

Dear client

Thank you for your support in 2010. Please note that advertising rates will increase for all Star News Group, Mail Newspaper Group and Geelong Independent publications from 1 January 2011.

Please see below for details or contact your account executive for further information.

Best wishes for a safe and happy Christmas and prosperous 2011.



Paul Thomas
Managing Director

Advertising Rates

Rates effective 1 January 2011



Connecting people and communities... for over **101** years!

Display Advertising

Monetary Annual Contract Discount Levels

Single Paper Buys	Casual	250cm	500cm	1000cm	2500cm
Pakenham Gazette (PG)	10.89	7.54	7.21	6.49	6.11
Berwick News (BN)	12.60	7.48	6.93	6.33	5.67
Cranbourne News (CN)	10.73	6.44	5.72	5.45	4.90
Pakenham News (PN)	10.89	7.54	7.21	6.49	6.11
Greater Dandenong Star (DS)	14.85	9.02	7.98	7.70	7.04
Mountain Views Mail (MVM)	8.54	7.98	7.43	7.04	6.60
Upper Yarra Mail (UYM)	8.54	7.98	7.43	7.04	6.60
Ranges Trader Mail (RTM)	8.54	7.98	7.43	7.04	6.60
Ferntree Gully - Belgrave Mail (FBM)	8.54	7.98	7.43	7.04	6.60
Mount Evelyn Mail (MTE)	4.57	4.29	4.02	3.41	2.86
St Albans, Deer Park, Caroline Springs Star (STA)	10.73	6.44	5.72	5.45	4.90
Sunshine, Ardeer, Albion Star (SUN)	10.73	6.44	5.72	5.45	4.90
Keilor, Taylors Lakes, Sydenham Star (KES)	10.73	6.44	5.72	5.45	4.90
Footscray, Yarraville, Braybrook Star (FYS)	10.73	6.44	5.72	5.45	4.90
Williamstown, Altona, Laverton Star (WIL)	12.60	7.48	6.93	6.33	5.67
Werribee, Hoppers Crossing, Point Cook Star (WHC)	12.60	7.48	6.93	6.33	5.67
Hume Star (HUM)	5.67	4.62	4.35	3.80	3.41
Whittlesea, Mernda, Doreen (WHIT)	5.67	4.62	4.35	3.80	3.41
Wallan, Kilmore, Broadford Star (WALL)	5.67	4.62	4.35	3.80	3.41
South Eastern Star Real Estate (SESRE)	17.77	14.14	12.27	11.27	10.84
North West Star Real Estate (NWSRE)	17.77	14.14	12.27	11.27	10.84
Western Star Real Estate (WSRE)	17.77	14.14	12.27	11.27	10.84
Northern Star Real Estate (NSRE)	17.77	14.14	12.27	11.27	10.84
Geelong Independent (GI)	15.84	14.03	12.16	11.00	10.12
The Bellarine Independent (BI)	10.73	6.44	5.72	5.45	4.90
Torquay Independent (TI)	5.67	4.62	4.35	3.80	3.41

Weekly Contract Discount Levels

Single Paper Buys	Casual	4 weeks	8 weeks	13 weeks
Pakenham Gazette (PG)	10.89	7.54	7.21	6.49
Berwick News (BN)	12.60	7.48	6.93	6.33
Cranbourne News (CN)	10.73	6.44	5.72	5.45
Pakenham News (PN)	10.89	7.54	7.21	6.49
Greater Dandenong Star (DS)	14.85	9.02	7.98	7.70
Mountain Views Mail (MVM)	8.54	7.98	7.43	7.04
Upper Yarra Mail (UYM)	8.54	7.98	7.43	7.04
Ranges Trader Mail (RTM)	8.54	7.98	7.43	7.04
Ferntree Gully - Belgrave Mail (FBM)	8.54	7.98	7.43	7.04
Mount Evelyn Mail (MTE)	4.57	4.29	4.02	3.41
St Albans, Deer Park, Caroline Springs Star (STA)	10.73	6.44	5.72	5.45
Sunshine, Ardeer, Albion Star (SUN)	10.73	6.44	5.72	5.45
Keilor, Taylors Lakes, Sydenham Star (KES)	10.73	6.44	5.72	5.45
Footscray, Yarraville, Braybrook Star (FYS)	10.73	6.44	5.72	5.45
Williamstown, Altona, Laverton Star (WIL)	12.60	7.48	6.93	6.33
Werribee, Hoppers Crossing, Point Cook Star (WHC)	12.60	7.48	6.93	6.33
Hume Star (HUM)	5.67	4.62	4.35	3.80
Whittlesea, Mernda, Doreen (WHIT)	5.67	4.62	4.35	3.80
Wallan, Kilmore, Broadford Star (WALL)	5.67	4.62	4.35	3.80
South Eastern Star Real Estate (SESRE)	17.77	14.14	12.27	11.27
North West Star Real Estate (NWSRE)	17.77	14.14	12.27	11.27
Western Star Real Estate (WSRE)	17.77	14.14	12.27	11.27
Northern Star Real Estate (NSRE)	17.77	14.14	12.27	11.27
Geelong Independent (GI)	15.84	14.03	12.16	11.00
The Bellarine Independent (BI)	10.73	6.44	5.72	5.45
Torquay Independent (TI)	5.67	4.62	4.35	3.80

