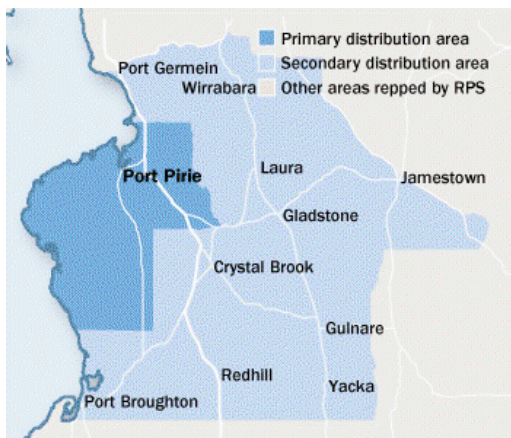


THE Recorder



Area: South Australia, SA
 Published Circulation Readership †
 3229 9758
 Type: Paid Frequency: Bi-Weekly
 Website: portpirie.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	15161	8148	23309
Total Males	7396	4074	11470
Total Females	7765	4074	11839
Total Dwellings	5769	3061	8830
Fully Owned	2241	1658	3899
Being Purchased	1896	802	2698
Rented	1632	601	2233

The Paper

The Recorder has been serving the community for 100 years and carries local and regional news. It highlights community issues, news and achievements and a great deal of sport. It has a loyal readership, created by its consciousness of its role in the community - that of an informer, watchdog and entertainer. The newspaper is constantly aware of the need for changes and is continually evolving the publication to suit its readers. The Recorder caters for a wide cross section of the community.

The Market

Port Pirie is an important administrative, education and tourist centre. Although Port Pirie has always been known as an industrial centre, it is now also seen as the hub for the region. The city's largest employer is the Pasmenco Port Pirie Smelter which - at a cost of about \$80 million - is currently developing its lead zinc plant. As a solid base for the rural sector, Port Pirie is a flourishing shopping centre and base for many support industries. The South Australian Housing Trust is currently conducting a multi-million dollar upgrade of its properties. Construction is underway on a \$2 million townhouse and motel development, while another motel is planned. Port Pirie is a city on the move and the regional development board is also working to support development and attract new industries.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
35	72	106	146	183	224	260	0	0	0	0

DEADLINES: Bookings: 12 noon 3 working days prior Material: 12 noon 2 working days prior

RATES: Strict conditions apply to discount cm rates. Unless you are sure of your usage level use the casual rates

	Casual	500cm	1000cm	2500cm	5000cm	7500cm	10000cm	15000cm
Ex GST	\$7.19	\$6.83	\$6.47	\$6.11	\$5.75	\$5.39	\$5.03	-
Inc GST	\$7.91	\$7.51	\$7.12	\$6.72	\$6.33	\$5.93	\$5.53	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut

QuickCut Yes Publisher Code PPR QuickCut Paper Code PR

Production Email: adcoordinator.pirie@ruralpress.com

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 4

1	2	3	4	5	6	7	8	9	10	11
0	125	195	260	0	0	0	0	0	0	0

DEADLINES: Bookings 12 noon 3 working days prior Material 12 noon 2 working days prior

RATES:

Casual Ex GST \$10.10 Inc GST \$11.11

JOBS.COM.AU Lift Rates Display **Ex GST \$10.00 Inc GST \$11.00**
 Lineage **Ex GST \$5.00 Inc GST \$5.50**

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu*	Fri	Sat
Published	No	No	Yes	No	Yes	No	No
Circulation			3153		3229		
Inserts	0	0	3500	0	3600	0	0

INSERTS

Strict conditions apply to discount insert rates. Unless you are sure of your usage level use 1-100000 rate. Levels are in multiples of 1000 per annum

per 1000 Casual

Ex GST \$160.00

Inc GST \$176.00

Insert Destination

Bridge Printing, 110-118 Adelaide Road, Murray Bridge, SA, 5253