

***News Corp Australia* presentation for
Learn Local Advertising Feature**

June 2014

News

Learn Local the Objective

The Objective

To communicate the benefits of using government registered Learn Local organisations to potential learners as well as promoting the **2014 Victorian Learn Local Awards**, lifting the profile whilst sharing great local success stories.

Target Audience

Potential learners:

- *Individuals not currently in the workforce*
- *People with no post school education or those simply looking to up-skill*
- *Culturally and Linguistically Diverse (CALD) learners*
- *Low socio-economic individuals*
- *Elderly*

Key Attributes

Learn Local organisations run training programs from basic computer skills and entry level qualifications through to Certificates and Diplomas in areas such as business, community and trades.

Learn Locals are friendly and welcoming, with qualified teachers who are focussed on helping learners succeed.

Learn Locals create real outcomes for learners.



The Opportunity for Learn Locals

The Opportunity for Learn Locals

Leader Community Newspapers offers to provide an engaging editorial environment that aims to support advertising initiatives by Learn Local organisations. The editorial environment will be used to showcase some great success stories relevant to the readers' specific region, highlighting the benefit in engaging in study through a Learn Local organisation.

Leader Community Newspapers **Delivers Your Audience**

86% of readers regard local newspaper advertising as vitally important information which helps them live their lives*.

With over **1.3 million** locals turning to *Leader Newspapers* every week, your advertising investment will provide you with greater value based on reach alone^.

Leader Newspapers also reach a large number of individuals with no post-school education as well as mothers not currently employed.

*McNair Leader Reader Survey, 2012.

^emma™ conducted by Ipsos MediaCT, 12 months ending March 2014, people 14+.



One-Page Feature Across all Leader Titles

Two insertions: Week commencing 10th August and 31st August 2014

The Feature

Two insertions of a dedicated one-page feature to showcase the opportunities provided by Learn Local education and training will be published across all 33 Leader titles for two weeks in August 2014:

- First feature will appear week commencing 1st August
- Second feature will appear week commencing 1st September.

Learn Local organisations have the opportunity to align their brands alongside **Learn Local** editorial with specially-designed advertising placements included on the page at a significantly discounted rate.

The Benefits for Learn Local Organisations:

1. Credible editorial environment extends the advertising message to the advertising placements in order to engage readers' attention.
2. Negotiated rate at 40% off the casual rate.
3. Clean, uncluttered, dedicated editorial environment.
4. Feature will publish across six discrete regions to provide strategic advertising opportunities for greater cost effectiveness.
5. The six pieces of editorial will carry Learn Local success stories, of those who have benefitted from **Learn Local** initiatives.

ADVERTISMENT
QUALITY EDUCATION AND TRAINING
LEARN LOCAL
FLEXIBLE, FRIENDLY & JUST AROUND THE CORNER

If you would like to advertise in this composite page, please contact Sales Rep Name on 0300 000 000

M3x4
(92mm x 174mm)

M3x4
(92mm x 174mm)

M3x4
(92mm x 174mm)

M2x6
(92mm x 262mm)

'I don't want to go back to any job now.' - Tania

Tania has had many different jobs in her lifetime. She worked in a pharmacy for 12 years. She ran her own clawing business. She is a wife and a mother. She has plenty to keep her busy.

It's easy to get stuck in a rut. But after becoming a mother, I started to look at things differently. I didn't want to go back to any job.

While wandering through a shopping plaza, Tania stopped to admire the arrangements at her local florist. She casually picked up a brochure for an introductory course in floristry at a Learn Local nearby.

I thought that looks fantastic, and so close to home.

She struck up a conversation with the florist, who told her that she had completed the same Learn Local course before starting her own floristry business. Tania had always wanted to do floristry but she always seemed to have other priorities. It was now time for her to pursue her own interests.

I want to do something that I really enjoy. I've got another 20 years of work in me!

Floristry requires a combination of creative, design and administrative skills, and Tania brings her own experience and knowledge to the course. Everyone in the floristry class has their own goals and Tania is very clear about hers.

I'd love to have my own shop. Sandra is just an awesome teacher. Very inspiring!

The floristry class is full of cheerful arrangements made by the students, which they've temporarily abandoned for some morning tea in the adjoining classroom.

I feel very relaxed here actually. It's a really nice setting here. Next year I'm hoping to do the Cert II!

