

Revealing Redcliffe's **new**
print and online news platform

FREE

the redcliffe peninsula

Launching November 2023 – your FREE source
for the latest updates and everything that
matters most to the local community!



Local News
Sport
Lifestyle
Directory

Introducing **the team**



KYLIE KNIGHT
Chief Editor
P: 0410 097 459



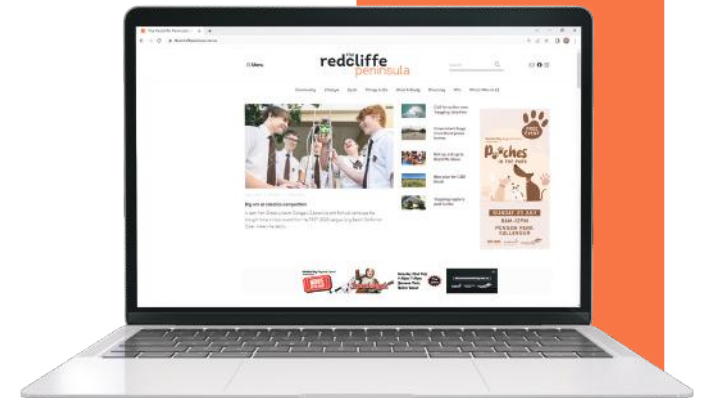
SHANE NEWCOMBE
Commercial Director
P: 0407 288 200



LYNDSAY LAWLER
Relationship Manager
P: 0448 551 069



NATASHA GOODWIN
Marketing Manager
E: natasha.goodwin@mbrt.com.au



theredcliffepeninsula.com.au

Free **ELIGIBLE BUSINESSES** for all **Businesses, Community Organisations + Sporting Clubs**

Standard Local Directory Listings

DIGITAL

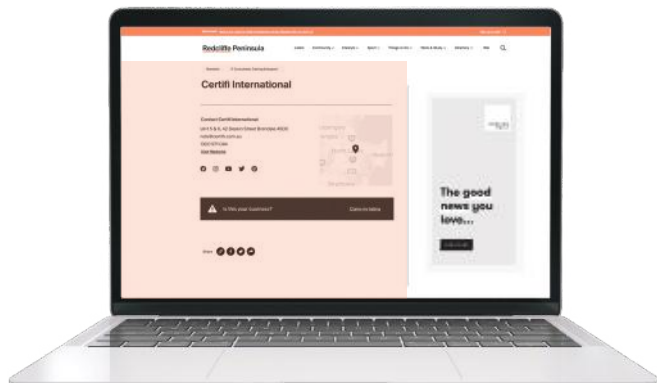
List your business digitally in our website's online business directory.

- Basic business information
- Dedicated URL
- Social media links
- One category tag

PRINT

Enjoy a single-line listing in our monthly print publication.

- Business/organisation name
- Business address
- Contact phone number or email
- In our Local Directory section



Are you eligible?

Your business, community organisation, or sporting club must be registered or located in one of the following peninsula suburbs:

- Clontarf
- Woody Point
- Margate
- Redcliffe
- Kippa-Ring
- Scarborough
- Newport
- Rothwell



Boost my DIRECTORY listing

Boost your listing and make your business stand-out in "The Redcliffe Peninsula" business directory, both digitally and in print.

