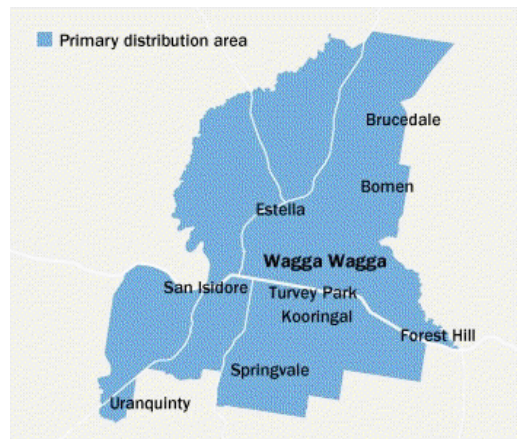


The Leader



Area: Wagga and Murrumbidgee, NSW
 Published Circulation Readership †
 22264 38856
 Type: Free Frequency: Weekly
 Website: riverina.yourguide.com.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

AREA STATISTICS

	Primary	Secondary	Total
Total Persons	52958	0	52958
Total Males	25727	0	25727
Total Females	27231	0	27231
Total Dwellings	18589	0	18589
Fully Owned	5794	0	5794
Being Purchased	6564	0	6564
Rented	6231	0	6231

The Paper

The Leader is Wagga Wagga's only free weekly community newspaper. Published every Wednesday, it has a current weekly circulation of 24,285 copies. It is distributed to residences in the city of Wagga Wagga. The award-winning newspaper is one of the largest free weekly community newspapers in southern NSW. It is a member of the Country Press Association and has had considerable success in Country Press awards over the years, winning awards for photography, feature writing, headline writing and advertising. The paper, which was launched in May 1979, continues to be the main source of community news for Wagga's residents and is widely supported by local business communities. In May 2004, it celebrated its 25th anniversary.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

DEADLINES: Bookings: 12 noon Friday prior Material: 5pm Friday 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	\$14.81	-	\$10.84	\$9.72	\$9.05	-	\$8.53	-
Inc GST	\$16.29	-	\$11.92	\$10.69	\$9.96	-	\$9.38	-

COLOUR: Full Colour \$465.00

MATERIAL:

Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code QuickCut Paper Code
 Production Email: national@rivmediagroup.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34	72	110	148	186	224	262	0	0	0	0

DEADLINES: Bookings 5pm Monday prior Material 5pm Monday prior

RATES:

Casual	Ex GST	Inc GST	COLOUR:
\$11.97	\$11.97	\$13.17	Full Colour \$465.00
JOBS.COM.AU Lift Rates	Display Ex GST \$10.00	Inc GST \$11.00	Inc GST \$511.50
	Lineage Ex GST \$5.00	Inc GST \$5.50	

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed*	Thu	Fri	Sat
Published Circulation	No	No	No	Yes 22264	No	No	No
Inserts	0	0	0	22360	0	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 -
 Inc GST -
 Insert Destination

The Border Mail Printing, 1 McKoy Street, WODONGA NSW 3690