Not final design, mock up only

One-Page Feature Across all Leader Titles

Two insertions: Week commencing 10th August and 31st August 2014

The six Leader regions are:

1. **Bayside** (4 individual newspapers) – Bayside, Frankston, Mordialloc/Chelsea, Mornington Peninsula
2. **Central** (4 individual newspapers) – Caulfield Glen Eira/Port Phillip Leader, Melbourne Leader, Progress, Stonington
3. **East** (7 individual papers) – Knox, Free Press, Lilydale & Yarra Valley, Manningham, Maroondah, Waverley/Oakleigh Monash, Whitehorse
4. **North** (8 individual newspapers) – Diamond Valley, Heidelberg, Hume, Moreland, Northcote, Preston, Sunbury/Macedon Ranges, Whittlesea
5. **South East** (4 individual newspapers) – Berwick, Cranbourne, Dandenong/Springvale, Moorabbin Kingston
6. **West** (6 individual newspapers) – Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley, Wyndham/Point Cook

ADVERTISEMENT
QUALITY EDUCATION AND TRAINING
LEARN LOCAL
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'I don't want to go back to any job now.' - Tania

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Added Value

Additional Editorial

John Trevorrow, Editor-in-Chief of *Leader Community Newspapers* is dedicated to ensuring this campaign offers additional editorial support across the *Leader* network for this very important initiative to increase participation in adult, community education.

To promote the feature, Leader will be running at least one page-1 'pointer' in all 33 Leader titles. Additionally to this, the message from the editor will include content about the value of up skilling locally.

Monday, November 11, 2013 dandenongleader.com.au

3 CALL GOES OUT FOR BUDDING PHOTOGRAPHERS **15** SHOP SMALL FOR SUPERIOR SERVICE

Springvale Dandenong **Leader** **8** AUNTY DI SPEAKS OUT WITH PRIDE

Beating heart

Dandenong's Drum Theatre will be grooving to African rhythms courtesy of Asanti Dance Theatre at a free community day and season launch on November 21. REPORT PAGE 13

NEWS
New mayor or builds on experience
 GREATER Dandenong's new mayor, Jim Hancock, is gearing up for a year of building. Of Hancock's to-do list is a busy capital works program that includes the \$30m Leemunicipal offices, as well as helping to reject councilor resolutions for a divisive law month in chambers. PAGE 5

NEWS
Help pets have a merry Christmas
 VOLUNTEERS at Kaysborough Animal Shelter are fervently preparing their bustling cove of year. The shelter will host a Christmas Bar on November 24 to help raise the money needed to care for the seasonal influx of unadopted dogs and cats. PAGE 9

WHAT'S ON
Tasty treats, epic feasts and Santa
 PLAY in the snow at Santa's Magical Kingdom at Burnley Oval in Northond, has a pop at 6.30. It's an exhilarating turf within the MC Club to spenday, or indulge yourself at the Taste of Melbourne Festival. Tickets: \$10 on 03 9594 1111. PAGES 24-25

SPORT
Gale blows in to play for Dandy
 YORKSHIRE captain Andrew Gale arrives in Melbourne late Wednesday and will make his debut for Canterbury in Member Choice this Saturday. PAGE 26

Cash Stop **Cash** **Are your TEETH MISSING?** **Now taking enrolments for 2014 academic year!**

www.cashstop.com.au 1300 721 001

www.denture.com.au

LightHouse Christian College
 Raising children with purpose
 E.L.C. - Year 12 - Kaysborough
 Phone 8798 7272 to arrange a school tour
 or visit www.lighthousechristiancollege.com.au for more information

Investment per region

Please see below costs for the M3x4s in each of the 6 regions. This is a highly incentivised rate which equates to 40% off the casual rate. These rates are available only for registered Learn Local organisations and only for use in the feature proposed.

Rates are for one advert (M3x4) in one insertion of the feature only (ie. either week commencing 10th August **OR** week commencing 31st August). If an organisation would like their advert to be included in both insertions of the feature (ie. both week commencing 10th August **AND** week commencing 31st August) then the cost will be doubled.

News Corp Australia can create final advertising copy via our Ad Design Centre at NO charge representing additional value.

Leader Titles	Casual Rate (per insertion)	Learn Local Feature rate (per insertion)	Saving (per insertion)
Bayside	\$2,824.44 + GST	\$1,244.50 + GST	\$1,579.94
Central	\$3,186.36 + GST	\$1,389.52 + GST	\$1,796.84
East	\$4,767.39 + GST	\$1,730.34 + GST	\$3,037.05
North	\$5,274.27 + GST	\$1,958.18 + GST	\$3,316.09
South East	\$2,667.00 + GST	\$1,165.38 + GST	\$1,501.62
West	\$3,938.19+ GST	\$1,696.73 + GST	\$2,241.46

Rates as per agreement with Learn Local and only applicable for the feature page.

