



## Super Sidewalk Saturday is a big retail shopping event for the Hobart city centre happening on 26 August 2017.

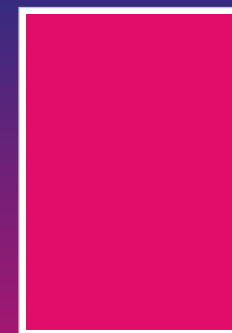
Businesses will be trading from trestle tables on the street throughout the day across the city centre offering fantastic specials.

To support this massive promotion the Mercury will publish a multi-page guide to **Super Sidewalk Saturday**. This special retail focused lift-out will provide a store-by-store guide packed full of great specials and offers from city centre based businesses and is designed to help retailers and shoppers get behind this terrific event.

The Mercury is proud to extend significantly reduced advertising rates for retailers participating in **Super Sidewalk Saturday**.

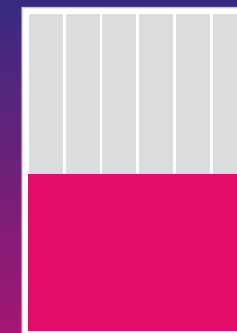
### Hello Hobart campaign boundary.

To participate in this promotion your business must be located within the boundary of Harrington, Macquarie, Argyle and Brisbane streets, including both sides of these perimeter streets.



FULL PAGE  
COLOUR  
**\$1,000** +GST

\* based on new/ incremental spend for this promotion only



HALF PAGE  
COLOUR  
**\$575** +GST

DON'T MISS OUT ON THIS FANTASTIC OPPORTUNITY TO PROMOTE YOUR BUSINESS TO 98,000\* READERS ON **SUPER SIDEWALK SATURDAY**

\*Source: emma™ (April 2016 to March 2017) average issue readership the Mercury Saturday

### Published Saturday, August 26

Booking deadline:

Friday, 18th August, 2017

Material deadline:

Wednesday, 23rd August, 2017

### For bookings contact Deb Murray

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HELLO  
HOBART

AN INITIATIVE OF



City of HOBART

**MERCURY**  
THE VOICE OF TASMANIA