



2026 ADVERTISING GUIDE

OUR PEOPLE



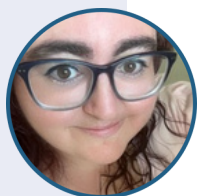
David Robinson - Owner

David owns NW Community and Media and oversees operations at The Coastal Voice. He leads the publication and supports the team in delivering each edition. His focus remains on community engagement and local storytelling.



Alicia van Ek - Lead Editorial & Administration

Alicia is the Lead Editor for The Coastal Voice. She guides editorial content across each edition, from planning to publication. Her leadership ensures strong storytelling and editorial integrity. Her role ensures the publication remains accurate, balanced and focused.



Tracey Clark - Layout Editor & Creative Services

Tracey is our Layout Editor, managing the full production layout of the monthly publication. Her work supports clear communication and strong advertiser presentation. Her expertise ensures a polished, professional publication.



Karl Barhoum - Invoicing & Business Services

Karl manages invoicing and accounts payable for The Coastal Voice. He works with businesses to ensure smooth, reliable billing processes. Clear systems and consistency are at the core of his role.



Cheryle Lapthorne - Advertising & Sponsorship

Cheryle manages paid advertising and community sponsorship for TCV delivering print and digital placements for business, community organisations and events. She works directly with advertisers to ensure campaigns are clearly positioned, professionally presented prior to deadlines.



Amanda Cox - Education Correspondent

Amanda is an author and mentor with a focus on education and community. She covers stories and mentors young people that highlight school, educators, students and learning opportunities across the region.



Geoffery Curtis - Community Correspondent

Geoffery is our Community Correspondent, covering local stories and events. He focuses on people led story telling that highlights connection and participation.



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THE COASTAL VOICE

The Coastal Voice is an independent, locally owned community newspaper serving the North West Coast of Tasmania from Port Sorell to Somerset. Published monthly and distributed free of charge, it reaches over 57,900 residents, providing trusted local news, stories and advertising opportunities that genuinely connect with the community.

Volunteer-supported and community-driven, The Coastal Voice covers local news, community events, arts and culture, council and civic matters, business features, classifieds and human-interest stories. With strong local contributors and deep regional knowledge, the publication offers advertisers a credible, highly visible platform to reach engaged readers across the North West Coast.

Advertising submissions close on the third Thursday of each month (excluding December).

The publication is released online and delivered from the 1st of each month, offering consistent, reliable exposure for businesses and organisations



When you advertise with The Coastal Voice, you're investing in local connection.

Your business is showcased alongside the stories, events and issues that matter most to the North West Coast community.

REACH 100,000+ LOCAL READERS EVERY MONTH



100,000+

Monthly Online
Views



North West

Tasmania

Community-focused
Audience



Print + Online

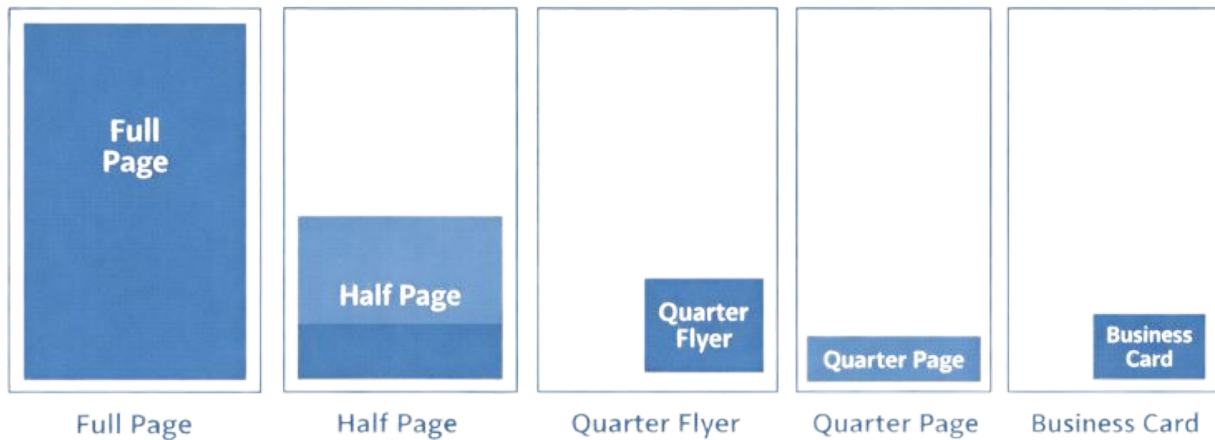
+ Social

Multi Platform
Exposure

North West Coast Coverage Area



ADVERTISING



Prices quoted are valid until 30th June 2026 and are inclusive of GST. Please supply complete graphic material as a PNG or JPEG File without bleed or crop marks, in the correct dimensions by 12pm on the third Thursday of each month with exception of December 14/12/26 and other periods other wise advised in advance.

