

# MEDIA KIT

Stakeholder Information for advertising and promotion

# Allora!





## OUR MISSION

Allora! is the Sydney-based newspaper published by Italian Australian News. Allora! is the Italian for 'well' or 'so' - a filler word pointing to what a reader must know before moving on to other things.

Our mission is to promote all things Italian and preserve Italian heritage in Australia.

We publish in print and digitally since 2017, with a current reach of 35,000 readers.

It is our job to constantly look to the future of the Italian-Australian community and the possibilities that each edition of our newspaper, designed with you, the readers in mind, is able to meet the changing demands of our times.

Allora! is available from newsagents across NSW, the ACT and Victoria and free-of-charge in print from selected community stakeholders, including clubs, associations, local councils, medical centres and Italian restaurants.

Allora! brings you comprehensive coverage on a range of topics, including local news, opinions, education, politics, community events and welfare.

We are proud to support local events, organisations and community minded initiatives that connect and inspire local peoples. Talk to us about how we can support your project through our publication.

Please visit our website for regular news updates: [www.alloranews.com](http://www.alloranews.com)

# ADVERTISING OPTIONS

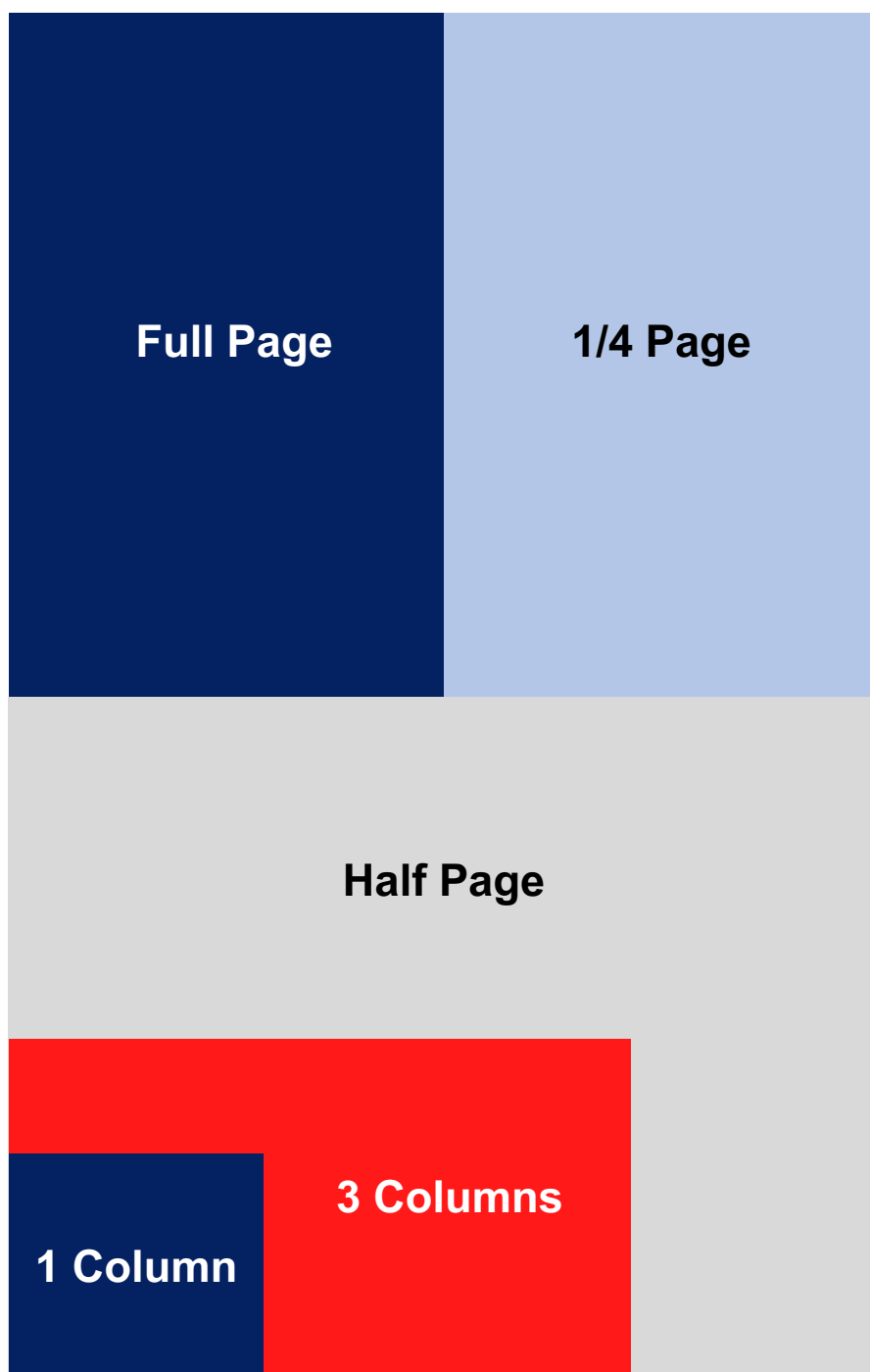
Allora! gives stakeholders a wide range of advertising sizes and fees.

