

Effective, affordable, local digital advertising

Advertise with New England Times

Really.

About New England Times

New England Times is a local digital news service servicing the New England Region of New South Wales, home to over 185,000 people. We are deeply passionate about New England, New Englanders, and love supporting New England business.

We are not your typical local news outlet: we report real news, including hard news, investigations, long read and detailed stories, on real issues.

All paywall free.

Really.

Started in 2022, we have made a significant impact with our reporting being acknowledged through multiple award nominations and grants including the awarding of a significant Walkley Meta Grant in February 2023.

We are part of a movement of hyper-local digital news outlets springing up across the country to fill the gap left by big media abandoning regional areas. We are a member of LINA - the Local Independent News Association - which is a body of similar hyper-local publishers who agree to adhere to high editorial standards, and a member of the Australian Press Council.



Why advertise with us

The New England Times enjoys a very loyal readership who spend a long time on the site.

This is driven by our dedication to investigative reporting and longer stories, which will generate up to six times as much traffic as general local news. Our unique content means our users often spend longer than 1 minute on a single page, and most visit multiple pages.

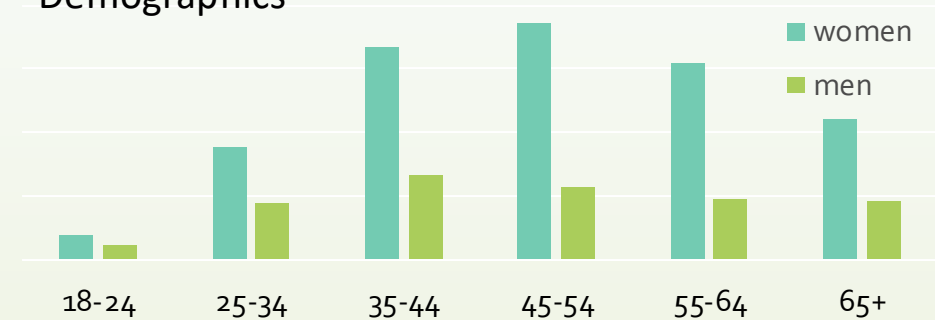
Digital advertising with New England Times is extremely cost effective, giving you maximum reach at an affordable price. As we do not have paywalls on our site and make a significant effort to cover news and events in all parts of the region, we can offer you a bigger and more diverse audience than any other local media outlet.

We currently have around 150,000 page views per month, increasing as our still new publication expands its reach. Our social media reach is over 500,000 views per month.

76% of our audience use Facebook regularly, and 40% of our audience listen to FM radio most days, making New England Times is an important component for any multi-platform campaign in the New England.

About our readers

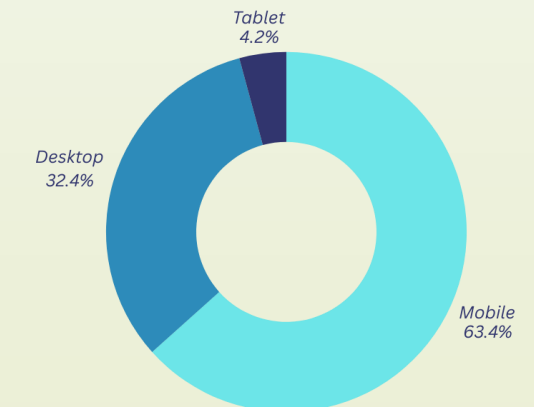
Demographics



Top reader locations

1. Armidale
2. Tamworth
3. Inverell
4. Glen Innes
5. Moree
6. Tenterfield
7. Gunnedah
8. Uralla
9. Guyra
10. Walcha

Devices



Advertising Options - Banners

Banner ads are wide and interrupt the flow of the page, demanding attention, and allow the communication of detailed information.

We offer banner ads in three sizes. Banner ads can also be run in our weekly emails. CPC bookings require a clear call to action in the ad.

In-story banner

- Super Leaderboard: 970 x 90 px, 1 only at the top of story pages
- Small: 970 x 250 px, maximum 3 per page
- Large: 970 x 485 px (2:1), maximum 1 in-story and 1 at the bottom of the page

Email banner

- Super Leaderboard: 970 x 90 px, top of the email position, maximum 1 per email
- Small: 970 x 250 px, middle email position, maximum 3 per email
- Large: 970 x 485 px, middle or end email position, maximum 2 per email

The Grand Prix event, with bars set at 1.45m high, draws world-class talent in to the competition, many of whom have represented Australia on the global stage.

Charles Kiehn, Senior Vice President of the Glen Innes Show Society and Chief Steward of the show jumping said, "Nearly everyone who competes in Glen Innes just competed in the World Cup held at Tamworth,"



"Even newcomers have a good time, and we walk them through what's happening via the announcements,"

"It's our Grand Prix that all the top guns, the elites, come out to try and win. It's good jumping."

With equine sports riding high after the Paris Olympics, where Thaisa Erwin out of Uralla just represented Australia, the Show Jump encourages young riders from pony clubs to join in, and to witness the champions competing.

Advertising Options – Sidebar

Sidebar ads don't interfere with a reader's experience of the page but have influence through frequency. By running a much cheaper advertisement more often, people are more likely to see it, retain it, and act on it over time.

