

Casterton News

Ph: 0466 681 337

Email: reception@castnews.com.au

Welcome and thank you

Established in 1869 as the Casterton News, the paper later moved to Portland as the Western Advertiser. In 1982, the Spectator-Observer Group bought it out to again serve Casterton, in Casterton and in 1989 the name reverted back to the Casterton News.

The independent, Hamilton and Portland-based Spectator Group, directed by the Beks and Davis families, published the Casterton News, Hamilton Spectator, Portland Observer and monthly publication, the Western District Farmer and printed in-house at Hamilton, until December, 2024.

At that time, the group announced it would cease publication of all titles in December, that year and all the mastheads, printing plant and associated real estate were offered for sale.

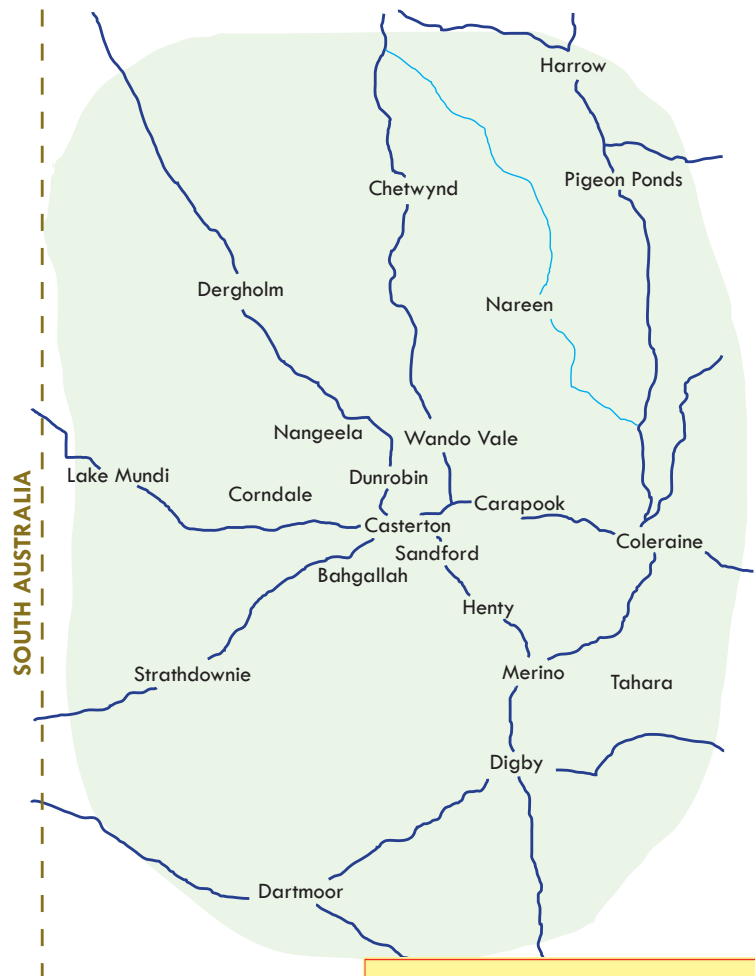
Casterton News managing editor, Kristy McDonald, worked in the media in four states across the country and was employed by the Spectator Group in various capacities including journalist, chief of staff and editor over many years, before being appointed full-time to the Casterton News in November, 2018.

Born and raised in Casterton and on a diet of Western Advertiser and Casterton News, she was committed to continuing the tradition of independent, local news, produced by local people and purchased the masthead from the Spectator Group.

The Casterton News remains the local weekly newspaper, published on Tuesdays and with the change of ownership in December 2024, grew to include an online edition as well as the printed publication, to ensure the tradition of a big local voice for local people continued, for its loyal readership and advertising base.

Kristy is proud to call her birthplace 'home' and grateful for the support of an amazing business community and readership, which spans not only across the district, but across the country, with ex-pats from across Australia subscribing to enjoy their dose of home-grown news, every week.

Our home, our patch of south-west Victoria



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INFORMATION FOR ADVERTISERS

The Casterton News is published by KLM Publishers Australia, Pty Ltd.

Kristy McDonald is the director of the company and managing editor of The Casterton News.

Contact Us

For accounts, advertising, editorial and subscriptions:

Casterton News

74 Henty Street

Casterton

Victoria

AUSTRALIA 3311

Phone: 0466 681 337

Email: reception@castnews.com.au

IMPORTANT FOR YOU:

- Your Casterton News will remain IN PRINT and distributed across the south-west and south-east SA, until such time (if it ever happens) as there is ZERO demand for a print paper.
- The Casterton News is going online, partnering with The SE Voice, whose website sees an average 200,000 interactions, per month - a massive boost in your customer reach.
- Advertising with The Casterton News sees your message automatically go live, online AT NO ADDITIONAL COST.
- Your digital advertising with direct links will be created by the specialist team at The SE Voice, with the team available to offer support, advice and creative suggestions.

ADVERTISING

Deadlines for electronic delivery:

Print-ready copy: Advertisements MUST be received no later than 10am Monday, on the week of issue.

Copy for production: Copy must be received no later than close of business on the Thursday prior to issue.

Print-ready copy:

The file must be saved as CMYK or Grayscale formatted PDF files, compatible with Adobe Acrobat. Files containing PMS colours cannot be guaranteed. Resolution reduced to 300dpi with embedded fonts.

All other files, including Microsoft Word documents, Publisher, Excel, Illustrator, Freehand, PageMaker, Quark Xpress, InDesign etc WILL NOT be accepted and will be returned for correct formatting.

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Casterton News

Receiving text layout suggestions for adverts:

We are able to receive text from Microsoft Word, WordPad, Notepad, Writer, Write and other text-based applications. These files should be saved in either Word (Doc) format or Text (Txt) format.

PLEASE NOTE: When sending logos, photos etc, please send as separate graphic files. Those included or embedded in Word documents are not suitable and may not be used in their entirety.

Receiving pictures, photos and logos:

- Pictures must be saved as TIF, JPG or PDF (high resolution/best quality) at least 150-300dpi. Where text is displayed in the graphic, resolution should be at least 300dpi to ensure type is legible.
- Complete advertisements must be saved as a PDF and should be CMYK if colour or grayscale if it is to be straight black/white. Fonts should be embedded and PDF should be compatible with Acrobat.
- Material delivered direct via email must be to newspaper prepress specifications.
- The publisher accepts no responsibility for reproduced quality of such supplied material.

ADVERTISING CONDITIONS

Page dimensions – 374 x 260mm.

Specified page loadings, page 3 and back page 50%; page 5, 25%; other pages 10%.

Space order rates shall apply only to the advertiser's trade or business and shall not be used for any other purpose.

Published rates are for advertisements set in a body type not smaller than 8 point.

The publisher reserves the right to omit or alter any advertisement.

Every care is taken to prevent errors and accidental omissions, but no financial liability can be accepted for loss resulting from any such error or omission.

While reasonable care is exercised, the publisher does not hold herself responsible for errors in or misclassification of advertisements.

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DEADLINES

	BOOKING	COPY	PROOF APPROVED
Display advertising	COB Wednesday prior to issue	COB Thursday prior to issue **Print-ready copy 10am Mon	10am Monday week of issue
Classified advertising	COB Friday prior to issue	10am Monday week of issue	No proof supplied
Inserts:	Tuesday prior to issue	COB Friday prior to issue	

DELIVERY

- 74 Henty St, Casterton, VIC 3311. If booking inserts, please phone 0466 681 337 prior to delivery, to ensure office is open.

- email reception@castnews.com.au (please note, this is an interim email address and will be updated).