Special advertising packages are available, and we are happy to discuss to meet your budget and demands.

Booking and artwork must be submitted and finalised at least 3 days prior to the issue date. We are able to assist you with your artwork at a small fee.

Artwork fees may be waived for long-term advertisers and supporters who wish to contribute by writing for Allora!

To book your advertising: [advertising@alloranews.com](mailto:advertising@alloranews.com) or call (02) 8786 0888



## Dimensions (mm)

1 Column	47 x 47
3 Columns	152 x 80
1/4 Page	126 x 180
Half Page	260 x 188
Full Page	260 x 380

## Fees

1 Column	\$150
3 Columns	\$350
1/4 Page	\$450
Half Page	\$900
Full Page	\$1,600



# ADVERTISING BOOKING

## Instructions

Print out this form (pages 4-5), complete all sections, scan and email back to [advertising@alloranews.com](mailto:advertising@alloranews.com).

## Billing details

Contact Name: \_\_\_\_\_  
 Client/Company: \_\_\_\_\_  
 Media /Agency Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Email: \_\_\_\_\_

Newspaper copies: **3 copies**    **5 copies**    **10 copies**    **15 copies**    **20 copies**

## Booking details

Month	Date of Publication (Must be a date of issue)	Advertising Size (See p. 3 for dimensions)	Preferred Page (Standard print 24pp)
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Preferred position loading fee of 20% for all positions.

All artwork is due and finalised at least 3 days before publication date.

# ADVERTISING BOOKING

## Payment details

**Please note:** Payment can be made with a cheque (in Australian dollars drawn on an Australian bank) or by direct transfer to our bank account. If you choose to pay by direct transfer, the details are below.

### Bank Details: National Australia Bank

**Account Name:** Allora

**BSB:** 082-356

**Account Number:** 761344086

Please ensure your remittance or EFT advice are emailed to **advertising@alloranews.com**.

Send cheques to: **PO Box 18, West Hoxton NSW 2171**

## Terms and conditions

- To cancel a booking please notify **advertising@alloranews.com** at least 7 business days before the artwork due date.
- Allora! reserves the right to cancel or reject advertising deemed not to be in keeping with its professional aims and standing.
- All final artwork (advertisements and inserts) must be approved by Allora!
- Advertisers are advised not to print their inserts until they receive written confirmation that the insert has been approved.
- Allora! makes every reasonable effort to publish our newspaper in accordance to the distribution schedule.
- Allora! is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of our publication/s.
- All discounted bookings must be in consecutive months.
- Acceptance of advertising does not indicate Allora!'s endorsement of the product or service.
- Allora! may grant a booking discount.
- Agency commissions will be deducted from invoices.
- Cancellation of an advertisement or insert after the booking deadline will incur a cancellation fee of 100% of the advertised fee for that advertisement.
- Advertising must stay within trading terms or Allora! reserves right to stop placement.
- Advanced payment is required for all overseas advertisers.

## Confirmation

I wish to confirm my advertising booking with Allora!

I understand the booking will proceed and unless I notify Allora! in writing (refer to first T&C above).

I have read and understand the terms and conditions.

## Approval Signature

Signature: \_\_\_\_\_

Print name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please scan this form and forward it to the Advertising Team via email: **advertising@alloranews.com**.

Allora! can assist you with graphic design if required.

