CANEGROWERS MACKAY

THE BILLET

MACKAY & PLANE CREEK

BOOKINGS & ENQUIRIES: E| Kirili_Lamb@canegrowers.com.au M| 0427 178 370

ADVERTISER KIT 2027

THE BILLET

Trusted, engaging sugar sector community news and information.



The Billet is a quality magazine devoted to the 700+ farming families of the Mackay-Plane Creek cane growing industry who are CANEGROWERS Mackay members. It has been in publication for just over a decade, a staple in grower homes and sheds.

- Published monthly, in print and digital formats. Hard copy is sent to every grower member (700, and digitally to businesses and organisations across government and the sugar supply chain, including other Canegrowers district offices.
- Engaging, much-loved feature content celebrating the grower community with columns and features across people, industry topics and events - including contributed columns and articles from experts across agtech, agronomy, research and extension, legal, finance, sugar marketing, sustainable land management practices and programs, labour, training, payroll and classifieds.
- Contributed editorial welcomed.
- 24 full colour pages, A4 format, printed on laser white bond.

Harvest great returns ....

... by investing your advertising dollar with the Mackay-Plane Creek cane growing industry!

▲ Great reach! Canegrowers Mackay represents 80% of local growers and has a century-long track record as a dependable source of industry knowledge.

▲ $1 of economic activity in cane growing provides an additional $6.40 in economic activity elsewhere in the Queensland economy.*

▲ The local sugar industry contributes over $900 million annually to the Mackay/Plane Creek economy and supports 2000+ full time equivalent jobs.*

(*Source: *The economic contribution of the sugar cane industry to Queensland and its regional communities"*, Queensland Economic Advocacy Solutions, July 2019).

THE BILLET Advertising Rates

The BILLET is mailed to the farm gate of around 700 cane growing families (our members) across the Mackay and Plane Creek Districts, from Clairview to Pindi Pindi and up the Pioneer Valley. It also electronically reaches 250+ cane industry-related services and businesses.

CANEGROWERS
MACKAY

DISPLAY ADVERTISEMENTS (discounts available for campaigns - see next page)

AD TYPE	AD PAGES	SIZE	PRICE (GST INC)
SMALL DISPLAY	GENERAL	92mm x 62mm	$250
QUARTER PAGE	GENERAL	184mm x 62mm (horizontal); 92mm x 125mm (vertical)	$390
THIRD PAGE	GENERAL	184mm x 82mm	$470
FULL BANNER	GENERAL	210mm x 90mm	$495
HALF PAGE	GENERAL	184mm x 125 mm (horizontal); 92mm x 250 mm (vertical)	$940
FULL PAGE	GENERAL	210mm x 297mm (plus 3mm bleed)	$1170
EXTRAS	SPECIFIED PAGE POSITIONS	NOTE: NO ADVERTISING IS SOLD FOR THE FRONT/INSIDE FRONT COVER	ADDITIONAL 20%

CLASSIFIED ADVERTISEMENTS (free for members)

WORD COUNT	MIN FEE (GST INC)
UP TO 12 WORDS	$23.70
13 TO 20 WORDS	$41
20-30 WORDS	$49

INSERTS

SIZE	PRICE (GST INC)
Up to A4 sheet size/10g (can be folded BY THE CUSTOMER)	$450
Larger publications/ fridge magnets etc (items exceeding 10g)	POA



CAMPAIGN PACKAGES

AD TYPE	CASUAL	SMALL CAMPAIGN 3 month (5% discount)	LARGE CAMPAIGN 6 month (10% discount)	ANNUAL CAMPAIGN 11 month (20% discount)
SMALL DISPLAY	$250	$237.50	$225	$200
QUARTER PAGE	$390	$370.50	$351	$312
THIRD PAGE	$470	$446.50	$423	$376
BANNER	$495	$470.25	$445.50	$396
HALF PAGE	$940	$893	$846	$752
FULL PAGE	$1170.00	$1111.50	$1053	$936

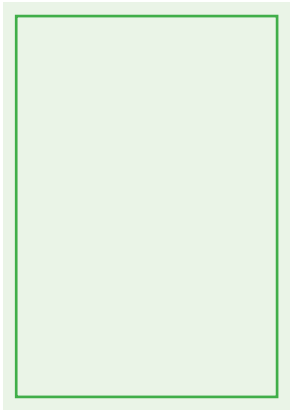
NB: Quoted rates are per month, including GST. Artwork can be changed across the campaign. Talk to us about advertorial and digital options, and to arrange a quote!