Investment per title

Leader Titles	M3x4 Rate (per insertion)	M3x4 Learn Local Rate (per insertion)
Bayside	\$736.68	\$406.65
Berwick	\$696.72	\$384.59
Brimbank	\$754.20	\$416.32
Caulfield/Glen Eira	\$849.00	\$468.65
Cranbourne	\$576.84	\$318.42
Dandenong	\$696.72	\$384.59
Diamond Valley	\$696.72	\$384.59
Frankston	\$754.20	\$416.32
Free Press	\$474.48	\$261.91
Heidelberg	\$636.87	\$351.55
Hobsons Bay	\$636.87	\$351.54
Hume	\$696.72	\$384.59
Knox	\$754.20	\$416.32
Lilydale & Yarra Valley	\$636.87	\$351.54
Maroondah	\$696.72	\$384.59
Manningham	\$696.72	\$384.59
Maribyrnong	\$636.84	\$351.54

Leader Titles	M3x4 Rate (per insertion)	M3x4 Learn Local Rate (per insertion)
Melbourne	\$696.72	\$384.59
Melton	\$576.84	\$384.59
Moonee Valley	\$696.72	\$318.42
Moorabbin	\$696.72	\$384.59
Mordialloc	\$636.84	\$351.54
Moreland	\$696.72	\$384.59
Mornington	\$696.72	\$384.59
Northcote	\$636.84	\$351.54
Preston	\$636.84	\$351.54
Progress	\$849.00	\$468.65
Stonnington	\$791.64	\$436.99
Sunbury	\$576.84	\$318.42
Waverley	\$754.20	\$416.32
Whitehorse	\$754.20	\$416.32
Whittlesea	\$696.72	\$384.59
Wyndham	\$636.72	\$351.47

Rates as per agreement with Learn Local and only applicable for the feature page.

Key Contacts

Sales Representatives from News Corp Australia (Leader Community Newspapers) will be contacting all Learn Local organisations that are located within the six Leader regions to find out if you are interested in participating in this advertising feature.

However, in the meantime if you are interested in this opportunity or have any questions please contact:

Ann Margaret Laidlaw, Product Manager – Education and Careers

Phone: 9292 1944

Email: ann.laidlaw@news.com.au



Leader Circulation and Readership

Total Readership
1,319,000*

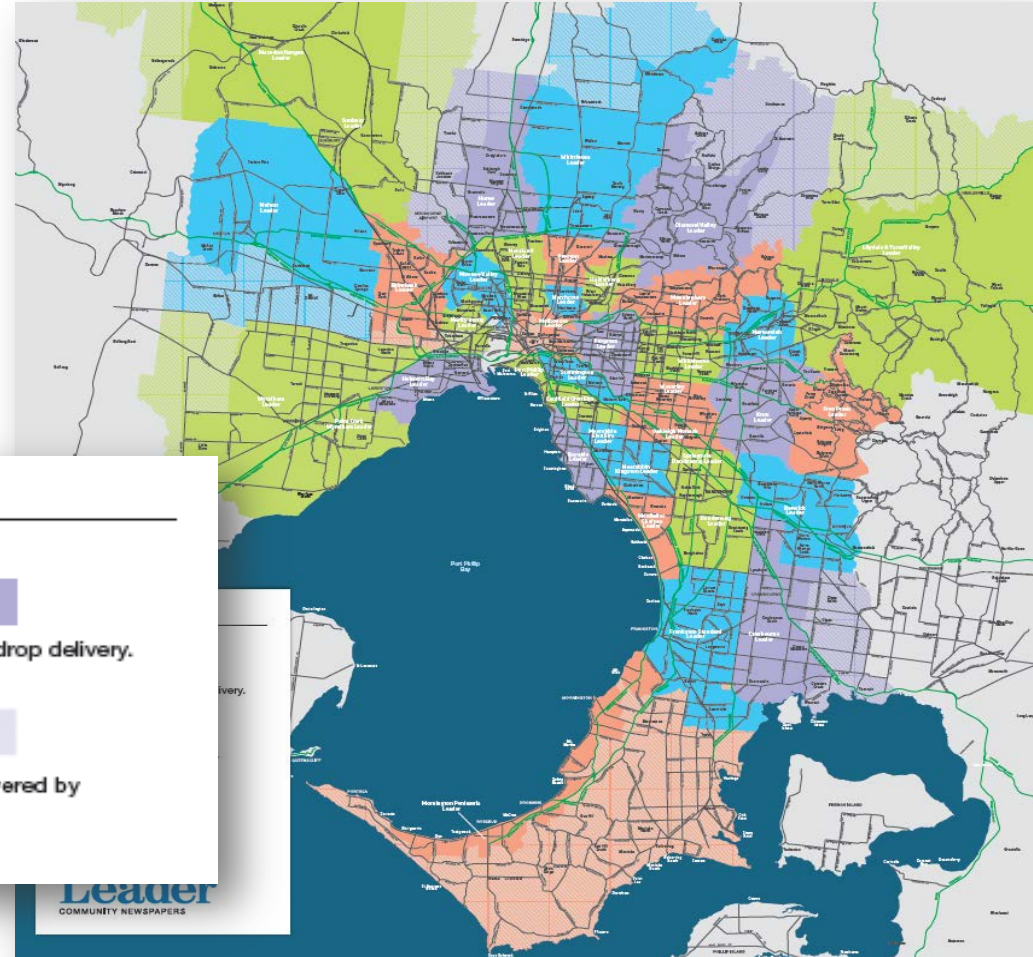
Total Circulation
1,503,630^

*emma conducted by Ipsos MediaCT, 12 months ending March 2014, people 14+.
^CAB, Sept 2013.