All requests for creative services to be made at least 7 days prior to deadline.

Trusted by local businesses across Tasmania





Add Type	Dimension	Rate \$	
Business Card	65mm High x 93mm Wide	Colour B&W	150 95
Quarter Page	67mm High x 190mm Wide	Colour B&W	300 190
Quarter Flyer	135mm High x 93mm Wide	Colour B&W	300 190
Half Page	135mm High x 190mm Wide	Colour B&W	600 375
Full Page	277mm High x 190mm Wide	Colour B&W	1200 750
By Consultation			
Full Page Premium Location Quarter Page Premium	277mm High x 190mm Wide	Colour	1800
Front Quarter Flyer Community Social event	67mm High x 190mm Wide	Colour	500
Media Only Event Promotion	135mm High x 93mm Wide		Print Donation
			Print Donation
Artwork/Creative Production			By Consultation



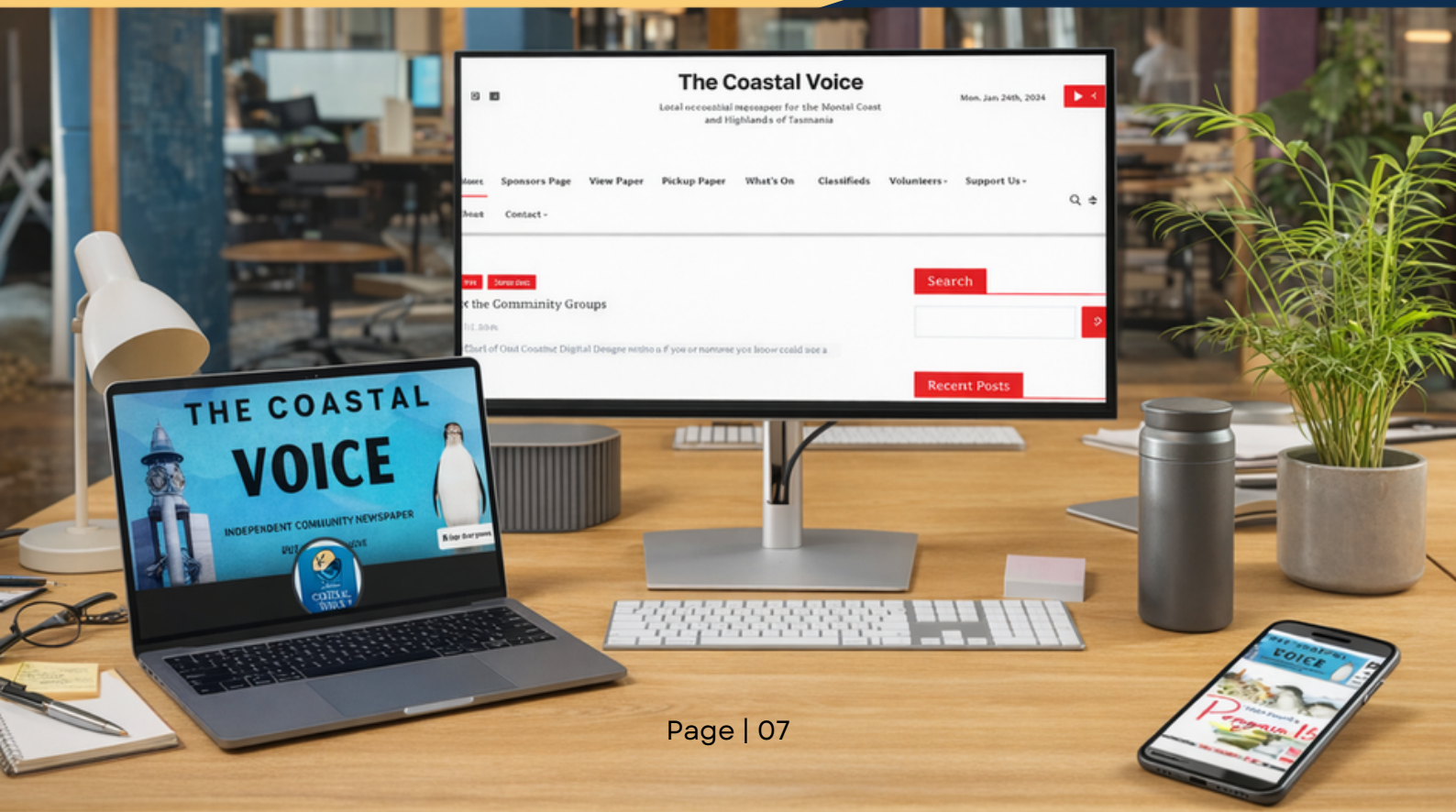
REACH 100,000+



Your trusted, multi-platform
community newspaper in the
heart of North West Tasmania.