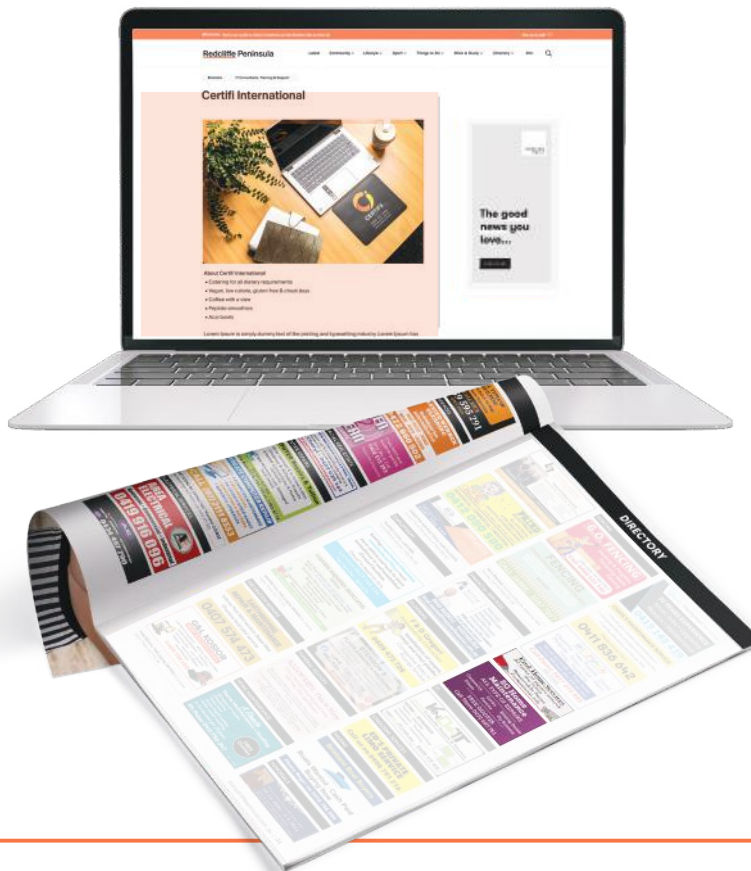
DIGITAL PUSH

Get everything included in the free listing, PLUS:

- Add up to 4 images to your business listing page.
- Gain a 400 word SEO-optimized business description, written by our digital marketing team to boost your presence in search engines.
- Priority position in our website's directory search functionality.

PRINT PUSH

- A medium or large directory advert in our monthly print publication, depending on package selection.



Pricing

MEDIUM BOOST
DIGITAL PUSH + PRINT PUSH
with medium-sized print
publication advert.

\$50
per month
ex GST

57.3mm wide
x 15mm high

 **Fred Home Services** 
All types of repairs
around the home **Fred**
0411 533 295

LARGE BOOST
DIGITAL PUSH + PRINT PUSH
with large-sized print
publication advert.

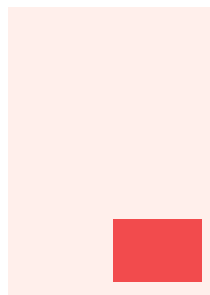
\$90
per month
ex GST

57.3mm wide
x 30mm high

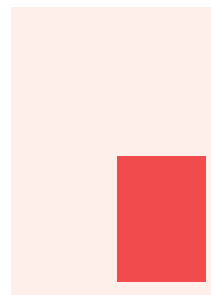
SG Home Maintenance
ALL TYPE OF REPAIRS
Carpentry Locks Sliding Doors
Doors Fences Fly Screens
FREE QUOTES
Call Steve 0472 697 761

Rate Card

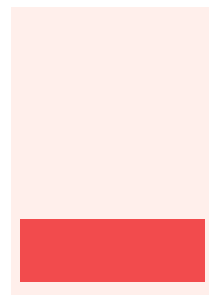
PRINT



1/8 PAGE
91mm w x 64mm h
\$225 per month (ex GST)

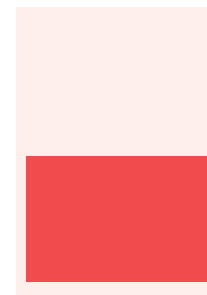


1/4 PAGE
91mm w x 132mm h
\$315 per month (ex GST)

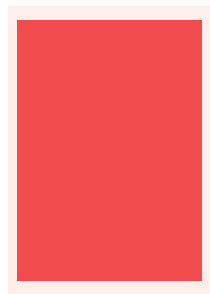


PREMIUM STRIP
185mm w x 64mm h
\$375 per month (ex GST)

PAGE 3 STRIP
185mm w x 273mm h
\$630 per month (ex GST)



HALF PAGE
185mm w x 132mm h
\$430 per month (ex GST)



FULL PAGE
185mm w x 273mm h
\$625 per month (ex GST)

INSIDE FRONT COVER
185mm w x 273mm h
\$720 per month (ex GST)

BACK COVER COVER
185mm w x 273mm h
\$945 per month (ex GST)



DOUBLE FULL PAGE
400mm w x 237mm h
\$990 per month (ex GST)