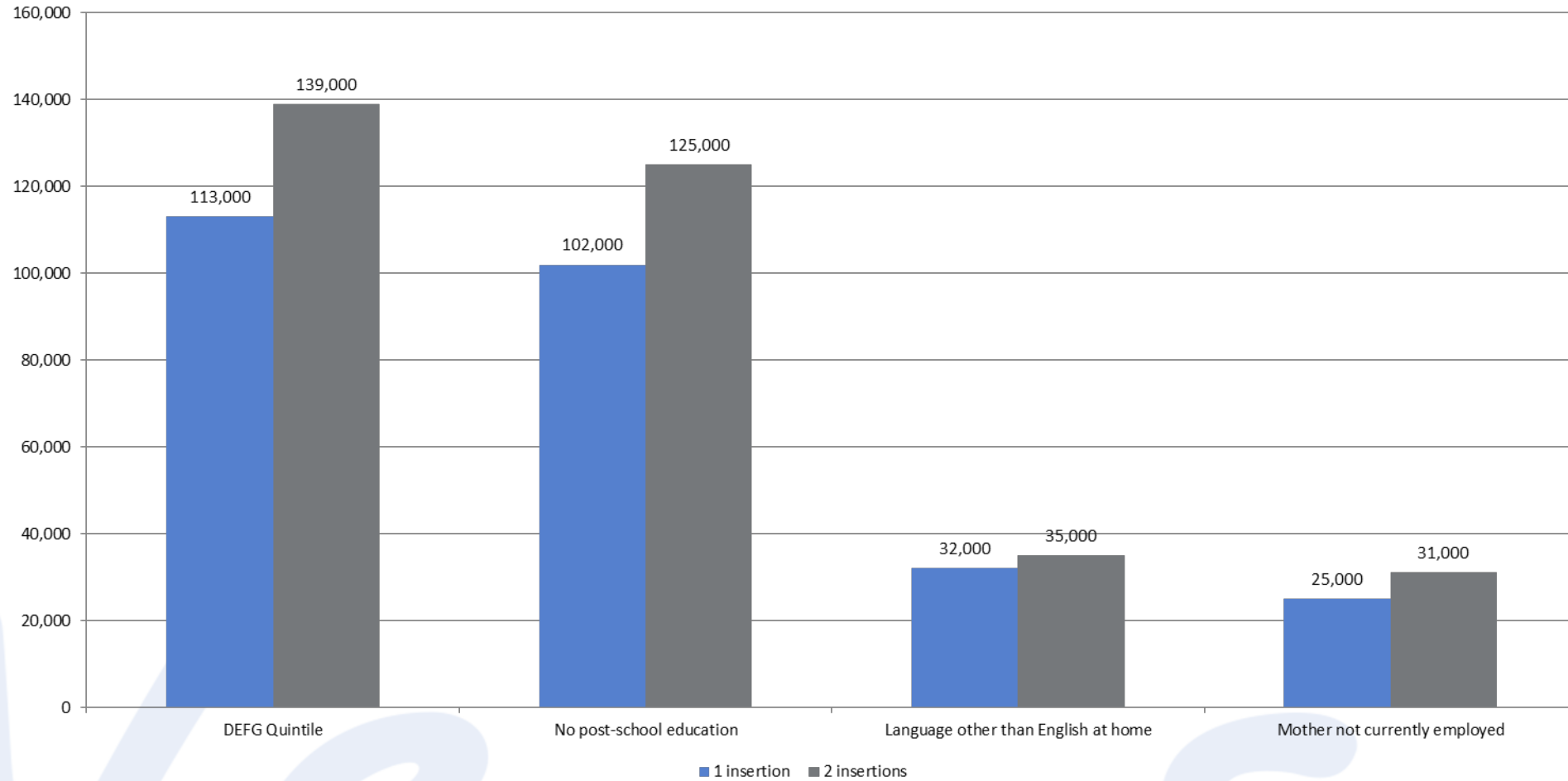
LEGEND


Letterbox and/or bulk drop delivery.


No deliveries. Area covered by digital editions.

