



THE ILLAWARRA FLYER

A GUIDE FOR ADVERTISERS

Reach up to **73,000 Illawarra homes**

Easy steps to stress-free
effective marketing

**Community
Profile**

**Community
Noticeboard**

**Community
Games**



BROUGHT TO YOU BY



**ILLAWARRA FLYERS
& DISTRIBUTION**

THE FLYER

WHAT IS IT?

Starting out as the *The Dapto Flyer* over 23 years ago, *The Illawarra Flyer* continues to serve local communities. Since 2015, current management has improved the booklets by adding **colour**, **community content** and upgrading the visibility and reliability of **distribution**.

The Flyer has expanded by now serving 11 areas around the Illawarra with the **A5-sized advertising booklet**. Over 73,000 homes are reached with 12 issues each per year. The ongoing focus is on maintaining its high success rate as an effective communication tool for local business.



40 suburbs
73,000 homes
11 'Flyers'
12 issues/ year

EXPERIENCED

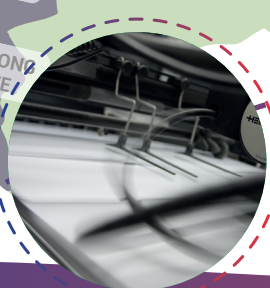
TEAM

Illawarra Flyers is run by a team of professionals with years of experience in the print and print advertising industry. Together, they manage all the facets of advertising, from artwork and design to printing and production, all the way through to distribution.

We take the load off of small business owners and get their business details right into the homes of local residents. There is no more need to worry about being a graphic designer, a marketing expert, or a postie! We have professionals that make it their mission to give you the exposure you deserve.



GRAHAM JONES
DIRECTOR





ILLAWARRA *FLYERS* & DISTRIBUTION

YOUR **GO-TO** MARKETING SOLUTION



HIGH VISIBILITY

your item or ad will not be lost in a large anonymous bundle



LOCALISED

target specific demographic groups and suburb cultures



LARGE NETWORK

distributed to over 73,000 letterboxes during monthly cycle



RELIABLE

GPS tracked distribution



ALL-IN ONE SERVICE

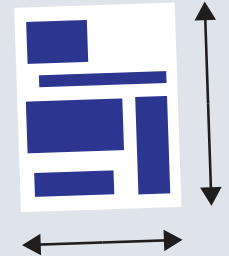
Print & Deliver packages also available

EASY STEPS TO SUCCESS!



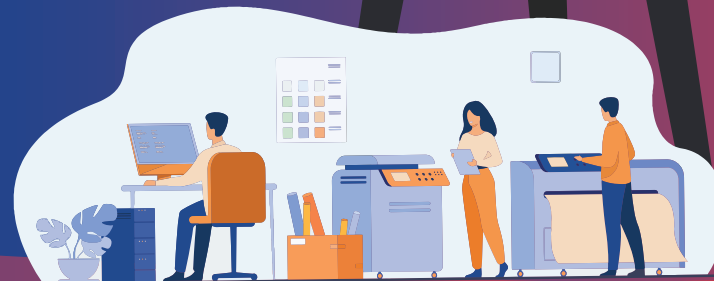
IDENTIFY TARGET AREAS

CHOOSE SIZE OF AD



CHOOSE YOUR CONTENT

WE DO
THE
REST!



AD TYPES AND SIZES

From high-visibility Premium colour adverts, to budget-friendly BW adverts, we have an option to suit you. **We can even look after the design for you!** Just tell us what you would like on it, and our design team will come up an effective layout. Design and layout is included with certain ad sizes, or if you would like to submit your own artwork, that is fine too. Just give your designer the below information.

Full Page
W: 128.5mm x H: 190mm
(Portrait)
Colour or BW

4mm Margin from Edge
No text or important info past this point!

Half Page
W: 128.5mm x H: 95mm
(Landscape)
Colour or BW

Quarter Page
W: 64.25mm x H: 95mm
(Portrait)
BW Only

"PRINT-READY" ARTWORK

- supply as PDF
- CMYK Colour profile
- 300dpi resolution
- confirm correct ad size
- 3-4mm margin from edge (*looks better*)
- outline all fonts



OPTIMISING YOUR MARKETING

Illawarra Flyers and Distribution is powered by **Creative Visions Print and Design** — the local team that offers a range of marketing solutions across both print and digital media.

- ✓ **Print & Deliver Packages**
- ✓ **Social Media Marketing Help**
- ✓ **Marketing Planning Support**
- ✓ **General Printing**
- ✓ **Book Publishing**



A FEW THINGS YOU SHOULD KNOW...

High-visibility positions such as Front Cover, Back Cover and Page 3 are in high demand and subject to availability.

Rates: Contact us for current rates.

Discounts are available for regular and package advertisers and/or multiple area advertisers

Payment - you will be asked to make payment on booking. There are many easy ways to pay. EFT (Bank transfer), online (link on your invoice) or over the phone via credit card. Regular advertisers can pay monthly via Autopay or apply for a 14 day account (subject to approval).



Ad Layouts - You can submit your own "print-ready" PDF, or layout can be done by Illawarra Flyers and Distribution. Layout is included when booking value exceeds \$200 - otherwise, charges apply (usually \$20-50 for a basic ad)

Schedule / Deadlines apply. Print-ready layouts are (generally) due second last Monday of each month. When we do the layout, your text & images are required by the third last Monday of the month.

Distribution to eligible letterboxes occurs 7-10 days after printing.

"Illawarra Medical Imaging Wollongong and Dapto IMI can't recommend Illawarra Flyers enough to businesses. Great communication with publishing team and SUCCESS with flyers going to letterbox.."



R&W

"We have been advertising in the Dapto Flyer over the past 12 months and have been completely satisfied with results we have received."

"The leaflet distribution has been by far the best advertising I have ever done, I get far more jobs from this way than any other advertising I have tried including Google!"

The Good Guys
Roof & Driveway Restorations



ILLAWARRA FLYERS
& DISTRIBUTION

☎ (02) 4271 1586



info@illawarraflyers.com.au



60 King Street, Warrawong NSW 2502

POWERED BY