# FUNERAL NOTICES

Allora! welcomes families, friends and funeral directors to place memorial, death and/or funeral notices for deceased members of the community.

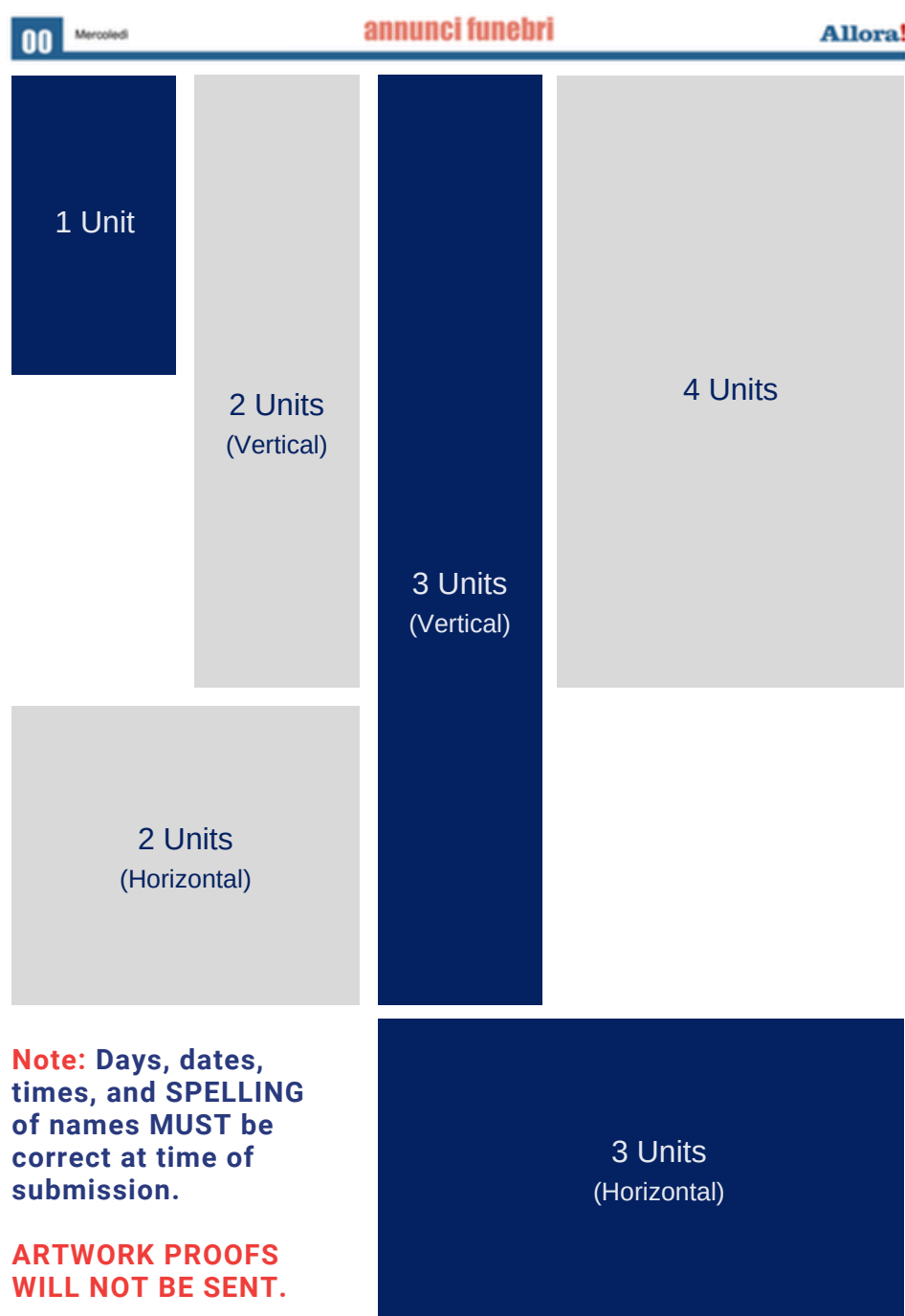
## CLOSING TIMES for Notices

**General Public** - by 12:00 pm Monday, and **must be prepaid**.

**Funeral Directors** - by 4:00 pm on Monday via email [editor@alloranews.com](mailto:editor@alloranews.com)

Cancellations, changes or amendments must be notified via email only to [editor@alloranews.com](mailto:editor@alloranews.com) no later than 5:00 pm on Monday.