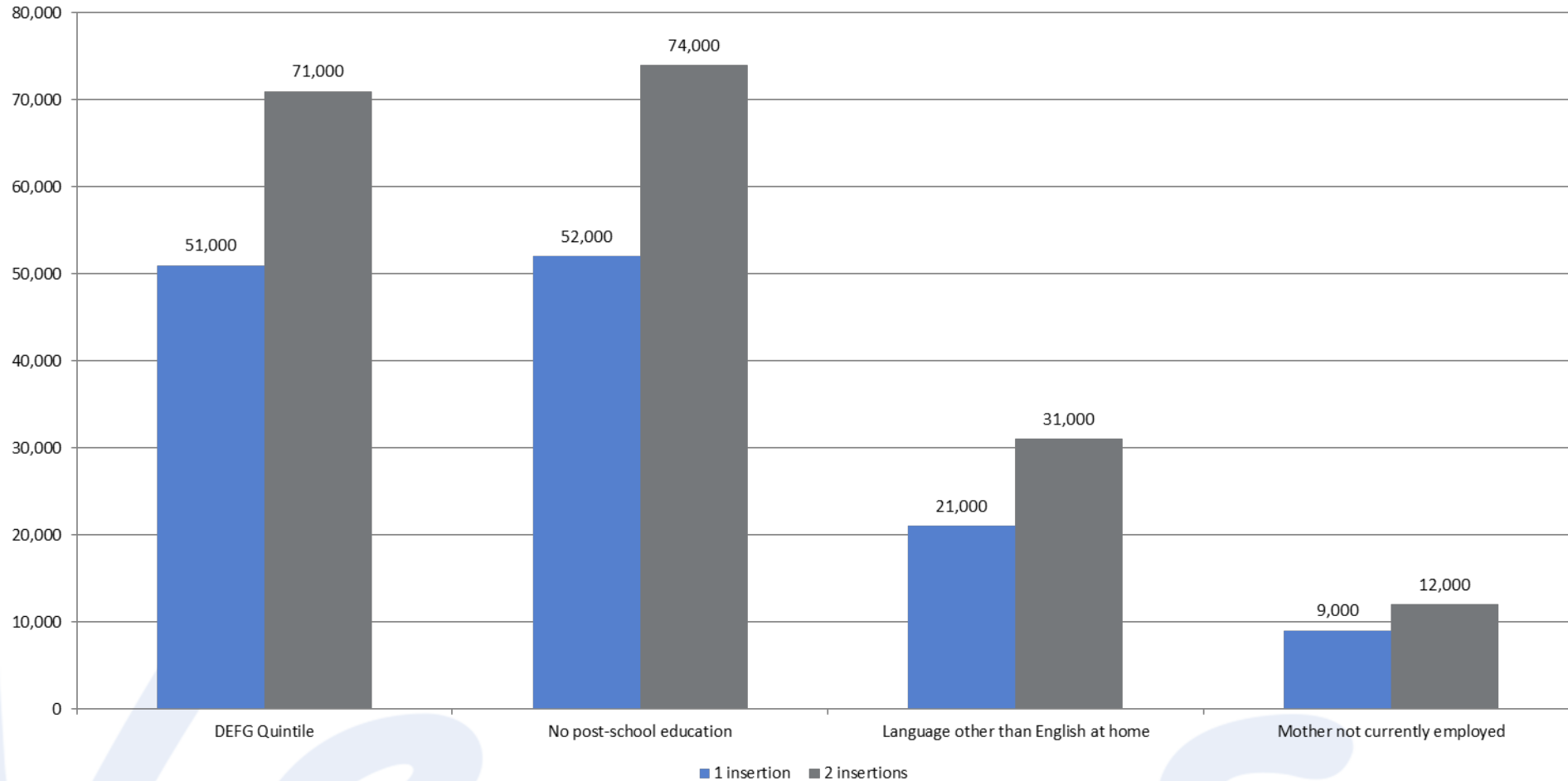


Building Reach – Bayside



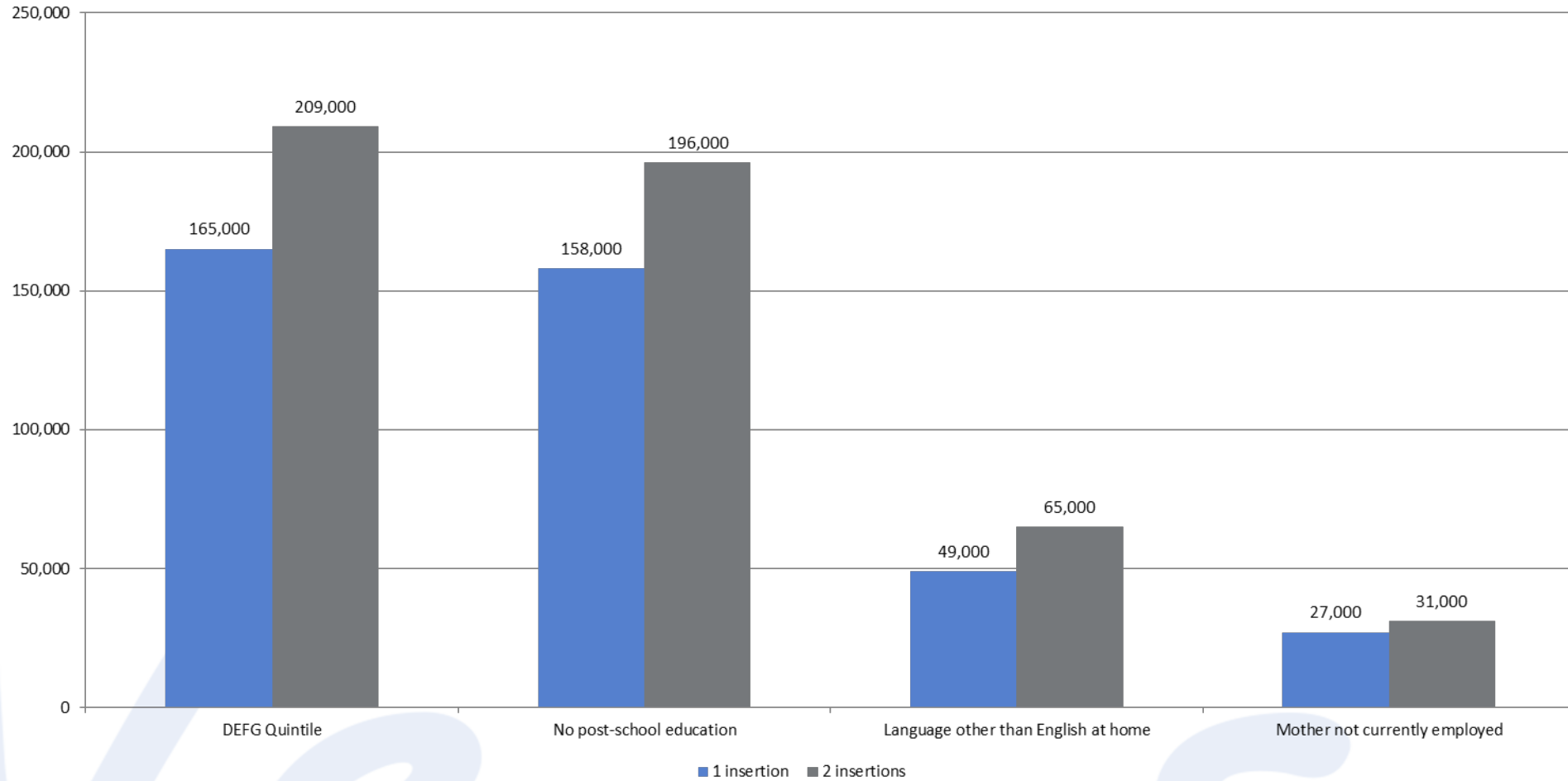
Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2014, Victorians 14+.

