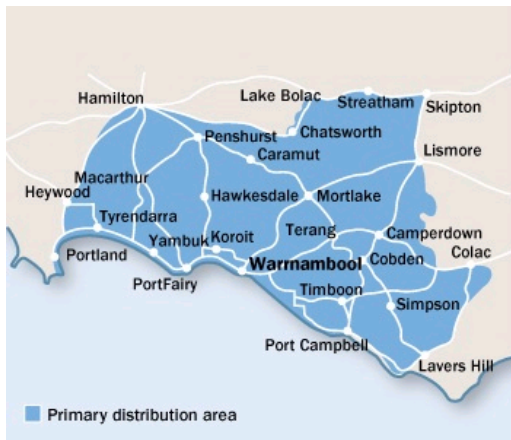


THE STANDARD



Area: Victoria, VIC
 Published Circulation Readership †
 17076 40000
 Type: Paid Frequency: Daily
 Website: www.standard.net.au
 Audited Circulation: Pub Stat

† Estimated based on readers per copy

The Paper

The Standard can help your business grow with multi-product advertising options. Through a combination of The Standard, associated publications and magazines you can utilise the strength of our existing unique penetration into the market to reach new and existing customers. With the highest home penetration of any mainland daily newspaper, The Standard offers these unique advertising benefits. * Greater reach and penetration with 9 out of 10 people reading The Standard each week in our primary distribution area. * People seeking local news and information through The Standard. * The power and permanency of the print medium.

DISPLAY / EGN ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34.5	72.2	110.5	148.5	186.5	224.5	262	0	0	0	0

DEADLINES: Bookings: 3pm 2 working prior Material: 3pm 2 working 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
Mon-Fri	Ex GST	\$9.02	\$7.08	\$6.63	\$6.27	\$8.82	\$5.56	\$5.29	-
	Inc GST	\$9.92	\$7.79	\$7.29	\$6.90	\$9.70	\$6.12	\$5.82	-
Saturday	Ex GST	\$10.04	\$7.87	\$7.18	\$6.99	\$6.60	\$6.20	\$5.91	-
	Inc GST	\$11.04	\$8.66	\$7.90	\$7.69	\$7.26	\$6.82	\$6.50	-

COLOUR: Full Colour \$110.00

MATERIAL:

Preferred method of receiving material: Quickcut
QuickCut Yes Publisher Code QuickCut Paper Code
 Production Email: cdonegan@standard.fairfax.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms: 38 Max Cols: 7

1	2	3	4	5	6	7	8	9	10	11
34.5	72.2	110.5	148.5	186.5	224.5	262	0	0	0	0

DEADLINES: Bookings 3pm 2 working days prior Material 3pm 2 working days prior

RATES:

Casual Ex GST \$9.73 Inc GST \$10.70
Casual SAT Ex GST \$10.98 Inc GST \$12.08

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Published	No	Yes	Yes	Yes	Yes	Yes	Yes
Circulation		11965	12750	11889	11335	12935	17076
Inserts	0	13352	14587	13533	13000	13700	18800

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 \$87.00
Inc GST \$95.70

Insert Destination: Rural Press 30-32 Grandlee Drive Wendoree VIC 3355