

Team Sydney Inc – Board Paper

This board paper is submitted by: Dave Randall

For acceptance as an agenda item in the meeting to be held on: 24 October 2006

Date: 23 October 2006

Title: TSMGSF 2007 Advertising

Portfolios involved: All

Proposed duration: 15 minutes

Estimated financial impact:

Proposed activity or matter for discussion: Advertising program for Sports Festival

Consensus of opinion from Sports Council is that we should take press adverts instead of last year's flyer. This paper addresses the potential costs for media but not associated activities like Fair Day.

Please think about what we can include in each advert. Also, we have to decide, for the weeklies, if we want to have one week in each or more with maybe smaller adverts.

Suggested publications – deadlines

Publication	Circulation	Edition	Deadline	Published	Size/Inks
LOTL – monthly	44k (NSW 20k)	January	8 Dec	21 Dec	A4/Colour
LOTL	44k (NSW 20k)	February	19 Jan	30 Jan	A4/Colour
Mardi Gras Guide	70k	2007	3 Nov	8 Dec	Quarto/Colour
fg – Festival Guide	25k	2007	12 Jan	2 Feb	SmSqTabloid/Colour
SSO newspaper	30k	850	5 Jan	11 Jan	Tabloid/Colour-B&W
SSO	30k	851	12 Jan	18 Jan	Tabloid/Colour-B&W
SSO	30k	852	19 Jan	25 Jan	Tabloid/Colour-B&W
SSO	30k	853	26 Jan	1 Feb	Tabloid/Colour-B&W
SSO	30k	854	2 Feb	8 Feb	Tabloid/Colour-B&W
SSO	30k	855	9 Feb	15 Feb	Tabloid/Colour-B&W
SX weekly	25k	311	3 Jan	11 Jan	Tabloid/Colour
SX	25k	312	10 Jan	18 Jan	Tabloid/Colour
SX	25k	313	17 Jan	25 Jan	Tabloid/Colour
SX	25k	314	24 Jan	1 Feb	Tabloid/Colour
SX	25k	315	31 Jan	8 Feb	Tabloid/Colour
SX	25k	316	7 Feb	15 Feb	Tabloid/Colour

**PLEASE SAVE THIS BOARD PAPER WITH A UNIQUE FILENAME AND
ATTACH IT TO AN EMAIL ADDRESSED TO THE PRESIDENT
AT LEAST ONE WEEK BEFORE THE NEXT MEETING.**

Suggested publications – costs (all dimensions in millimetres – costs excluding GST)

Publication	Space	Dimensions (h x w)	Colour	Mono
LOTL	Inside cover FP	297 x 210	4,000	
LOTL	Full page (4, 6 or 9)	297 x 210	3,860	
LOTL	Full page	297 x 210	3,600	
LOTL	Half page H (4, 6 or 9)	135 x 190	1,930	
LOTL	Half page V (4, 6 or 9)	277 x 90	1,930	
LOTL	Half page H	135 x 190	1,800	
LOTL	Half page V	277 x 90	1,800	
LOTL	Third page V	277 x 60	1,500	
LOTL	Quarter page H (4, 6 or 9)	60 x 190	965	
LOTL	Quarter page V (4, 6 or 9)	90 x 135	965	
LOTL	Quarter page H	60 x 190	900	
LOTL	Quarter page V	90 x 135	900	
Mardi Gras Guide	Full page	275 x 200	5,000	
Mardi Gras Guide	Half page H	123 x 180	3,000	
Mardi Gras Guide	Half page V	250 x 88	3,000	
Mardi Gras Guide	Quarter page V	123 x 88	2,000	
Mardi Gras Guide	One eighth page	59.5 x 88	1,300	
fg – Festival Guide	Full page	350 x 275	3,850	
fg – Festival Guide	Half page H	160 x 255	2,310	
fg – Festival Guide	Half page V	325 x 125	2,310	
fg – Festival Guide	Quarter page V	160 x 125	1,540	
SSO newspaper	Full page	380 x 260	1,760	1,160
SSO newspaper	Half page H	188 x 260	990	690
SSO newspaper	Half page V	380 x 128	990	690
SSO newspaper	Quarter page H	92 x 260	660	440
SSO newspaper	Quarter page V	188 x 128	660	440
SSO newspaper	One eighth block	92 x 128	350	280
SX weekly	Full page	340 x 245	1,560	
SX weekly	Half page V	320 X 110.5	930	
SX weekly	Half page H	158 x 225	930	
SX weekly	Quarter page V	158 x 110.5	560	395
SX weekly	Quarter page H	77 x 225	560	395
SX weekly	One eighth H	77 X 110.5	280	
SX weekly	One twelfth V	77 x 72.3	180	