Building Reach – Central



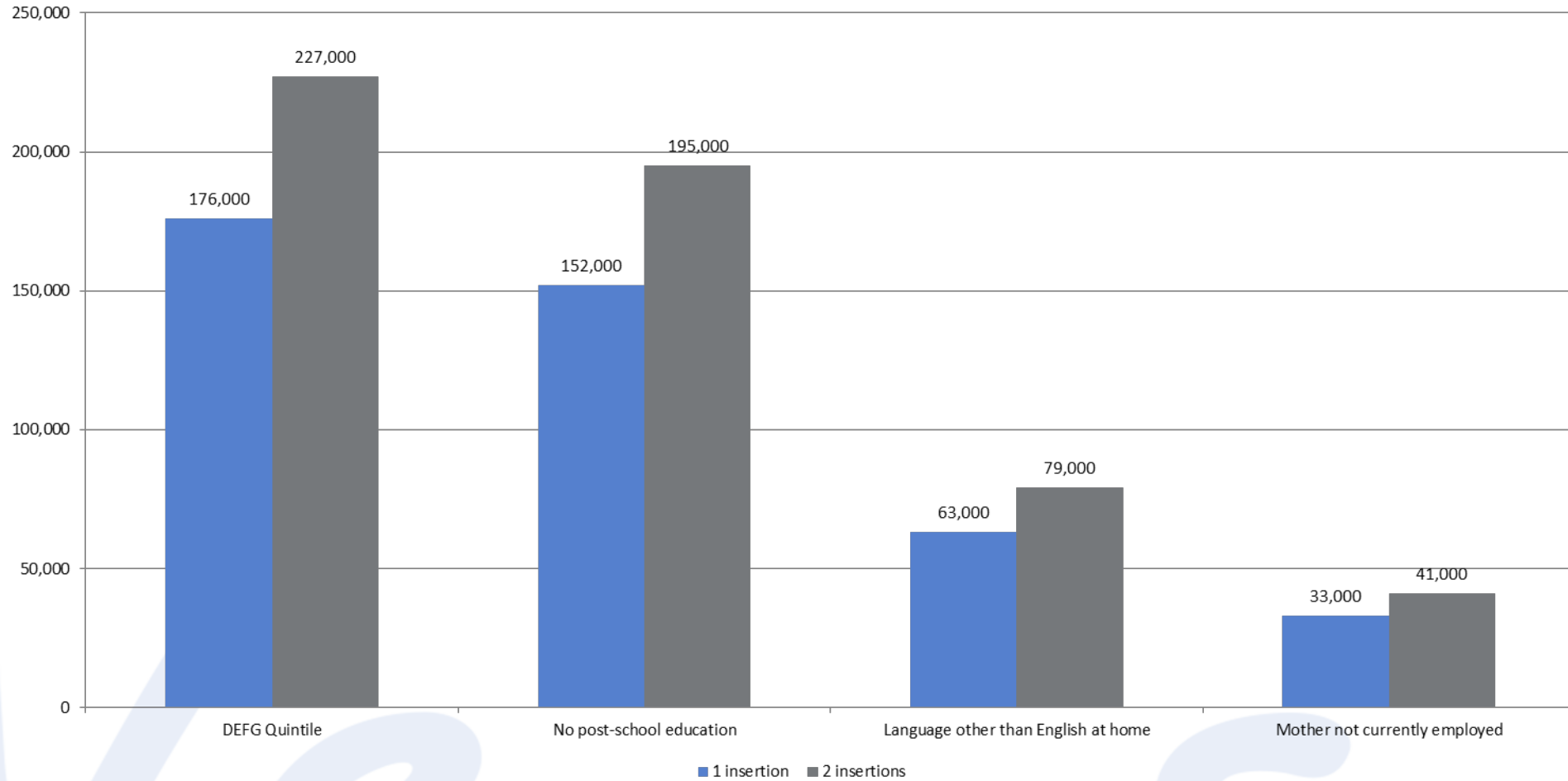
Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2014, Victorians 14+.