Please see PAGE 7 for additional terms and conditions of funeral notices.



## Dimensions (mm)

1 Unit	48 x 90
2 Units (V)	48 x 185
2 Units (H)	90 x 101
3 Units (V)	48 x 248
3 Units (H)	90 x 154
4 Units	101 x 185

**For notices larger than 4 Units, a standard fee of \$110 per every additional Unit applies.**

## Fees

1 Unit	\$110
2 Units (V)	\$210
2 Units (H)	\$200
3 Units (V)	\$310
3 Units (H)	\$300
4 Units	\$410

**Note:** Days, dates, times, and SPELLING of names **MUST** be correct at time of submission.

**ARTWORK PROOFS WILL NOT BE SENT.**

# FUNERAL NOTICES

## TERMS AND CONDITIONS OF FUNERAL NOTICES

### Standard Information/Text

#### NAME SURNAME

Nato/a il (date of birth) .... / .... / ....

a (place of birth)...

Deceduto/a a (place of death)...

il (date of death) .... / .... / ....

già residente a (place of residence)...

#### a) The following standard information/text is to be used for death/funeral notices:

Lascia nel più vivo e profondo dolore (*name and relationship of relatives*)...

Il Santo Rosario (*Rosary*) sarà recitato (*date*) ..., alle ore (*time*)..., nella chiesa/cappella di (*Church/Chapel*)...

La Santa Messa di Requiem/Cerimonia Funebre (*Funeral Mass/Service*) sarà celebrata (*date*) ... a (*Church/Chapel*)... alle ore (*time*)...

Dopo la Santa Messa, il corteo funebre procederà per il cimitero di (*cemetery*)...

Saranno graditi fiori e/o donazioni a favore di (*donations*)... Le buste saranno disponibili in chiesa/nella cappella.

I familiari ringraziano tutti coloro che sono stati di conforto e quanti parteciperanno ai riti funebri. **Riposi in Pace.**

#### b) For 30-days, yearly or other Memorial Mass:

A un mese/anno (*month/year*)... dalla sua scomparsa lo/la ricordano con affetto (*family names and relationship of those who remember the deceased*) ...

Una Santa Messa di Suffragio (*Memorial Mass*) sarà celebrata (*date*) ... a (*Church/Chapel*)... alle ore (*time*)...

I familiari ringraziano quanti vi parteciperanno. (*Thanks to those attending*).  
**Riposi in Pace.**

### Photos of the deceased

Photos of the deceased person must be sent via email as an attachment in JPG or PNG format to: [editor@alloranews.com](mailto:editor@alloranews.com).

### Repeats

Repeat the same advert on the the next weekly edition for 50% of the original cost.

### Fonts, Characters and Formatting

Allora! is printed using certain formats, fonts, sizes, language registers etc. Please note that unusual requests may not be accommodated, and that we have the right to edit texts to suit our printing and graphics systems.

# ABOUT ALLORA!

## Publication

Allora! is published weekly  
by Italian Australian News

1 Coolatai Crescent  
Bossley Park NSW 2176

PO Box 18  
West Hoxton NSW 2171

## Advertising

Requests for advertising should be sent to:  
[advertising@alloranews.com](mailto:advertising@alloranews.com)  
(02) 8786 0888

## Community News

News and requests for publication of media  
articles should be sent to:  
[editor@alloranews.com](mailto:editor@alloranews.com)

## Circulation

4,000 copies paper  
15,000 copies digital  
35,000+ total readership

## Distribution

In paper to news-agencies,  
community stakeholders,  
clubs, associations, local councils,  
representatives, medical centres,  
restaurants and via email subscription.

## Format

Weekly Newspaper,  
Tabloid, 405 x 289mm portrait  
55 gsm Improved Newsprint  
Full colour

*GST is not included in the pricing in this kit,  
agency commission will also have to be  
added where applicable.*

## Become an Agent or Correspondent!

Allora! is looking for advertising agents and correspondents  
To discuss terms and conditions of collaboration,  
contact [editor@alloranews.com](mailto:editor@alloranews.com).