ARTWORK AND IMAGE SPECIFICATIONS

A high resolution print-ready PDF or .jpg file at 300 dpi in CMYK format is the preferred format for supplied advertising artwork. Please include a bleed of 3 mm for full page advertisements.

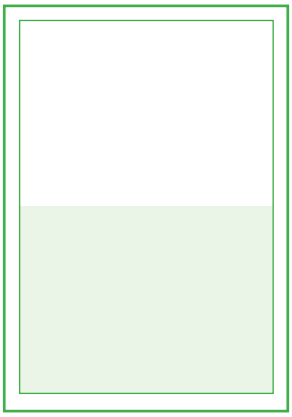
All photos/images supplied must be a minimum of 300 dpi. Images should be supplied in .jpg format. Colour images will be converted to CMYK for print. For the highest quality print, it is recommended you supply your company logo as a vector (.ai or .eps file), or **high-resolution** .jpg file is also acceptable.

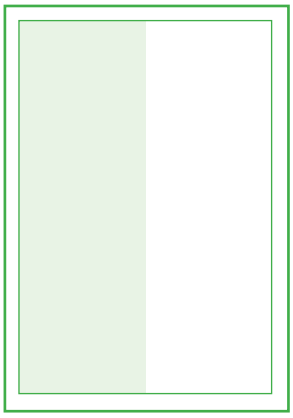
FULL PAGE



(Width x Height) *210mm x 297mm, 3mm bleed*
Type area: 180mm x 267mm.

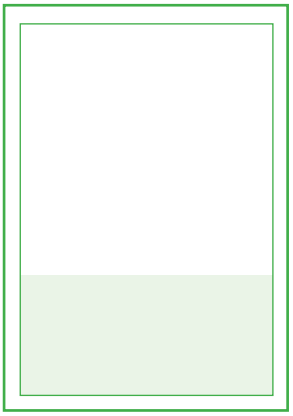
HALF PAGES





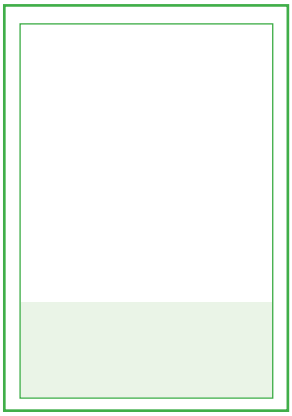
Horizontal: ***(W x H)*** *184mm x 125mm;*
Vertical: ***(W x H)*** *92 mm x 250 mm*

THIRD PAGE

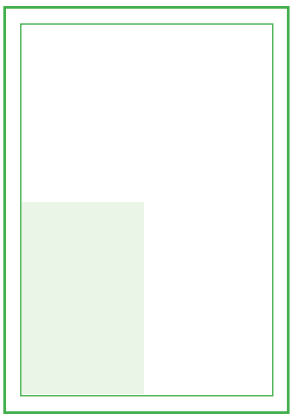


Horizontal: 184mm x 82mm

QUARTER PAGES

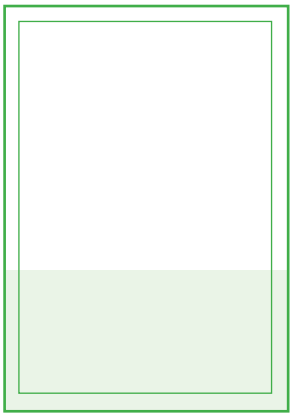


Horizontal: 184mm x 62mm;



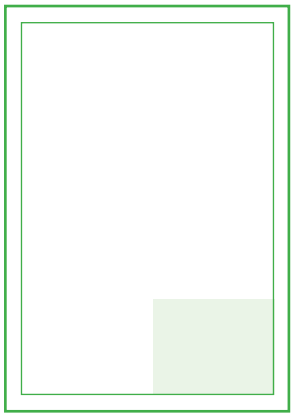
Vertical: 92mm x 125mm

BANNER



Full banner: 208mm by 90mm
(please add 3mm bleed)

SMALL DISPLAY



92mm x 62mm

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ARTWORK CHARGES

AD TYPE	MINIMUM FEE (INC GST)
SMALL DISPLAY AND QUARTER PAGE	$167.50
BANNER, HALF AND THIRD PAGE	$213.70
FULL PAGE	$317.60
NB: These fees are for basic artwork, and waived for Members. Additional costs may be incurred for more complex artwork briefs. Quote allows for one rework. Artwork fee is in addition to placement costs.	