- ✓ Over 100,000 online views per month
- ✓ Print, online, and social media presence
- ✓ Reaching communities across North West Tasmania





ONLINE MEDIA

In 2024 , NW community media purchased The Central Coast Voice and re branded to The Coastal Voice. As a new and exciting home for regional community news across North West Tasmania.

The Coastal Voice's online media has become a reliable and continuous source of web media content and community events. With 100,000 social views on average views per month. Providing a community service of exposer and a reach to a wider audience for the arts, community groups, local events and sporting clubs.

Our Subscribers have direct access to The Coastal Voice Flipbook and Downloadable editions , which contain longform and unique content not published in the print copy. The Site and Social media have fastly become a source of Coastal Events , community stories and local information.

THE NEWLY REFRESHED WESBITE HAS SECTIONS FOR :



Coastal
Business
Advertising



Long Form and
bonus content
on downloadable
format .



Corporate ,
Political &
Government
Advertising



Community
Events & Whats
On Pages



Article & Story telling
in an easy to read
accessible format



Back
Catalogue of
Editions



Advertising & Sponsorship Cordinator

Cheryl Lapthorne
editor@thecoastalvoice.au
0499990534



Finance & Accounts

Karl Barhoum
editor@thecoastalvoice.au
0409671632

CLASSIFIEDS



Our classifieds offer a cost-effective way to reach a highly local, engaged audience

Ideal for individuals, traders and small businesses, they provide consistent visibility without the expense of display advertising. Simple in format and easy to place, classifieds remain one of the most trusted ways to buy, sell and promote locally. Affordable, practical and community-focused.

Classifieds are charged at \$3.00 per line, billed monthly on the 1, with a 5% discount available for 12-month bookings paid in advance.

Affordable, practical and community-focused.

IN PENGUIN
the space to pause



Perfect for:
- 1:1 sessions
- Client sessions
- Study + reflection
- Small healing circles

Located in the heart of Penguin, TAS
Hire for 2-4 hours or full-days
Book now via Spacetoco:
www.spacetoco.com/host/sonia-skewes
E: bookingsinpenguin@soniaskewes.com.au
T: 03 6413 6430

SERVICES

ATTENTION ALL CAT OWNERS!!
We offer hands on quality cat care when you board your feline friend in our small home from home facility. Thank you to the new clients who now know about us. Call us and inspections welcome. Limited bookings available located in Central Ulverstone. Tel: 64 257663

CANINE HEALTH AND REHABILITATION
Myofunctional & Rehabilitation services for your dog. Clinic Located at Shop 6/17 Foster St Railton. Specialising in: Helping your dog stay active & happy. Helping your dog recover from orthopaedic, spinal surgery. Helping dogs with muscle injuries.
www.caninehealthandrehabilitation.com
info@caninehealthandrehabilitation.com

TASMANIAN AMPUTEE UNITED SUPPORT GROUP
Ph. 0409184877

JP SIGNING CENTRES
Devonport: 24 Edward St - Tue & Thur, 10:30am - 12:30pm
Penguin: 11 Sports Complex Ave - Mon & Fri 10:30am - 12:30pm
www.thecoastalvoice.au - December 2025 - The Coastal Voice

CLASSIFIED

ANGELA GARDENING
Karcher pressure paths etc weeding, lawns mowing, hedge trimming, window cleaning general gardening
ph 0423734596

FOR SALE

EVANSARMS
Firearms bought, sold, stored, Transferred. 0419 191 101

AMMOINK ULVERSTONE
All Ammunition & Reloading
Products 0419 879 634

ENABLED TECH
"For all your IT problems" Call Josh
0408 387 541

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EXAMPLE:

Lines under blue headings are examples of long term classified bookings in 2025/2026, Vertical business card add to the left is reflective of full scope advertising pricing.

