



ADVERTISING MEDIA KIT

JULY 2025-JUNE 2026



Yorke Peninsula **Country Times**

Printed Tuesdays | Circulation 5000



The Yorke Peninsula Country Times was established in 1865. Its most northerly point of distribution is Port Broughton, and reaches as far south as Marion Bay, encompassing the entire Yorke Peninsula.

Committed to the function of serving a cross section of people and businesses in the community, the newspaper fills its pages with local news, photographs, current local events, community achievements/events and local sports results.

The Yorke Peninsula Country Times is one of a few newspapers still printed and published onsite and remains family owned and operated, employing over 20 people who work, live and are actively involved in community life on Yorke Peninsula.

- **Paid publication**
- **Published Tuesdays weekly (or Wednesday following a long weekend)**
- **Circulation 5000 - readership exceeding 15,000**

Major towns of distribution:

Kadina, Moonta, Wallaroo, Port Broughton, Bute, Snowtown, Port Wakefield, Maitland, Port Victoria, Port Clinton, Ardrossan, Minlaton, Yorketown, Edithburgh, Port Vincent, Stansbury, Warooka and Marion Bay.

General enquiries

Phone: (08) 8821 1155
Email: ypct@ypct.com.au
Address: 31 Goyder Street, Kadina
Mail: PO Box 246, Kadina SA 5554
Web: www.ypct.com.au



Managing Director

Michael Ellis

Editor

Erica Andrews
editorial@ypct.com.au

Advertising Manager

Bernice Williams
sales@ypct.com.au

Advertising Consultants

Sheila Cranwell
sheila@ypct.com.au

Matt Carty
matt@ypct.com.au

Jasmine White
jasmine@ypct.com.au

Commercial Printing

Marcia Oster
ypctprint@ypct.com.au

Colour Advertising Rates 2025-2026*

Casual Rate incl. GST | Advert sizes - height x width

*Subject to change

Casual Module Rates

PER CMYK MODULE \$110

(Contract discount rates P.O.A.)

Preferred Page Loading

Pages 3, 5, 7, 9 – incur 20% loading charges

Classified Advertising

\$9 per mono column centimetre

Extra \$3.50 c/cm for colour (<18cm) or flat rate of \$63 (>19cm)

Incl. Situations Vacant, Public Notices, Professionals, Business, Local Government, Community Calendar, etc.

Trades and Services

\$34 per advert

Book for the month and receive one advert free. Add your business logo for an extra \$18 per advert.

Advertorial (Advert, editorial and photo package)

COLOUR \$880

Are you opening a new business, or have something special to promote? Place a T42 advert and receive a FREE 300 word story and photograph to appear on the same page. Other sizes available on request – 1/4 page paid advert or larger.

Catalogue Insert Rates

17¢ including GST (\$170 per 1000)

Refer to catalogue zones on page 4

Insert Conditions:

- Inserts must be folded to smaller than 36cm deep x 24cm, if not an additional folding charge will apply.
- If the insert exceeds 20 pages, a \$185 per thousand surcharge will apply.
- If another catalogue or flyer is placed within a catalogue, the insert rate will be charged at 20 cents per insert.

Advertising Deadlines

Action Adverts and Personal Notices

- Tuesday 10am

Classified Notices

- Monday noon

Community Calendar

- Monday 5pm

Farming Extra and Real Estate

- Thursday 5pm

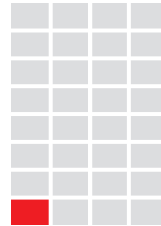
Large Display

- Thursday 5pm

Advertorial (Advert, editorial and photo package)

- Wednesday 5pm

1 MODULE WIDE



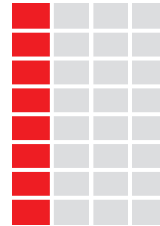
T11
45 x 63mm
\$110



T21
92 x 63mm
\$220

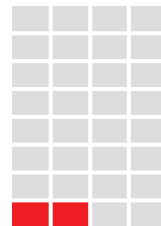


T31
139 x 63mm
\$330



T81
374 x 63mm
\$880

2 MODULE WIDE



T12
45 x 129mm
\$220



T22
92 x 129mm
\$440

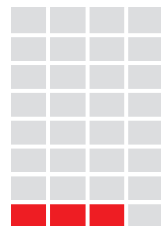


T42
186 x 129mm
\$880



T82
374 x 129mm
\$1760

3 MODULE WIDE



T13
45 x 194mm
\$330



T23
92 x 194mm
\$660

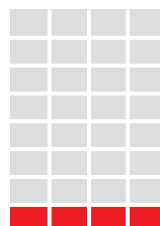


T33
139 x 194mm
\$990



T83
374 x 194mm
\$2416

4 MODULE WIDE



T14
45 x 260mm
\$440



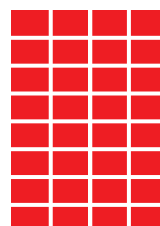
T24
92 x 260mm
\$880



T34
139 x 260mm
\$1320



T44
186 x 260mm
\$1760



T84
374 x 260mm
\$3072

Mono advertising pricing available on request.

CATALOGUE INSERT ZONES & PAPER DISTRIBUTION

