

# NAB to represent Avusa Eastern Cape community newspapers

From 1 April 2012, the [Newspaper Advertising Bureau \(NAB\)](#) will [again](#) represent [Avusa](#)'s Eastern Cape community newspapers. NAB currently represents the *Grocott's Mail* and *Graaff-Reinet and Karoo Nuus Advertiser* in the Eastern Cape.



These local newspapers are East London's *Go& Express!*; Queenstown's *The Rep*; Jeffrey's Bay and Humansdorp's *Our Times*; Port Alfred and surrounds *Talk of the Town* as well as Port Elizabeth's four *Algoa Sun* local newspapers - *Motherwell*, *The Walmer*, *The Northern* and *The Western*.

## "Add focus"

"Avusa Media is pleased to be handing over the sales reins, as we believe that this will add focus to both companies and allow Avusa to concentrate on its key newspaper products," explains Trevor Ormerod, GM: advertising sales and strategic communications at Avusa Media.

"The addition of these local newspapers will give us a significant national local newspaper footprint for our clients. It will also bring our total weekly print order in the province to just over 90 000\* copies," adds John Bowles, joint MD at NAB.



For more, go to [www.nab.co.za](http://www.nab.co.za).

*\*Total weekly print order calculated using the in-season print orders for Our Times and Talk of the Town as well as The Western Algoa Sun print order.*

For more, visit: <https://www.bizcommunity.com>