DISPLAY:

Sold as \$2.50 per line, without image or logo

TERMS AND CONDITIONS



The Advertiser including their agent(s)(Advertiser) who lodge an advertisement for publication with the The Coastal Voice (TCV) agrees to the following terms and conditions:

- These terms and conditions constitute the entire agreement between the parties regarding the matters set out in it and supersedes any prior representations, understandings or arrangements made between the parties, whether orally or in writing.
- TCV accepts paid advertising that is deemed to be appropriate and of community interest or benefit.
- Acceptance and placement of advertisements is not a recommendation or endorsement by TCV of the Advertiser's products and/or services.
- CV of the Advertiser's products and/or services. • TCV, in its sole discretion, reserves the right to refuse or omit any submitted material or to suspend or discontinue publication of any advertisement previously accepted.
- Advertising will not be accepted if it promotes gambling, pornography, advertising associated with 'adult industries' tobacco, e-cigarettes and similar products, or any form of advertising that can be interpreted as discriminatory, illegal, offensive or objectionable.
- The Advertiser agrees to indemnify and hold harmless the TCV against all claims, demands, proceedings and other liability arising wholly or partially, directly or indirectly from the publication of the advertisement.
- The positioning or placement of an advertisement is at the discretion of TCV except where expressly agreed with the Advertiser. While every effort will be made to publish accepted advertisements, no liability will be accepted for misplacement or omission.
- theThe Advertiser undertakes that advertisement or insert does not contain material that is misleading or deceptive, and that it does not in any way contravene any Federal or State laws or advertising codes.
- The Advertiser accepts full legal responsibility in respect publication.

- The Advertiser is solely responsible for the content and accuracy of its advertisement.
- The advertisement must clearly identify the Advertiser of the product, service or event offered.
- TCV may head an advertisement 'Advertisement' whenever it considers appropriate to distinguish it from other types of content.
- TCV is not responsible for checking supplied print ready artwork.
- TCV accepts no responsibility or liability for any errors due to third parties, sub-contractors or inaccurate copy instructions from the Advertiser or their agents.
- Colours will be matched to the best of TCCV ability and no rebate will be made in the event of colour variances.

Deadline

- Complete material must be received before the advertising deadline. If the Advertiser does not meet the advertising deadline, TCV may insert a previous advertisement or, if there has been no previous advertisement, may use the space for other purposes.

Payment

- Invoices will be issued when the publication is printed on or after 1st of Every month.
- Payment terms are strictly 7 days from invoice date.
- TCV reserves the right to cancel any Advertiser's contract if payments are not received on a consistent basis or in the event of non-payment. Failure to make payment will result in the advertiser having their right to advertise removed.
- Payment options include cash, cheque or credit card.
- Advertising rates are subject to change due to unforeseen increases in printing and associated publishing costs. All advertisers will be provided advanced notice of any changes to rates.

Cancellation

- Advertising can only be cancelled in writing by an authorised representative of the Advertiser.
- No cancellation fee applies to cancellations made before the advertising booking deadline.
- Cancellations received after the advertising booking deadline will incur the full advertising fee.
- Content cannot be removed from the publication for cancellations made after the material deadline date.

☐

Tick that you agree to the T/C

please return with booking form



THE COASTAL

VOICE

Advertising Booking Form

Date:		Months to run :	
Business Name:			
Contact Name:			
Email Address:			
Accounts Email:			
Accounts Contact:			
Postal Address:			
City:		State:	
		P/C:	
Mobile Number:		ABN/ACN:	

QTY	Product	Price Colour	Price Black & White	Graphic Assistance	Total Spend \$
	Full Page	\$1200	\$750		
	Full Page Premium	\$1800			
	Half Page	\$600	\$375		
	Quarter Page	\$300	\$190		
	Quarter Flyer	\$300	\$190		
	Quarter Flyer Event	By Donation			
	Business Card	\$150	\$95		
	Classifieds		\$2.50 per line		
		Inc GST	Total:		

Signed:



Tick that you agree to the T/C on Page 11.



THE COASTAL VOICE

Advertising Booking Form

Date:		Months to run :	
Business Name:			
Contact Name:			
Email Address:			
Accounts Email:			
Accounts Contact:			
Postal Address:			
City:		State:	
		P/C:	
Mobile Number:		ABN/ACN:	

QTY	Product	Price Colour	Price Black & White	Graphic Assistance	Total Spend \$
	Full Page	\$1200	\$750		
	Full Page Premium	\$1800			
	Half Page	\$600	\$375		
	Quarter Page	\$300	\$190		
	Quarter Flyer	\$300	\$190		
	Quarter Flyer Event	By Donation			
	Business Card	\$150	\$95		
	Classifieds		\$2.50 per line		
		Inc GST	Total:		

