

2010 FEATURES LIST & DEADLINES

JANUARY

National Issues

Environmental sustainability and climate change, infrastructure, roads and asset management, rural and regional Australia, financial sustainability, inclusive communities, broadband, communications and community engagement.

Booking and material deadline 7 January

Published 18 January

FEBRUARY

Human Resource Management/OH&S

Skills shortage and recruitment, courses and seminars, performance appraisals and other HR initiatives, work/life balance, training materials, inhouse, offsite and online training, safe work practices, safety products, rehabilitation programs, OH&S courses, insurance, security and risk management.

Booking and material deadline 4 February

Published 15 February

MARCH

Information & Communication Technology (ICT)

The latest software and hardware, internet, broadband and telecommunications development, 24/7 services, CCTV and security, online training, innovations in information technology, including electronic lodgements, GIS, GPS, VoIP and social media.

Booking and material deadline 4 March

Published 15 March

APRIL

Engineering & Public Works

Innovations in road design, water, drainage and other infrastructure, waste management and litter control, maintenance, parks and gardens, traffic management and road safety, trucks and fleet, quality assurance, asset management and GIS mapping.

Booking and material deadline 8 April

Published 19 April

MAY

Administration & Management Systems

Latest software systems, state of the art office equipment, quality assurance, performance monitoring, financial management and procurement, benchmarking, human resources, staff development, contract management and customer service.

Booking and material deadline 6 May

Published 17 May

JUNE

Environmental Management

Climate change and a carbon economy, water conservation, recycling and waste management, landcare, open space, parks and gardens, bushcare, energy and resource efficiency, coastal and stormwater management, environmental health and environmental audits.

Booking and material deadline 3 June

Published 14 June

JULY

Financial Sustainability & Asset Management

Software packages, debt management, budgeting, accountability and transparency, GIS and asset management techniques, roads and infrastructure, facilities management, innovative business practices, customer service and human resource management.

Booking and material deadline 1 July

Published 12 July

AUGUST

Community Services, Leisure, Parks & Gardens

Community development programs, recreation, parks and gardens, urban and open spaces, libraries, the arts, social planning, cultural and economic development.

Booking and material deadline 5 August

Published 16 August

SEPTEMBER

Training & Professional Development

Courses, conferences and seminars, staff development, performance appraisals, work/life balance and other HR initiatives, training videos and publications, inhouse and offsite training, online and distance education.

Booking and material deadline 2 September

Published 13 September

OCTOBER

Best Practice

Continuous improvement, including benchmarking and quality assurance, business development, telecommunications and information technology, and a range of services and products putting Local Government at the cutting edge of best practice.

Booking and material deadline 30 September

Published 11 October

NOVEMBER

Tourism & Economic Development

Economic development at a local or regional level, joint ventures between Local Government and the private sector, regional development, ecotourism, mainstreet projects, parks and gardens, public open spaces, job creation programs, cultural and community development.

Booking and material deadline 28 October

Published 8 November

DECEMBER

Business Efficiency & Sustainability

Procurement and financial services, customer service, IT and management systems, insurance, training programs, resource sharing, efficiency enhancing products and services, climate change and environmentally friendly business practices.

Booking and material deadline 25 November

Published 6 December

ADVERTISING RATES

Rates effective January 2010 and valid until December 2010

DISPLAY ADVERTISING RATES

		SIZES	CASUAL	X3 BOOKINGS	X6 BOOKINGS	X12 BOOKINGS
		Depth Width				
FULL PAGE		360mm x 6 col (265mm)	\$4,590	\$4,100	\$3,880	\$3,640
JUNIOR PAGE		260mm x 5 col (220mm)	\$3,050	\$2,550	\$2,420	\$2,270
HALF PAGE		180mm x 6 col (265mm)	\$2,540	\$2,150	\$2,020	\$1,900
QUARTER PAGE		180mm x 3 col (130mm)	\$1,440	\$1,250	\$1,150	\$1,080
EIGHTH PAGE		90mm x 3 col (130mm)	\$790	\$660	\$640	\$600
BUSINESS CARD		60mm x 2 col (85mm)	\$370	\$320	\$295	\$275
FRONT PAGE STRIP		50mm x 6 col (265mm)	\$1,270	\$1,120	\$1,050	\$975

REQUESTED PAGE	LOADING	FEATURE	LOADING
PAGE 3	25%	REQUESTED PAGE	
PAGE 5	20%	FIRST PAGE	25%
PAGE 7	10%	THIRD PAGE	20%
BACK PAGE	50%	FIFTH PAGE	15%
Any other page	10%	Any other page	10%

Prices include GST. For full colour advertisements add 15% to the above rates.

