



Connecting

Sebastopol

COMMUNITY NEWS

Advertiser Package



Promote Your Business to 5000+ Local Residents

Advertising in the Connecting Sebastopol Community News is an affordable way to reach over 5,000 households each quarter. Your advertisement will help increase awareness of your business, products, or services while supporting the ongoing publication of a valuable local community resource.

Putting a Spotlight on Sebastopol

The Spotlight on Sebastopol Project was a Victorian Government-funded initiative designed to put a spotlight on the Sebastopol community and celebrate its unique identity, history, and strengths.

Delivered over four years, the project invested in a range of community improvements, including the installation of new public art, the establishment of the **Connecting Sebastopol Community News**, and the development of the [Connecting Sebastopol](http://www.connectingsebastopol.com.au) website (www.connectingsebastopol.com.au). These initiatives have helped strengthen community pride, improve local amenity, and create new opportunities for residents, businesses, and community groups to connect, share information, and celebrate local achievements.

Connecting Sebastopol Community News

Established in 2023, the award-winning Connecting Sebastopol Community News is a community-driven initiative of the Ballarat Neighbourhood Centre. It celebrates the rich diversity of local people, businesses, events, and achievements while keeping residents informed and connected.

Published quarterly, the 24-page newsletter is distributed by volunteers to more than 4,500 households, as well as local businesses and community organisations throughout Sebastopol. The Connecting Sebastopol website complements the newsletter by providing digital editions of the newsletter, a community directory, local stories, and historical information about the "Burra", helping residents discover services, opportunities, and the unique heritage of Sebastopol.

‘Spotlight on Sebastopol’ Annual Advertising Package

We invite you to support this community initiative by advertising in Connecting Sebastopol Community News and Directory. The package includes:

- advertising in 4 issues of our Connecting Sebastopol Community News
- your business registered on the Connecting Sebastopol Webpage Directory

Type of Advertisement		B & W Individual Advert	Colour Individual Advert	B & W Quarterly: 4 Adverts	Colour Quarterly: 4 Adverts
1.	Half Page Size: 180 mm x 135 mm	\$500 + GST	\$750 + GST	\$1,800 + GST	\$2,700 + GST
2.	Banner/ Quarter Page Size: 180 mm x 55 mm or 85 mm x 135 mm	\$250 + GST	\$500 + GST	\$900 + GST	\$1,800 + GST
3.	Business Card Size: 90 mm x 55 mm	\$50 + GST	\$75 + GST	\$180 + GST	\$270 + GST
4.	Full Page Size: 297 mm x 210 mm	\$1,000 + GST	\$1,500+ GST	\$3,600 + GST	\$5,400 + GST

Advertorial Deadlines:

Issue 16 (Dec 2026 - Feb 2027) - **Deadline: 13 November 2026**

Issue 17 (March -May 2027) - **Deadline: February 12 2027**

Issue 18 (June - August 2027) - **Deadline: 14 May 2027**

Issue 19 (Sept - Nov 2027) - **Deadline: 13 August 2027**

Contact: Ballarat Neighbourhood Centre - Connecting Sebastopol Project

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