Building Reach – East



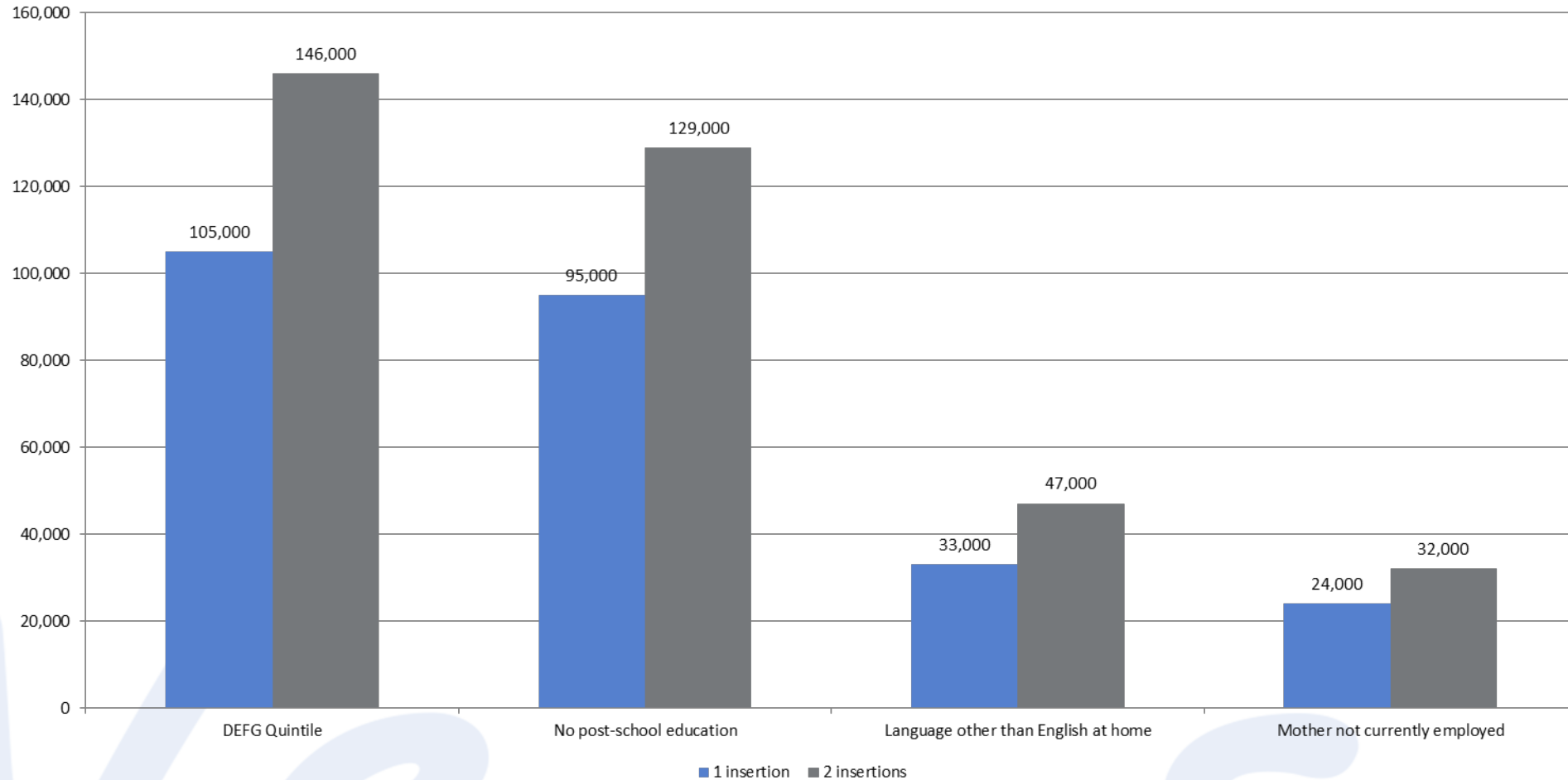
Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2014, Victorians 14+.

