

Size guide
Pricing & payment
Other options
Classifieds
Contact

1 October 2009
FREE WEEKLY

AWOL

ABSENT WITHOUT LEAVE FOR THE EXPAT IN ALL OF US
What's happening, and might be happening, in and around Hua Hin

ADVERTISING GUIDE

INFORMATION, PRICING AND
SIZES FROM OCTOBER 2009

■ HISTORY AND DISTRIBUTION

AWOL is a free weekly local paper for Hua Hin and the surrounding areas that was launched as part of the Observer Group in October 2008, and in January 2009 was taken over by the staff and is now run as a separate business. It is designed to be an easy to read, fun paper with a mixture of local and international, real (and possibly not) stories and sports, as well as the features you would expect in an English tabloid. It is aimed to have a broad appeal much like a tabloid, and this is reflected in our tag line, 'For the expat in all of us'.

It is distributed every Friday afternoon and evening in hard copy, and is also available to download via our website at www.awolonline.net. Downloaded copies account for an extra 10 - 15% readership on top of the printed version, and a recently added 'page flip' online version should expand the online readership further. The current print run is 900 copies per week and it is only produced in black and white currently. AWOL currently has 32 pages but this will fluctuate dependent on advertising demand. From the 12th November 2010 issue AWOL has included a monthly supplement called *Ambiance* aimed at the French speaking audience in Hua Hin; as of January 2011 this was running at an additional 8 pages. From an advertising perspective this is a separate venture so any advertising enquiries should be sent to their dedicated email address below.

In December 2009 AWOL launched its own website, to offer an even more enticing package for both readers and advertisers alike, giving advertisers access to thousands more readers online and the opportunity to extend their message beyond Hua Hin to the rest of the world. In 2010 the website has been expanded to include a discussion forum and a variety of other entertaining pages with different content to the print version. There is also a free online classifieds section which complements our printed classified adverts.

AWOL is distributed to bars, cafes, hotels, restaurants and other outlets (over 180 as of May 2011) across the Hua Hin, Khao Takiab and Cha Am area, and is the only weekly publication currently available in English, which gives it unrivalled flexibility and immediacy compared to other competing publications. We are constantly adjusting our distribution to account for new advertisers and perceived gaps in the market to ensure the greatest exposure for advertisers and convenient availability for readers.

For detailed information on our pricing, ad sizes and any other aspects impacting advertising, please turn the page. Please note that all prices are effective from 1st October 2009. We are currently conducting a price review and a new price structure will come into effect on 1st October 2011. Any deals agreed and paid before that date will be honoured at whichever is the lower price from that date. Renewals and payments after that date will be charged at the new rate; we will inform customers of the new rates several weeks before the change to enable them to assess their options.

CONTACT E-MAIL ADDRESSES

Information: info@awolonline.net

Classifieds: classifieds@awolonline.net

Sales: sales@awolonline.net

Submissions: submissions@awolonline.net

Property: property@awolonline.net

Ambiance: ambiance@awolonline.net

ADVERT SIZES
CONTACT: INFO@AWOLONLINE.NET

The next couple of pages show what sizes of advert are available normally in AWOL. Each box shows the dimensions, normal weekly price and discounted prices available based on advance payment and booking.

AWOL offers complete flexibility for advertising; adverts can be changed in size and content every week if required at no extra charge (other than extra for a larger ad), and requests for page position and number will be accommodated whenever possible. A front page premium of 200 baht per week is applicable to all prices, and similarly the back page premium is 100 baht per week, as space is limited on those pages.

For normal purposes, every page is divided into a grid 4 high by 3 wide on an A4 page with a border around the grid, which can be combined into the ad sizes seen in the next 4 pages.

TWELFTH PAGE DIMENSIONS:
55.333 mm wide by 58 mm high

Normal weekly price: 250 baht

4 week booking and advance payment (10% discount):
225 baht per wk (total 900 baht)

3 month (13 wks) booking/ advance payment (20% discount):
200 baht per wk (total 2600 baht)

QUARTER PAGE DIMENSIONS:

174 mm wide by 58 mm high (shown) or
85 mm wide by 121 mm high or
55.333 mm wide by 184 mm high

Normal weekly price: 660 baht

4 week booking and advance payment (approx. 10% discount):
600 baht per wk (total 2400 baht)

3 month (13 wks) booking/ advance payment (approx. 20% discount):
540 baht per wk (total 7020 baht)

SIXTH PAGE DIMENSIONS:

55.333 mm wide by 121 mm high
(shown) or
115 mm wide by 58 mm high

Normal weekly price: 450 baht

4 week booking and advance payment (approx. 10% discount):
400 baht per wk (total 1600 baht)

3 month (13 wks) booking/ advance payment (20% discount):
360 baht per wk (total 4380 baht)

THIRD PAGE DIMENSIONS:

115 mm wide by 121 mm high (shown) or
55.333 mm wide by 247 mm high

Normal weekly price: 780 baht

4 week booking and advance payment (approx. 10% discount):
700 baht per wk (total 2800 baht)

3 month (13 wks) booking/ advance payment (approx. 20% discount):
620 baht per wk (total 8060 baht)

SPONSOR SECTIONS

CONTACT: SALES@
AWOLONLINE.NET

SPONSOR BOX DIMENSIONS:
55.333 mm wide by 29 mm high
(or equivalent area)

AWOL also has 'sponsorship' slots available for advertisers who would like to have their name/logo attached to one of our many regular features. Currently these are generally small logos with contact details and in addition will normally have the words 'Brought to you by xxxx' near them. They can be combined with a regular ad box if desired, at the relevant price, but obviously only in 3 month chunks. These are designed to be long term agreements starting at 3 months, paid in advance, and prices are to the right (no discounts available).

