

The background of the entire slide is a photograph of a coastal town. In the foreground, there's a body of water with a long wooden pier extending from the right side towards the center. The town is built on a hillside, with numerous houses and buildings visible. In the background, there are mountains under a cloudy sky. The entire image has a blue tint.

Get results with affordable, local digital advertising

Really.

North Coast Times

NATIONAL/AGENCY – July 2025

Why advertise with North Coast Times

New Coast Times is a local digital news service covering the North Coast of New South Wales, from the Great Lakes to the Northern Rivers, home to over 640,000 people.

We are not your typical local news outlet: we report real news, including hard news and investigations.

And it's all paywall free.

As a new site our audience is still being established, but like our sister publication New England Times, we expect a loyal readership, dominated by educated women, who spend a long time on the site - often longer than 1 minute. **That means your ad is more likely to be seen.**

Talk to us about how you can benefit from getting in early as a foundation advertiser and help us establish North Coast Times for the benefit of our local communities.

Coverage area – North Coast NSW

Our initial focus area is the central part of the North Coast, including the following centres:

- Grafton
- Coffs Harbour
- Urunga
- Bellingen
- Dorrigo
- Nambucca
- Macksville
- South West Rocks
- Kempsey
- Wauchope
- Port Macquarie
- Laurieton
- Taree
- Forster
- Gloucester



Advertising Options - Banners

Banner ads are wide and interrupt the flow of the page, demanding attention, and allow the communication of detailed information. They are your best choice for high click through rates, event advertising, and when you want to make a big impact in a shorter period of time.

Banner ads can also be run in our weekly and daily emails.

In-story banner

- Leaderboard: 970 x 90 px, 1 only at the top of story pages
- Small: 970 x 250 px
- Large: 970 x 485 px (2:1)

Email banner

- Leaderboard: 970 x 90 px, 1 only at the top of the email
- Small: 970 x 250 px
- Large: 970 x 485 px

LB ▼



SMALL ▼



LARGE ▼



Advertising Options – Sidebar

Sidebar ads don't interfere with a reader's experience of the page but have impact through frequency. By running a cheaper advertisement more often, people are more likely to see it, retain it, and act on it over time. This is your best choice for maintaining brand awareness.

Sidebar ad options

- Medium: 300 x 250 px
- Square: 300 x 300 px
- Large: 300 x 400 px



MEDIUM ▲



SQUARE ▲



LARGE ▲

Advertorial and Sponsored Content

Advertorials and sponsored content are a tried-and-true way to promote your business, event, or organisation by embedding your brand within the news content our readers are seeking.

An advertorial is a story-type ad about your business, while sponsored content is a news piece that presents your product or client experience in a way that allows people to understand what your business does in context.

Mini- Advertorial

- Approximately 400 words advertorial, other ads will run on the page.

Advertorial

- Approximately 600 words advertorial, including a large in-story banner ad 970 x 485 px anchored within the page, all other advertising turned off.
- Optional professional photography

Sponsored content

- Approximately 600-800 words story about desired subject, product or client success story, produced by our journalists including professional photography, a large in-story banner ad 970 x 485px anchored at the bottom of the page, all other advertising turned off.

Note: We include a clear 'advertorial' or similar indicator at the top of any paid-for content. No other advertising appears on advertorial and sponsored content pages.

ADVERTORIAL

New look, same trusted expertise: New England Hydraulics and Diesel

 **Ingrid Rothe**
March 29, 2025

[Facebook](#) [X](#)



New England Hydraulics and Diesel (NEHD) is the go-to expert for hydraulic and diesel solutions in the New England region. Known for their technical expertise and customer-focused approach, NEHD has built a reputation for delivering high-quality servicing, repairs, and custom solutions. Now, they're taking a bold new step forward with a refreshed look that reflects their commitment to excellence.

The new branding, complete with updated signage, new logo, and a brand new website is more than just a cosmetic change – it's a reaffirmation of NEHD's dedication to serving their customers high performance solutions needs and providing exceptional service. Whether you're in agriculture, construction, or transport, NEHD remains the trusted name for keeping your equipment running at peak performance.

Solving real-world problems: A case study in craftsmanship

NEHD's expertise goes far beyond routine repairs and maintenance. They specialise in engineering solutions that help

Contact info

Advertising team

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Important notes

- Please see your quote for specific rates and offers.
- Additional charges may apply for creative work and processing if you want to make many or frequent changes to your advertising
- No discounts or rebates are payable for creative, advertorial or sponsored content provided by the client
- Sidebar ads appear on the side of the page on a computer, and at the bottom of the story on a phone.
- The number of ad placements is limited. All advertising is offered subject to availability.
- The New England Times may, at our absolute discretion, refuse to publish any advertisement without giving any reason.
- Payment is required in advance of your advertisement appearing on the website. Direct debit is preferred for subscriptions.