



**SEYMOUR**  
ALTERNATIVE FARMING  
**EXPO**

16–18 February, 2018

Kings Park, Seymour  
[seymourexpo.com.au](http://seymourexpo.com.au)

**Official Program Information**

 **Country**NEWS

Huge circulation area through 25 local papers  
Over 110,000 copies distributed



2017 cover

## Delivering more than 250,000 potential rural customers from the heart of the Victorian Country.

As an exhibitor at the Seymour Alternative Farming Expo, success will depend on your ability to better your competitors by attracting visitors to your site. Yes, some visitors will chance upon you, however, giving them a reason to go directly to your site will ultimately enhance your return.

Further to that, not every visitor has the luxury of time on their side. Visitors benefit greatly from being informed of the attractions and exhibits that are available before they attend, enabling them to plan and select where their time and money can best be spent.

Capitalise on your involvement this year by promoting your business in the *Country News Seymour Alternative Farming Expo official program*. The official program will be a full colour magazine, inserted into *Country News*, *North Central Review Kilmore*, *Alexandra Standard*, *Mountain View Upper Yarra Mail*, *Alphine Shire*, *Wangaratta Chronicle*, *Southern Farmer & Yea Chronicle*. Editorial content will highlight all attractions, events, site-maps and more to provide readers with a comprehensive guide to the Seymour Alternative Farming Expo preview.

## Official Program printed and distributed via 25 local newspapers

Shepparton News	Tuesday
Campaspe News (Rochester)	Tuesday
Deniliquin Pastoral Times	Tuesday
Nth Central Review (Kilmore)	Tuesday
Gannawarra Times	Tuesday
Macedon Rangers Leader	Tuesday
Kyabram Free Press	Wednesday
Tatura Guardian	Wednesday
Cobram Courier	Wednesday
Riverine Herald (Echuca)	Wednesday
Numurkah Leader	Wednesday
Seymour Telegraph	Wednesday
Benalla Ensign	Wednesday
Southern Riverina News (Finley)	Wednesday
Mclvor Times (Heathcote)	Wednesday
Yarrawonga Chronicle	Wednesday
Mansfield Area	Wednesday
Euroa Gazette	Wednesday
Loddon Times (Boort)	Wednesday
Alexander Standard	Wednesday
Yea Chronicle	Wednesday
Mountain View Upper Yarra Mail	Wednesday
Wangaratta Chronicle	Friday
Southern Farmer	Feb edition
Alpine Shire	

Create a pathway to your site today by contacting your *Country News* representative.



# 2018 Seymour Alternative Farming Expo official program

Book your *Seymour Alternative Farming Expo* advertising today and secure your success with a **BONUS** editorial position.

**Booking deadline:** January 17, 2018  
**Copy deadline:** January 19, 2018  
**Finished material deadline:** January 24, 2018  
**Advertising sign-off:** January 30, 2018  
**Publish date:** w/c February 5, 2018



Reaching over  
**250,000**  
 potential  
 readers through  
**25 local**  
 newspapers

**Back Page**  
**\$2,295**  
*inc GST*

**Inside Back Page**  
**\$2,095**  
*inc GST*

**Inside Front Page**  
**\$2,095**  
*inc GST*

**All include Bonus Editorial**

**\$1,895**  
*inc GST*

**\$1095**  
*inc GST*

**Short Tab Full Page**  
*(front and back pages)*  
**S84** h: 320mm x w: 260mm  
 Full Colour

**Short Tab Full Page**  
**S84** h: 320mm x w: 260mm  
 Full Colour  
**PLUS Bonus Editorial**

**Short Tab Half Page**  
**S44** h: 159mm x w: 260mm  
 Full Colour  
**PLUS Bonus Editorial**

**\$795**  
*per advert*

**\$495**  
*per advert*

**\$275**  
*per advert*

**Short Tab Quarter Page**  
**S42** h: 159mm x w: 129mm  
 Full Colour

**Short Tab Eighth Page**  
**S22** h: 78.5mm x w: 129mm  
 Full Colour

**Short Tab Sixteenth Page**  
**S21** h: 78.5mm x w: 63mm  
 Full Colour

# Booking Form

Yes, I wish to book an ad in the *Seymour Alternative Farming Expo* feature  please tick

To avoid disappointment, please complete this form and return to **Country News:**

EMAIL [aaron.brown@countrynews.com.au](mailto:aaron.brown@countrynews.com.au) MAIL: P.O. BOX 204, SHEPPARTON VIC, 3632

Name	<input type="text"/>		
Company	<input type="text"/>		
Account No.	<input type="text"/>	ACN/ABN No.	<input type="text"/>
Postal Address	<input type="text"/>		
Street Address	<input type="text"/>		
Phone No.	<input type="text"/>	Mobile	<input type="text"/>
Fax No.	<input type="text"/>	Email	<input type="text"/>
Country News Sales Representative	<input type="text"/>		

## Advertising package options

(please tick)

- |   |        |                          |                 |
|---|--------|--------------------------|-----------------|
| <b>Back Page</b> S84: (h: 320 mm x w: 260 mm).....          | \$2295 | <input type="checkbox"/> | BONUS EDITORIAL |
| <b>Inside Front Page</b> S84: (h: 320 mm x w: 260 mm) ..... | \$2095 | <input type="checkbox"/> | BONUS EDITORIAL |
| <b>Inside Back Page</b> S84: (h: 320 mm x w: 260 mm) .....  | \$2095 | <input type="checkbox"/> | BONUS EDITORIAL |
| <b>Full page</b> S84: (h: 320 mm x w: 260 mm) .....         | \$1895 | <input type="checkbox"/> | BONUS EDITORIAL |
| <b>Half page</b> S44: (h: 159 mm x w: 260 mm) .....         | \$1095 | <input type="checkbox"/> | BONUS EDITORIAL |
| <b>Quarter page</b> S42: (h: 159 mm x w: 129 mm) .....      | \$795  | <input type="checkbox"/> |                 |
| <b>Eighth page</b> S22: (h: 78.5 mm x w: 129 mm) .....      | \$495  | <input type="checkbox"/> |                 |
| <b>Sixteenth page</b> S21: (h: 78.5 mm x w: 63 mm).....     | \$275  | <input type="checkbox"/> |                 |

(All rates quoted include 10% GST and full colour)

I, \_\_\_\_\_ (please print) am authorised to book advertising.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Please complete this form and email this form to [advertise@seymourexpo.com.au](mailto:advertise@seymourexpo.com.au)

**\*\*Please contact Country News on (03) 5820 3187 if you have any queries\*\***