The current sections available are as follows:

Page 3 (booked)
Weather and Exchange Rates (booked)
English corner (booked)
Area 555 (Jokes page) (booked)
Horoscopes (booked)
Crossword
Balloon Chasers (booked)
Football Preview/other sports (booked)
Weird news (booked)
Sudoku (booked)
Cryptic Crossword
Hua Hin Live (booked)
Classifieds (booked)
Local Listings (booked)
The AWOL Files
Letters To The Editor

3 months – 1000 baht
6 months – 1800 baht
9 months – 2500 baht
12 months – 3000 baht

New sections will be created, and others may be taken out over time. If you have a suggestion for a section that you would like to sponsor, please contact us.

HALF PAGE DIMENSIONS:
174 mm wide by 121 mm high (shown) or
85 mm wide by 247 mm high

Normal weekly price: 900 baht

4 week booking and advance payment (approx. 10% discount):
800 baht per wk (total 3200 baht)

3 month (13 wks) booking/ advance payment (approx. 20% discount):
700 baht per wk (total 9100 baht)

TWO THIRDS PAGE DIMENSIONS:
115 mm wide by 247 mm high

Normal weekly price: 1000 baht

4 week booking and advance payment (approx. 10% discount):
900 baht per wk (total 3600 baht)

3 month (13 wks) booking/ advance payment (approx. 20% discount):
800 baht per wk (total 10,400 baht)

THREE QUARTERS DIMENSIONS:
174 mm wide by 184 mm high

Normal weekly price: 1200 baht

4 week booking and advance payment (approx. 10% discount):
1080 baht per wk (total 4320 baht)

3 month (13 wks) booking/ advance payment (approx. 20% discount):
960 baht per wk (total 12,480 baht)

CLASSIFIED ADVERTS
CONTACT: CLASSIFIEDS@AWOLONLINE.NET WEBSITE: WWW.AWOLONLINE.NET/CLASSADS

AWOL also has a Classifieds section, which is free for individuals. Commercial, business related and property classifieds are charged at the following rates: Up to 50 words: 500 baht for 13 issues (3 months)

51 words and over charged at 500 baht plus 20 baht per word over 50 for 13 issues.

Example: 60 words charged at 500 plus (10 x 20)=700 baht for 13 issues.

Telephone numbers, email addresses and web addresses will all be counted as one word each.

Details of how to place a classified ad are in that section of AWOL. Online classifieds are free for all.

SPECIAL SECTIONS
CONTACT: SALES@AWOLONLINE.NET

Currently AWOL has one special section in place, the Khao Takiab map page. Similar arrangements can be made for a group of businesses in your area which can work out considerably cheaper than individual adverts.

Join the AWOL forum

FULL PAGE DIMENSIONS:
174 mm wide by 247 mm high

Normal weekly price: 1600 baht

4 week booking and advance payment (approx. 10% discount):
1440 baht per wk (total 5760 baht)

3 month (13 wks) booking/ advance payment (approx. 20% discount):
1280 baht per wk (total 16,640 baht)

LOCAL LISTINGS
CONTACT: SALES@AWOLONLINE.NET

Introduced in September 2010, this is a subdivided section of the printed newspaper plus a page on our website which lists the basic details of local businesses, including business name, telephone number, email and website. Website and email addresses will be 'linked' from our website. This is free for current advertisers, but non-advertisers can be listed for the following rates:

One year (52 issues): 2500 baht

Six months (26 issues): 1500 baht

Three months (13 issues): 1000 baht

LEAFLETS/BROCHURES
CONTACT: SALES@AWOLONLINE.NET

AWOL can also offer both printing and distribution of colour or black and white leaflets or brochures; if you have your own already printed and want them inserted into AWOL and distributed with the paper, we will charge 1 baht per leaflet per week, with a minimum insert of 400 leaflets, and a maximum of our current print run; if you want the leaflet/brochure designed and printed by us they can be distributed free inside the paper – price for design and printing is dependent on size, paper and other variables, so please contact us with your specifications so we can give you a quote.

PRINT/WEB ADVERTISING PACKAGES WITH AWOLONLINE
CONTACT: SALES@AWOLONLINE.NET

These will be available from 2011 and will offer the best value and most comprehensive advertising coverage in Hua Hin.

TAILOR MADE PACKAGES
CONTACT: SALES@AWOLONLINE.NET

Please ask if you would like a tailor made package to exactly fit your advertising needs with AWOL and/or AWOLonline. We will do our utmost to give you what you want at a price that suits.

PROMOTIONS
CONTACT: SALES@AWOLONLINE.NET

From time to time we run special advertising promotions; please ask us if you see them in the newspaper.

PAYMENT AND ADVERT SPECIFICATIONS
CONTACT: SALES@AWOLONLINE.NET

Payment is normally made by the week the advert is agreed to go in, but longer term deals (4 weeks and up) and discounts are conditional on being paid in advance. AWOL is only printed in black and white so please bear that in mind when supplying any logos or images - we can alter colour images for you but some may not look as you planned if they were created in colour. Images should ideally be at least 150 dots per inch in resolution otherwise they will not print well. Any images, text or alterations for adverts needs to be sent by close of business on the Tuesday prior to that Friday's issue to be certain of being included, and earlier if the advertiser wants to be able to see an example of the advert before it goes to print. Please contact us if you are interested in web advertising.

CONTACTING AWOL AND AWOLONLINE

The best way to get in touch with AWOL is by email on info@awolonline.net, or via any of the email addresses on the first page. You can call Steve on 081-649-8361 or Jeab on 081-614-8728 if you are unable to send an email.
Website: www.awolonline.net
Forum: www.awolonline.net/forum

AWOL – for the advertiser in all of us!

Join the AWOL forum