Hastings Council
Port Stephens Council
Professional Public Relations
Q Stores
Qantaslink
QAS Pty Ltd
Queanbeyan City Council
Rail Corp
RainPure
Randwick City Council
Regional Arts NSW
Regional Express
Reserve Policy
Resolute Information Technology
Richmond Valley Council
Riverina Eastern ROC
Riverina Regional Library
Riverina Water County Council
Rockdale City Council
Rural Fire Service
Ryde City Council
School of Social Science
Shell Clyde Refinery
Shellharbour City Council
Shellharbour Council
Shires Association of NSW
Shoalhaven City Council
Shore ROC
Singleton Shire Council
SITA
Smorgonsteel Recycling
Snowy River Shire Council
South Pacific Tyres
Southern Councils Group
Southern Slopes County Council
Southern Sydney ROC
Southern Zone Aboriginal Land Council
South-West Regional Library
State Rail
Strathfield Municipal Council
Sulo
Supreme Court of NSW
Sutherland Shire Council
Sydney City Council
Sydney Coastal Councils Group
Sydney Credit Union
Tamworth Regional Council
Telstra Country Wide
Temora Shire Council
Tenterfield Shire Council
The Community Relations Commission
The Maze
Theiss
Threatened Species Reforms Program
Tourism New South Wales
Tourism NSW
Tumbarumba Shire Council
Tumut Shire Council
Tweed Shire Council
United Services Union
Universal Publishers
University of Sydney
University of Western Sydney
Upper Hunter Shire Council
Upper Lachlan Shire Council
Uralla Shire Council
Urana Shire Council
UTS Centre for Local Government
Victorian Local Governance Association
Wagga Wagga Agricultural Institute
Wagga Wagga City Council
Wakool Shire Council
Walcha Council
Walgett Shire Council
Warren Shire Council
Warringah Council
Warrumbungle Shire Council
Waverley Council
Weddin Shire Council
Wellington Council
Wentworth Shire Council
Western Australian Local Government Association
Western Riverina Community Library
Western Sydney ROC
Western Zone Aboriginal Land Council
Willoughby City Council
Wingecarribee Shire Council
Wollondilly Shire Council
Wollongong City Council
Woollahra Municipal Council
WSN Environmental Solutions
Wyang Shire Council
Yass Valley Council
Young Shire Council

RATE CARD

Advertising Rates 2009

Sliding discount scale for multi issue.

	Base Rate Buy 1 issue	5% 2 Issues	10% 3 Issues	15% 4 Issues
Double Page Spread	\$9,072.00	\$8,618.00	\$8,164.00	\$7,711.00
Full Page (Inside Front)	\$4,536.00	\$4,309.00	\$4,082.00	\$3,855.00
Full Page (Inside Magazine)	\$3,938.00	\$3,741.00	\$3,544.00	\$3,347.00
Full Page (Inside Back)	\$4,418.00	\$3,940.00	\$3,733.00	\$3,525.00
Full Page (Outside Back)	\$4,289.00	\$4,074.00	\$3,860.00	\$3,645.00
Half Page	\$2,380.00	\$2,265.00	\$2,142.00	\$2,023.00
Quarter Page	\$1,622.00	\$1,541.00	\$1,459.00	\$1,379.00
Strip Ads	\$1,622.00	\$1,541.00	\$1,459.00	\$1,379.00