MECHANICAL DATA

		MATERIAL SPECIFICATIONS
TABLOID SIZE	405mm x 300mm	Material to be sent electronically in PDF press ready format Resolution 1200 for line art. Down sampling 250 ppi. Embed all fonts. Ensure all colours and images are set to CMYK and that black type is true black, not four colour. Total ink limit 235%. Dot gain 20%. Black ink limit 90%. If JPEGs are used, these are required at 300dpi.
PRINT AREA	360mm x 265mm	
COLUMN DEPTH	360mm	
COLUMNS PER STANDARD PAGE	6 columns	
STANDARD COLUMN WIDTH	40mm	
GULLY	5mm	

ONLINE SERVICES

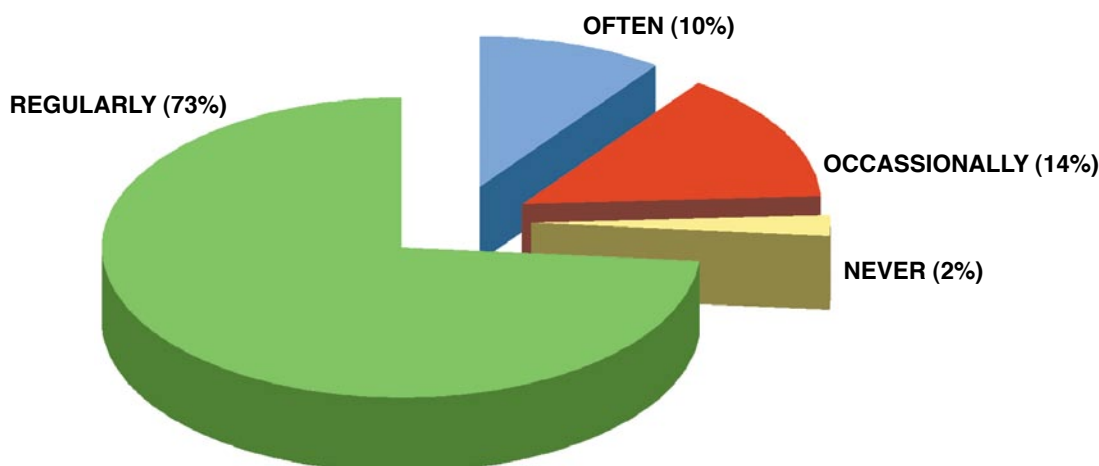
		www.lgfocus.com.au
<p>An electronic version of each edition of FOCUS is posted on our website. This not only assists councils across Australia to share ideas and best practice examples, but provides a link to the global audience on the web. All editions and articles remain permanently online. We also have a free RSS service, enabling councils to stream our updates directly to their intranets.</p>	<p>Have your article plus a hot link to your website included online for \$275 (inc GST) or your article without a link for \$110 (inc GST). <i>Banner ads available on application.</i></p>	

A4 & DL INSERT RATES

	DISTRIBUTION	BROCHURES	COST	MATERIAL DEADLINE
FOCUS can distribute your brochure as an insert. National distribution is available or you can target a specific State or States. Discounts are available for bookings covering two or more States. Prices are based on a four page 100 gsm A4 insert.	National coverage	10,500	\$3,280	January 13 Jan
	NSW only	2,760	\$1,130	February 10 Feb
	QLD only	1,320	\$850	March 10 Mar
	VIC only	1,430	\$850	April 14 Apr
	SA only	1,250	\$820	May 12 May
	NT only	300	\$500	June 09 Jun
	WA only	2,580	\$1,130	July 07 Jul
	TAS only	550	\$620	August 11 Aug
				September 08 Sep
				October 06 Oct
				November 03 Nov
			December 01 Dec	

READER SURVEY REAFFIRMS OUR STRONG MARKET PENETRATION

Our recent Reader Survey asked respondents how frequently they read Local Government FOCUS. The results are presented below.



ADVERTISER and READER FEEDBACK

“Local Government FOCUS is an important part of our marketing plan. We see it as one of the key publications for the industry.”

David Brown, Managing Partner, NAB Government Business.

“Local Government FOCUS has provided a very useful tool to Local Government and those of us serving the industry for many years now. I have been in and around the industry for over 40 years and I believe it to be one of the best industry specific periodicals I have seen. You deserve your good reputation.”

Alan Byleveld, Consultant to Local Government

“Playspace has found Local Government FOCUS a great medium for spreading the news of our playground product. The response has been enormous and our sales have been growing since commencing our advertising in LGF. The team at LGF are a pleasure to do business with and the service is great. I have tried many ways to advertise to Local Government and I recommend LGF as the way to go. Our market research shows that LGF reaches a wide and diverse cross section of people in Councils. Even better, the price is good.”

Rod Hancock, Director of Marketing and Finance, Playspace Pty Ltd

COMMENTS FROM OUR READER SURVEYS

- ◆ Good for picking up ideas on innovative practices and programs. (Councillor)
- ◆ Colourful, topical, informative with contact names and phone numbers. (Council manager)
- ◆ Clear issues – easy to read. (Councillor)
- ◆ Provides an independent and interesting comment on Local Governments across the States. It is free and appreciated by Local Government. (Council manager)
- ◆ Big enough for detail, small enough to read quickly. (Council manager)
- ◆ Diversity of topics, quality of graphics and print. (Councillor)
- ◆ It covers the practical side of Local Government not just policy and politics. Internet site is terrific. (Council manager)
- ◆ Coverage of a range of Councils, large and small, city and rural. (Councillor)