We offer four sizes of sidebar ads. The small sidebar shows for 4 seconds and then rotates to another ad, increasing the impression rate but also drawing attention to improve value.

The Large 300x400 sidebar ad always appears at the top or bottom of the sidebar, thus is more likely to be seen for longer periods of time, and delivers the best results. This size is not available to national buyers.

Sidebar ad options

- Small: 300 x 150 px (2:1) (appears in 4 second rotation)
- Medium: 300 x 250 px
- Square: 300 x 300 px
- Large: 300 x 400 px, premium placement, local clients only



SMALL ▲



MEDIUM ▲



LARGE ▲

Advertorial and Sponsored Content

Advertorials and sponsored content are a tried-and-true way to promote your business, event, or organisation by embedding your brand within the news content our readers are seeking.

An advertorial is a story-type ad about your business, while sponsored content is a news piece that presents your product or client experience in a way that allows people to understand what your business does in context. We recommend a combination of both.

Advertorial

- Approximately 600 words advertorial, including a large in-story banner 970 x 485 px anchored within the page.
- Optional professional photography

Sponsored content

- Approximately 600-800 words story about desired subject, product or client success story, including professional photography, small in-story banner ad - 970 x 250 px anchored within the page, a large in-story banner ad 970 x 485px anchored at the bottom of the page.

Note: We include a clear 'advertorial' or similar indicator at the top of any paid-for content.

ADVERTORIAL


ARMIDALE

INVESTMENT

The journey of a landlord

By **Kate Brown**

JUN 5, 2024 **Kris Halpin, Professionals Real Estate Armidale**



Whether it's your child, your pet, or your home you are handing over, trust and experience is a must.

So, when it comes to looking for a property manager for your rental property you need to ask the right questions.

For longtime landlord Kris Halpin building communication, rapport and market knowledge is what she looks for with her properties in Armidale.

"You can take your business elsewhere for a cheaper agent who takes a smaller commission, but that won't always save you in the long run," said Kris.

Public Notices

With most parts of the region no longer having printed newspapers, it can be very challenging for Councils, Developers and others to place Public Notices as they are required to do.

Public Notices are more than a legal requirement, however, they are an important public service.

If you need to place a Public Notice, we are happy to run this for you. We will create a dedicated page for your notice with all the information you need to communicate, and a matching ad that will run across our sites. You can also choose to direct the ad to a site on your page.

We recommend a large sidebar or square ad for the best result, but a public notice can be run as any sidebar advertisement, booked at the standard daily or weekly rates.

There is no additional charge for the creation of a public notice page if you provide all the content.

Please note that you should check the relevant legislation or guidelines to ensure that a digital public notice will be sufficient to meet your legal obligations.

The image displays a digital public notice on the New England Times website and a corresponding sidebar advertisement. The website notice, titled "PUBLIC NOTICE: TILBUSTER QUARRY", details an Aboriginal Cultural Heritage Assessment (ACHA) for a proposed quarry at Pt. Lot 1 DP613994, 747 Puddledock Road, Tilbuster, NSW, 2350. It states that Puddledock Rock Pty Ltd is seeking approval for the development of a quarry on the Project Site, which is located about 11 km to the north of Armidale and 7.5 km east of the New England Highway. The quarry footprint is approximately 8.6 ha and is located within an existing mine lease (ML1064) associated with a mine dating back to the early 1900s. The notice also mentions that the project is within the boundaries of the Northern Local Aboriginal Land Council (NLALC) and the Armidale Regional Council Local Government Area (LGA). It further states that the project approval application will require an ACHA to identify and assess any Aboriginal objects and places at the site of the proposed quarry. The ACHA will form part of an Environmental Impact Statement (EIS) for this project. The notice invites those who may hold cultural knowledge relevant to determining the significance of Aboriginal objects and/or places at the site of a proposed quarry at 747 Puddledock Road, Tilbuster, to register for the community consultation process by 5pm on 18 January 2025. A map of the project site is included, showing the quarry footprint and surrounding land parcels.

The sidebar advertisement, titled "Tilbuster Quarry ABORIGINAL CULTURAL HERITAGE ASSESSMENT", provides a summary of the notice. It states that those who may hold cultural knowledge relevant to determining the significance of Aboriginal objects and/or places at the site of a proposed quarry at 747 Puddledock Road, Tilbuster, are invited to register for the community consultation process by 5pm on 18 January 2025. A "CLICK TO FIND OUT MORE AND REGISTER" button is provided, along with the Warrumbidgee Regional Council logo.

Contact info

Advertising team

Email: ads@netimes.com.au

Phone: 0481 381 140

Important notes

- The rates in this prospectus are valid for bookings made between 1 February 2025 and 31 December 2025.
- Additional charges may apply for creative work and processing if you want to make many or frequent changes to your advertising
- No discounts or rebates are payable for creative, advertorial or sponsored content provided by the client
- Sidebar ads appear on the side of the page on a computer, and at the bottom of the story on a phone.
- The number of ad placements is limited. All advertising is offered subject to availability.
- The New England Times may, at our absolute discretion, refuse to publish any advertisement without giving any reason.
- Payment is required in advance of your advertisement appearing on the website.