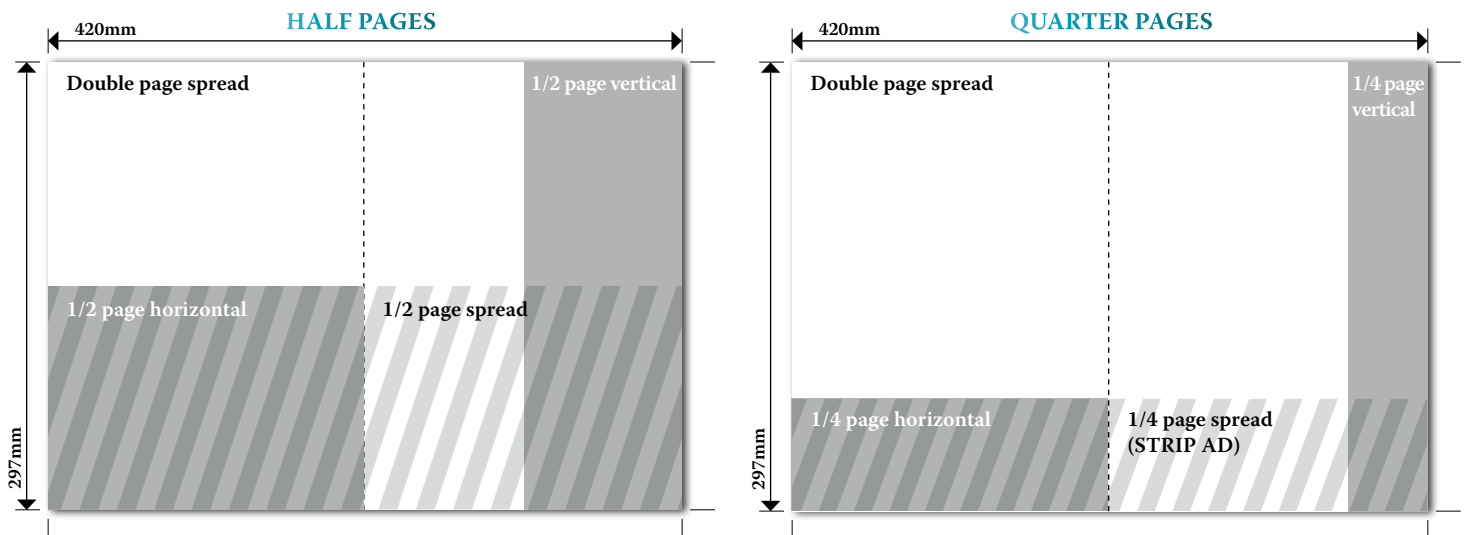
All rates quoted are exclusive of GST.

Cancellation Policy - A 100% penalty fee will be charged for bookings cancelled after advertised dates.

Material Size

Type Area (mm) Trim Size (mm) Bleed (mm)

Dbl page spread	410 x 287	420 x 297	430 x 307
Full page	200 x 287	210 x 297	220 x 307
1/2 page spread	410 x 138.5	420 x 148.5	430 x 158.5
1/2 page horizontal	200 x 138.5	210 x 148.5	220 x 158.5
1/2 page vertical	95 x 287	105 x 297	115 x 307
1/4 page spread	410 x 64	420 x 74	430 x 84
1/4 page horizontal	200 x 64	210 x 74	220 x 84
1/4 page vertical	42.5 x 287	52.5 x 297	62.5 x 307



MATERIAL SPECIFICATIONS

Supplying material on disc, via email or Quickcut

Software

We prefer material submitted electronically as Adobe InDesign or Adobe Illustrator EPS files. All fonts in EPS files must be converted to outlines. All colours specified as CMYK. Spot colours will not be accepted.

Photoshop, and PDF are also accepted (Freehand saved as Illustrator EPS with all text as paths and colour as CMYK).

We do not accept Word, CorelDraw, Excel, Publisher or Powerpoint.

Images

Please ensure that all images are properly cropped and scaled as near to 100% of the final advertisement size as possible. Resolution should be a minimum 300 dpi at 100% scaling. Note: Black and white line art must be 1200 dpi at 100% scaling.

Colour management

CMYK only for both colour images and illustrations.

Proofing

To ensure colour accuracy with your advertisement a commercial (3DAP) proof must be supplied. No responsibility is accepted for material supplied without a colour proof.

Fonts

Include all PostScript (printer and screen) fonts. For any graphics created in Illustrator please outline all fonts.

We do not accept True Type Fonts. All edges of ads that bleed must have no less than 5mm of bleed. No live type to be within 5mm of the final trim size. Please include trim marks on all artwork.

Fine and reverse lettering

To avoid the hazards of poor registration, reproduce all small type, thin lines or detail in a solid colour. Reproduce all reverse lettering in no less than 10 pt bold type with a minimum of colours. Avoid small type with fine serifs.

Inserts

All inserts must be supplied as printed copy no larger than A4 size (items larger than A4 must be supplied folded to smaller than A4) and no heavier than 20 grams per unit.

Delivery

Preferred delivery method is Quickcut, (notification by email and a confirmation of receipt is a must). Other delivery methods accepted are via email (5mb limit), or on CD. Please ensure a hard copy of material is supplied by mail.

Email address

jez@tmte.com.au

Street address

TMTE Group
Level 11 Westfield Towers
100 William Street
East Sydney NSW 2011

NEED MORE INFORMATION?

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Telephone: 02 9331 6611
Fax: 02 9331 6149
Email: lisa@tmte.com.au

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