



The Northern Guardian services the vast Gascoyne region of WA. With a local office in the heart of Carnarvon staffed by journalists, advertising and graphic artists, it focuses on the local news, sport, social events, entertainment and all sections associated with advertising.

The town of Carnarvon is perched on the coast, approximately 900 kilometres north of Perth, with a thriving horticulture market – both fruit and vegetable plantations – and a prosperous fishing industry being the mainstream to the local economy.

The area's fishing industry produce a sought-after prawn and scallop catch which services a worldwide market.

Increasingly the area is also a tourist Mecca, with resorts such as Coral Bay and Exmouth and attractions including the dolphins of Monkey Mia and the whale sharks and diving of Ningaloo Reef.



46 Robinson Street,
Carnarvon WA 6701
Phone: **08 9482 9700**

Fax: **08 9482 9715**

Advertising Bookings:
westregionalsales@wanews.com.au

Advertising Copy:
wrscopy@wanews.com.au

Editorial:
news@northernguardian.com.au



CIRCULATION
4,647

Published every
Wednesday
Delivered free to all
households and
businesses

DISTRIBUTION AREA

Carnarvon, Gascoyne
Region, Coral Bay,
Exmouth, Shark Bay,
Denham, Monkey Mia,
Useless Loop and
Gascoyne Junction.

SPECIAL PUBLICATIONS

2012 Northern Guardian Calender

January 2012

Distributed with Northern Guardian
& North West Outlets

Circulation 5,000

Size A3

Booking deadline December 2011

ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$6.96)	\$7.66	per cm
1500cm	(\$6.63)	\$7.29	
2500cm	(\$6.33)	\$6.96	
5000cm	(\$6.05)	\$6.66	
10000cm	(\$5.80)	\$6.38	
20000cm	(\$5.57)	\$6.12	

CLASSIFIED ADVERTISING

Lineage	(\$12.86)	\$14.14	first 3 lines,
	(\$4.47)	\$4.92	thereafter
Display	(\$9.50)	\$10.45	p.c.c.

EMPLOYMENT CLASSIFIED

Lineage	(\$12.86)	\$14.14	first 3 lines,
	(\$4.47)	\$4.92	thereafter
Display	(\$9.78)	\$10.76	p.c.c.

LOADINGS

Page 1	100%	Page 7	20%
Page 2	25%	Backpage	40%
Page 3	45%	EGN	15%
Page 4	15%	RHP	20%
Page 5	30%	Specified	15%
Page 6	15%	Other	15%

Colour loadings: Spot **25%**
Full **40%**

DEADLINES

General Display	Wed 4pm	Fri 4pm	COMPLETED AD COPY
Class Display	Fri Noon	Fri Noon	
Class Lineage	Fri Noon	Fri Noon	
Service Directory	Wed 4pm	Fri Noon	
Real Estate	Wed 4pm	Fri Noon	
Real Estate adverts are General Display sizing.			



(GST Exclusive rates shown in Red)