Building Reach – North



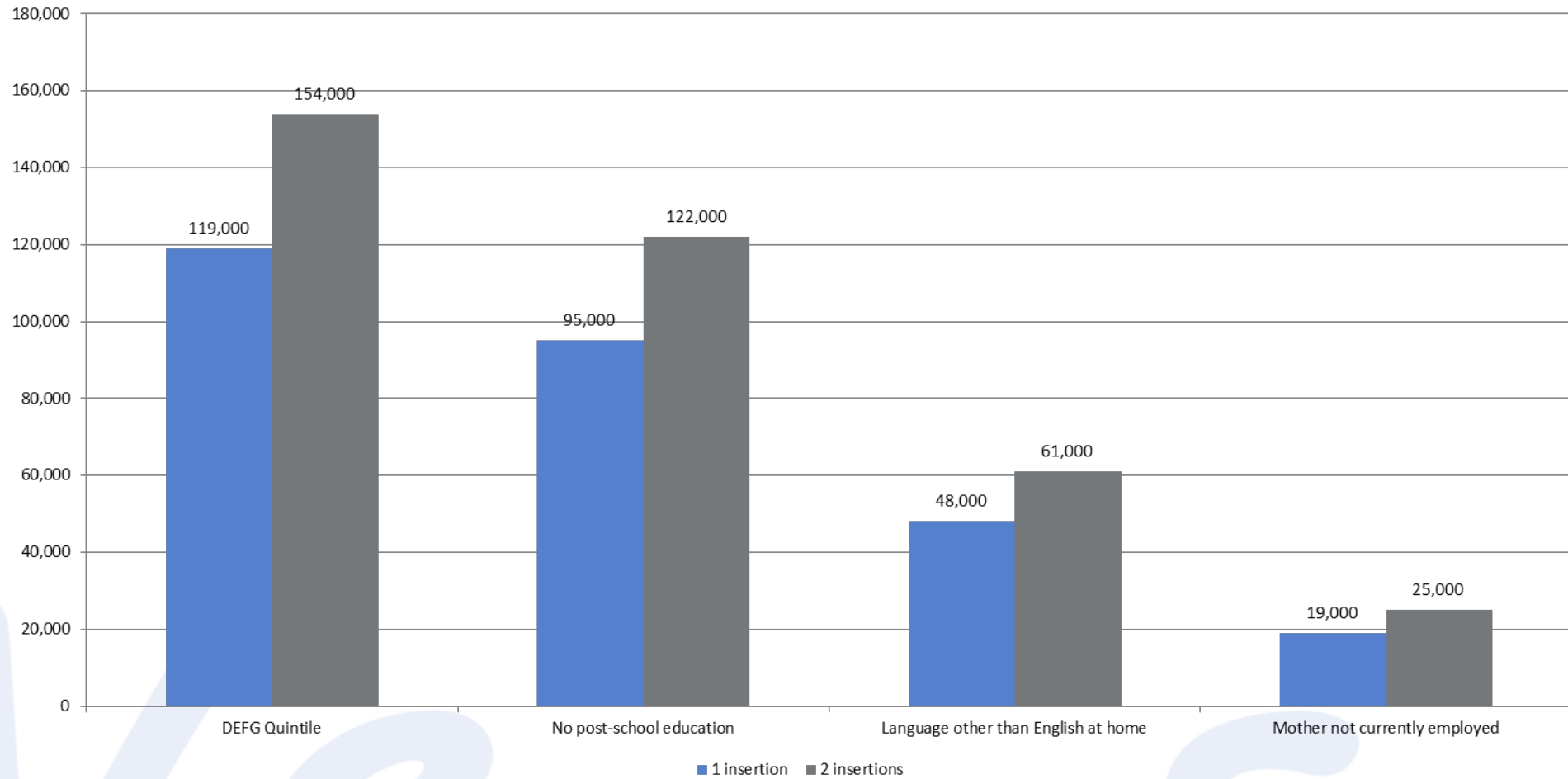
Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2014, Victorians 14+.

Building Reach – South East



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2014, Victorians 14+.

Building Reach – West



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Mar 2014, Victorians 14+.