



P U B L I S H I N G Y O U R

Casterton News

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F R O M T U E S D A Y 7 J A N U A R Y
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7 4 H E N T Y S T
C A S T E R T O N V I C

NEW owner, NEW opportunities, SAME local paper you know and love

The name behind the business has changed, but third generation resident and new owner and publisher of *The Casterton News*, Kristy McDonald, is committed to keeping it local, for the local community.



Welcome to YOUR Casterton News

Exciting things are happening in 2025, with the publication appearing online for the first time ever, **FOR FREE!**

- Readers can visit the website and read every page, or subscribe to have the digital edition delivered to their inbox **for free!**
- Because the online edition appears exactly as the print edition does, your advertisement will automatically go online at **NO EXTRA COST** to you or your business.

COMMITTED TO PRINT!

For many, there's nothing like actually turning the pages of a good book, or putting it down and coming back to it later, knowing you'll find it exactly where you left off.

That's why we love a printed paper and *The Casterton News* will remain in print, until there is ZERO demand for a paper edition.



**ONE CALL, ONE EMAIL,
ONE PLACE TO BOOK ALL YOUR
ADVERTISING NEEDS**

reception@castnews.com.au

0466 681 337

74 Henty St, Casterton VIC 3311

Local, independent platforms working to promote YOUR brand

In 2025 *The News* **teams-up with** the Mount Gambier-based ***The SE Voice***, which will host *The Casterton News* online. Born in the time of the global pandemic to meet the needs of a community left without a local news source and like *The Casterton News*, *The Voice* is proudly independent and local. While ***The Casterton News* remains 100% locally-owned**, the practical decision to work with *The SE Voice* was an easy one - *News* owner and editor, Kristy and *The Voice* owner and editor, Lechelle, have worked together for years, to share resources and information and all to the benefit of our close-knit, cross-border community.

Our **print run** is also staying **independent**, with *The News* hitting the presses at **Camperdown's WD News**. The new owner of the *Western District Farmer*, Stewart Esh and his team at *WD News* are committed to keeping local, independent news flowing in the south-west.



BOOST YOUR BUSINESS REACH

- Book your advertisement with *The Casterton News*, as usual, to have it automatically online at **no extra cost**
- Your digital advertising will have direct links to your website, Facebook page or email address, created by the specialist team at *The SE Voice*
- Take advantage of an average **200,000 interactions per month** already established with *The SE Voice* website
- Secure great deals in *The SE Voice* Thursday edition and *Western District Farmer*, as a *News* client

Choose the best format and place for your advertising or marketing needs

MODULAR ADS

- Choose your size (see MODULAR PRICE GUIDE 2025)
- Choose your place - EGN, sport or classics

Casterton News MODULAR PRICE GUIDE 2025

Code	Full Page	Half Page	Quarter Page	Quarter Page
Specs (D x W)	T84 374mm x 260mm	T84 180mm x 260mm	T84 92mm x 260mm	T42 180mm x 120mm
PRICE INC GST	\$2493	\$1246	\$623	\$312

Code	T25	T16	T22	T21
Specs (D x W)	130mm x 120mm	45mm x 260mm	92mm x 120mm	92mm x 65mm
PRICE INC GST	\$467	\$312	\$312	\$156

CONTRACT ADVERTISING RATES 2025
 CONTACT CASTERTON NEWS
 74 Henry St, Casterton VIC 3311 | info@castnews.com.au | 0466 681 337



BUSINESS OR EVENT FOCUS

- A whole page dedicated to your new venture or special event for just \$750 inc - save \$1743

FEATURES

- Advertise in your new TV Guide for as little as \$50 inc
- Trading Post for just \$13.80 per week inc
- Keep an eye out for big annual features, including Kelpie Muster and Know Your Trader

GET YOUR BRAND ON TV!

