

Harcourt News/The Core Advertising Policy Guidelines

Advertisers: The emphasis and priority is on supporting and profiling local business. No tobacco, gambling, adult services or fast food. A specific allowance is made for local wineries and breweries recognising the importance of the wine and cider industry to our local economy. Outside requests need to be discussed with sub-committee.

Ratio of adverts to editorial: Need to keep this balanced and ensure ads are well positioned throughout paper and not dominant or concentrated.

Payment terms: 7 days

Rate increase & prepaid discounts: Advertising rates to be reviewed and increased as agreed by Core Sub-committee. The Advertising Coordinator will advise advertisers two months prior and encourage people to commit to pre-paid ads which offer discount.