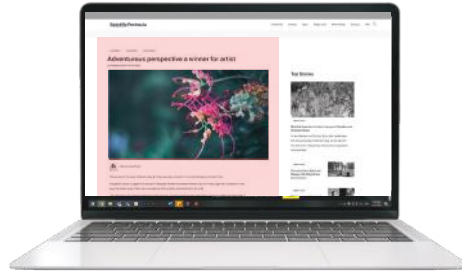


FRONT COVER STRIP
185mm w x 273mm h
\$810 per month (ex GST)



Rate Card

DIGITAL



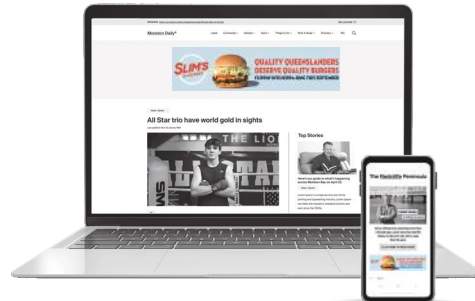
\$500
ex GST

Dedicated editorial feature

Features editor works with you to create your content feature.

Feature advertised via Moreton Daily digital assets (at editor discretion)

(Provide your own imagery OR Moreton Daily can provide stock imagery if required)



weekly
\$150
ex GST
4 week
campaign
\$500
ex GST

ROS Display Banner Advertising

*Bonus display banner advertisement in weekly Moreton Daily eDM



\$700
ex GST

Campaign Package

6 x week ROS ad banner campaign
Social boosted post – Facebook and Instagram (includes \$50 boost)

eDM advert banner two weeks (top position)

12 month ADVERTISING packages

1/8 Page ADVERT ADD-ON

(12 issues – commencing February 2024)

\$225 per month (ex GST)

1/4 Page ADVERT ADD-ON

(12 issues – commencing February 2024)

\$315 per month (ex GST)

1/4 Page PREMIUM STRIP ADVERT ADD-ON

(12 issues – commencing February 2024)

\$375 per month (ex GST)

1/2 Page ADVERT ADD-ON

(12 issues – commencing February 2024)

\$430 per month (ex GST)

Full Page ADVERT ADD-ON

(12 issues – commencing February 2024)

\$625 per month (ex GST)

**ONLY
6
AVAILABLE**

Double Full Page ADVERT ADD-ON

\$990 per month (ex GST)

**ONLY
1
AVAILABLE**

COVER Page PREMIUM ADVERT ADD-ON

(12 issues – commencing February 2024)

\$810 per month (ex GST)

**ONLY
1
AVAILABLE**

INSIDE FRONT COVER Page PREMIUM ADVERT ADD-ON

(12 issues – commencing February 2024)

\$720 per month (ex GST)

**ONLY
1
AVAILABLE**

PAGE 3 ¼ STRIP PREMIUM ADVERT ADD-ON

(12 issues – commencing February 2024)

\$630 per month (ex GST)

**ONLY
1
AVAILABLE**

BACK COVER Page PREMIUM ADVERT ADD-ON

(12 issues – commencing February 2024)

\$945 per month (ex GST)

FREE with all 12 MONTH packages

- Boosted Directory Listing
(see Boost My Directory Listing page)

Valued at
\$90
per month

- Large Directory advert (12 editions)

Valued at
\$1080

- 1x dedicated blog post

Valued at
\$500

- 2x VIP tickets to MBFW (Sunday only)

Valued at
\$110

- 1x family pass to Redcliffe KiteFest

Valued at
\$30



12 month ADVERTISING package

\$100
p/m + GST

Reach "The Redcliffe Peninsula" audience through one of our comprehensive 12-month advertising packages commencing from February 2024.

STANDARD ANNUAL PACKAGE INCLUSIONS

The Redcliffe Peninsula WEBSITE

- Add up to 4 images to your business listing hosted on the website.
- 400-word SEO content descriptions written by our digital marketing team to enhance your search optimization through google and other search engines.
- Priority position in directory search functionality.
- Skyscraper advertising panel provided for 12 months connected to directory listing.
- 1 x dedicated business blog posts profiling your business, written by one of our editorial team members.

The Redcliffe Peninsula Local Business Directory (Printed News Publications)

- Applies to 12 printed issues commencing February 2024
- Free line listing to be upgraded to a LARGE directory advert under one nominated category in the new publication local business directory.