Your strip ad in the TV Guide for as little as \$50/edition
 email editor@castnews.com.au or phone 0466 681 337
 *** LIMITED PLACES ***

CASTERTON TRADING POST
 A BUSINESS SERVICE DIRECTORY

CASTERTON NEWS, Wednesday, December 13

CASTERTON NEWS, Thursday, December 14

CASTERTON NEWS, Friday, December 15

CASTERTON NEWS, Saturday, December 16

CASTERTON NEWS, Sunday, December 17

CASTERTON NEWS, Monday, December 18

CASTERTON NEWS, Tuesday, December 19

CASTERTON NEWS, Wednesday, December 20

CASTERTON NEWS, Thursday, December 21

CASTERTON NEWS, Friday, December 22

CASTERTON NEWS, Saturday, December 23

CASTERTON NEWS, Sunday, December 24

CASTERTON NEWS, Monday, December 25

CASTERTON NEWS, Tuesday, December 26

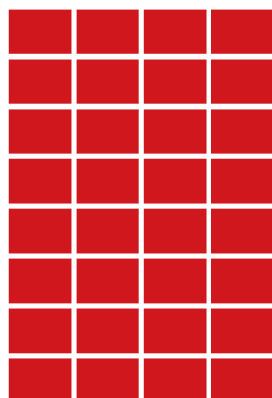
CASTERTON NEWS, Wednesday, December 27

CASTERTON NEWS, Thursday, December 28

CASTERTON NEWS, Friday, December 29

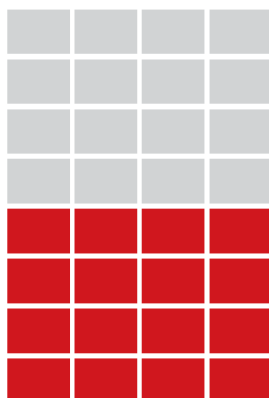
CASTERTON NEWS, Saturday, December 30

CASTERTON NEWS, Sunday, December 31



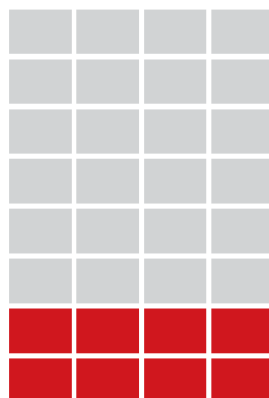
Full Page

T84



Half Page

T44



Quarter Page

T24



Quarter Page

T42

Code

Specs (D x W)

PRICE INC GST

374mm x 260mm

\$2493

186mm x 260mm

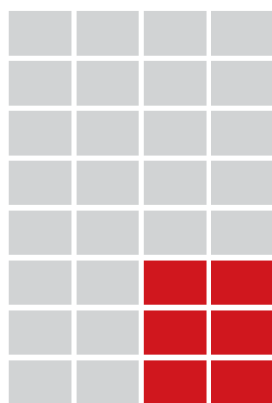
\$1246

92mm x 260mm

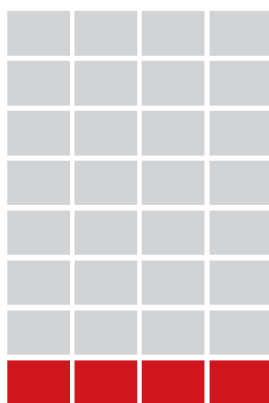
\$623

186mm x 129mm

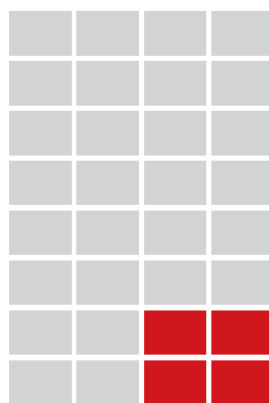
\$623



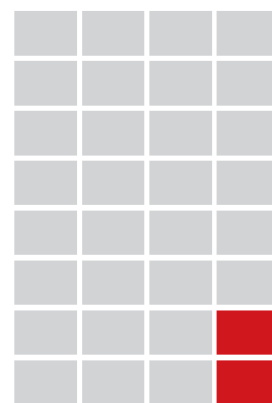
T32



T14



T22



T21

Code

Specs (D x W)

PRICE INC GST

139mm x 129mm

\$467

45mm x 260mm

\$312

92mm x 129mm

\$312

92mm x 63mm

\$156

CONTRACT ADVERTISING RATES 2025

CONTACT CASTERTON NEWS

74 Henty St, Casterton VIC 331 | reception@castnews.com.au | 0466 681 337

The above sizes are a guide only - please contact us to discuss your needs.
All prices include GST and full colour and are rounded to whole dollars.
Display booking deadline is close of business the Wednesday prior to publication.
Copy by Thursday prior to publication, approvals by 10am Monday.
*Print-ready copy, 10am Monday

PHONE, EMAIL OR DROP-IN
AND SEE KRISTY
to find your place in *The Casterton News*

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