* All rates above are per column centimetre and include GST.

Classified Advertising

Classified Display Rates

Single Paper Buys	Casual	4 weeks	8 weeks	13 weeks
PG	11.00	8.20	7.54	6.66
BN, CN, PN	15.40	11.00	10.34	8.80
STA, SUN, KES	16.34	11.00	9.41	8.80
FYS, WIL, WHS	18.15	13.86	11.94	11.50
SESRE	17.77	14.14	12.27	11.33
NWSRE	17.77	14.14	12.27	11.33
WSRE	17.77	14.14	12.27	11.33
NSRE	17.77	14.14	12.27	11.33
WHIT, WALL, HUM	6.82	5.67	4.57	3.47
DS	15.40	11.00	10.34	8.72
GI, BI, TI	16.31	11.00	10.78	10.56
RTM, FBM	8.64	8.03	7.54	6.99
MVM, UYM	8.64	8.03	7.54	6.99
MTE	4.57	4.29	4.02	3.41

* All rates above are per column centimetre and include GST.

Colour (additional charge)

Classified Linage Rates (inc. GST)

- Casual \$16.50 1st three lines \$3.08 per line thereafter
- 4 weeks \$15.40 1st three lines \$2.97 per line thereafter
- 8 weeks \$14.85 1st three lines \$2.86 per line thereafter
- 13 weeks \$14.30 1st three lines \$2.75 per line thereafter

Pakenham: Cnr Princes Highway and Army Road, Pakenham 3810 Telephone: 5941 2666 Facsimile: 5941 2515 Email: pakenham@starnewsgroup.com.au

Geelong: 1st Floor, 78 Moorabool Street, Geelong 3220 Telephone: 5221 5200 Facsimile: 5221 3823 Email: geelong@geelongindependent.com.au

Tullamarine: 17 Assembly Drive, Tullamarine 3043 Telephone: 9933 4800 Facsimile: 9933 4844 Email: tullamarine@starnewsgroup.com.au

Kilmore: 71A Sydney Street, Kilmore 3764 Telephone: 5782 0516 Facsimile: 9933 4844 Email: kilmore@starnewsgroup.com.au

Berwick: 67 High Street, Berwick 3806 Telephone: 9796 1855 Facsimile: 9796 1690 Email: berwick@starnewsgroup.com.au

Healesville: 244 Maroonah Highway, Healesville, PO Box 470 Healesville 3777 Telephone: 5962 5800 Facsimile: 5962 4057 Email: healesville@ynnews.com.au

Mount Evelyn: 2A York Road, Mount Evelyn, PO Box 434, Mount Evelyn 3796 Telephone: 9736 1044 Facsimile: 9736 1077 Email: mountevelyn@ynnews.com.au

Yarra Junction: 2457 Warburton Highway, Yarra Junction 3797 Telephone: 5967 2031 Fax: 5967 2132 Email: yarrajunction@ynnews.com.au

Werribee: Ballan House, Shop 1, 1 Duncans Road, Werribee 3030 Telephone: 9749 7056 Facsimile: 8742 3228 Email: werribee@starnewsgroup.com.au

Classified Advertising: Phone: 1300 666 808 Email: classifieds@starnewsgroup.com.au

www.starnewsgroup.com.au

star@starnewsgroup.com.au

Mail Newspaper Group

Independent

Star
Star News Group