

From: Len Ashworth [REDACTED]
Sent: Monday, 5 May 2014 10:25:39 AM
To: [REDACTED]
Subject: Lithgow Mercury Advertising

Hi Roger

THE Lithgow Mercury/Fairfax media seeks the opportunity to comment on a notice of motion by Cr Martin Ticehurst at the April 14 meeting of Lithgow Council in which he seeks an allocation of 50 per cent of council's print media budget to another free weekly publication.

We believe that council's interests would not be adequately served by fragmentation of its public dissemination of necessary information. Such fragmentation would make it impossible to know just which audience is being reached.

A print run on any publication that is given away can not be accepted as an accurate assessment of circulation or readership. This can only be judged on a paid and audited circulation, as is the case with the Lithgow Mercury.

In addition to the Lithgow Mercury's paid and audited print circulation we have our ever expanding subscription only E-Edition which includes the complete print edition, adding to a combined circulation figure.

No other publication can GUARANTEE a readership..

You would be aware that Lithgow Council is allocated the Lithgow Mercury's LOWEST advertising rate and this is based on volume.

The free publication in question is also not available through all local newsagents and one has indicated to us he has no intention of stocking it..

We respectfully request these matters be considered in any decision relating to print advertising allocations.

LEN ASHWORTH, Managing Editor

CARMEL HOULISON Sales Manager/Deputy Site Manager

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