

Digital Advertising Update

- News website takeovers are a replacement for some of our traditional newspaper advertising.
- The average impressions are around 18,000 for the Examiner and 14,000 for the Advocate each Friday.
- For comparison the Examiner print around 15,500 papers and the advocate around 12,500 each Friday (readerships is 45,000 and 32,000 respectively)
- Considering the cost for a digital takeover is less than a ¼ page ad in the printed papers, the value of talking to customers who have moved away from the traditional printed paper is clear.



tasmanian
independent
retailers

20° now

Launceston

12° - 23° Mostly sunny

The

EXAMINER

TIR

Home

News

Sport

What's On

Today's Paper

Video

Real Estate View

Community

Comment

...

Search

IGA

Fountain Tomato/BBQ Sauce 2L 15¢ per 100mL

\$2.99

SAVE \$3.01

1/2 PRICE

Morning Fresh Dishwashing Liquid 400mL 54¢ per 100mL

\$2.15

SAVE \$2.15

VIEW SPECIALS

SPECIALS AVAILABLE UNTIL 7 DECEMBER 2021

Southern Heritage Half Ham Cob From the Meat Department

\$8.99

SAVE \$1.00

Ingham's Ready Roast Turkey Breast Roll 1kg \$15.99 per kg

\$15.99

SAVE \$1.00

Ingham's Turkey Tree Nuggets 350g \$15.49 per kg

\$5.49

SAVE \$1.50

VIEW SPECIALS

SPECIALS AVAILABLE UNTIL 7 DECEMBER 2021

Advertisement

'A horror show': pensioners hit with pages of Centrelink questions

Adam Holmes

Campsite abductor jailed for kidnapping five-year-old girl

Meg Powell 56m ago

THINGS TO DO

Why a huge block of ice will be suspended over Cataract Gorge

Dana Anderson

SUBSCRIBER

'I thought it was a game': woman denies importing drugs from Thailand

Meg Powell 9m ago

Discover the beauty and wonders of Regional NSW

Native Content

26m ago

Creative Precinct's \$10m funding under cloud after car park decision

WATCH

Therapy dog handler wins outstanding palliative care award

GREAT CHRISTMAS SPECIALS AT IGA TASMANIA

VIEW SPECIALS

Cadbury Favourites 334/373g

\$7.99

SAVE \$7.00

SPECIALS AVAILABLE UNTIL 7 DECEMBER 2021

WATCH

Everything happening at next year's Mona Foma festival

56m ago

NEW

Listen to our weekly news

Perfect Italiano Grated Cheese 450g \$11.00 per kg

\$4.99

SAVE \$2.00

Sardor Chocolate SAVARIAN

\$4.99

SAVE \$1.48

Sara Lee Bavarian Dessert 375g \$11.35 per 100g

\$5.99

SAVE \$1.57

18.7 Big Beefeers 6pk \$12.48 per kg

\$5.99

SAVE \$1.57

VIEW SPECIALS

SPECIALS AVAILABLE UNTIL 7 DECEMBER 2021

Advertisement

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