THE BILLET 2027 CALENDAR

FEBRUARY EDITION

Display ad bookings close	Wed 20 Jan
Editorial / artwork /classies deadline	EOB Fri 22 Jan
Delivery to printer	Fri 29 Jan
Inserts deadline	Tues 2 Feb
Mailout to growers	Thurs 4 Feb

MARCH

Display ad bookings close	Wed 17 Feb
Editorial/ artwork /classies deadline	EOB Fri 19 Feb
Delivery to printer	Fri 26 Feb
Inserts deadline	Tues 2 March
Mailout to growers	Thurs 4 March

APRIL (note Easter changes)

Display ad bookings close	Mon 15 March
Editorial/ artwork /classies deadline	EOB WED 17 March
Delivery to printer	WED 24 March
Inserts deadline	Tues 30 March
Mailout to growers	Thurs 1 April

MAY (note changes for public holiday)

Display ad bookings close	Wed 21 April
Editorial/ artwork /classies deadline	EOB Fri 23 April
Delivery to printer	THURS 29 April
Inserts deadline	Tues 4 May
Mailout to growers	Thurs 6 May

JUNE

Display ad bookings close	Wed 19 May
Editorial/ artwork /classies deadline	EOB Fri 21 May
Delivery to printer	Fri 28 May
Inserts deadline	Tues 1 June
Mailout to growers	Thurs 3 June

JULY

Display ad bookings close	Wed 16 June
Editorial/ artwork /classies deadline	EOB Fri 18 June
Delivery to printer	Fri 25 June
Inserts deadline	Tues 29 June
Mailout to growers	Thurs 1 July

AUGUST

Display ad bookings close	Wed 21 July
Editorial/ artwork /classies deadline	EOB Fri 23 July
Delivery to printer	Fri 30 July
Inserts deadline	Tues 3 August
Mailout to growers	Thurs 5 August

SEPTEMBER

Display ad bookings close	Wed 18 August
Editorial/ artwork /classies deadline	EOB Fri 20 Aug
Delivery to printer	Fri 27 August
Inserts deadline	Tues 31 August
Mailout to growers	Thurs 2 Sep

OCTOBER (note changes for public holiday)

Display ad bookings close	Wed 22 Sep
Editorial/ artwork /classies deadline	EOB Fri 24 Sep
Delivery to printer	THURS 30 Sep
Inserts deadline	Tues 5 Oct
Mailout to growers	Thurs 7 Oct

NOVEMBER

Display ad bookings close	Wed 20 Oct
Editorial/ artwork /classies deadline	EOB Fri 22 Oct
Delivery to printer	Fri 29 Oct
Inserts deadline	Tues 2 Nov
Mailout to growers	Thurs 4 Nov

DECEMBER

Display ad bookings close	Wed 17 Nov
Editorial/ artwork /classies deadline	EOB Fri 19 Nov
Delivery to printer	Fri 26 Nov
Inserts deadline	Tues 30 Dec
Mailout to growers	Thurs 2 Dec

The Billet does not produce a January edition.

Ad bookings for the February 2027 edition will close Wednesday, 21 January 2027



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The Billet's valued advertisers in recent years:

QSL

wilmar

Bio Dunder® Sustainable Growth, Renewable Resource

AGROVISION Precision Agriculture

Nutrien Ag Solutions®

Whitsunday Wealth™

Statewide Legal Practice

Tandy GROUP 100%

Tandy CONCRETE

Tandy QUARRIES

Kennedy Creek LIME

CLARK DRINKING WATER PTY LTD

Beef Breeding Services Pty Ltd

Mackay SAND and GRAVEL Sales

Queensland Poly Products

CLH TRANSPORT

MOBILE CRUSHING Co.

McKays Solicitors Unique.Focus

B&B AG Innovations

SMARTER NUTRITION

FULL FAT SOYA BEAN MEAL

QRIDA

Queensland Government

Katek Fertilizers Australia Naturally!

SKINISTRY MEDICAL AESTHETICS

FJDynamics Local Reseller Sarah Wedel

REEF CATCHMENTS

DMD AG SOLUTIONS

sra Sugar Research Australia

WOODHAM PETROLEUM SERVICES

CANERISE Mackay Whitsunday

MAXSIL Boosts Yield

Mackay Sugar Member of Nordzucker Group

TREADWELL TYRE SERVICE