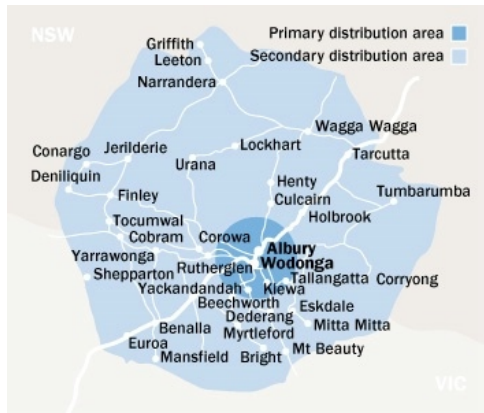


The Border Mail



Area: Mighty V, VIC
Published: Mo, Tu, We, Th, Fr, Sa
Circulation*: 27744
Readership: 72902
Type: Paid
Frequency: Daily
Website: www.bordermail.com.au
Approx PI's[†]: 1976950
Audited Circulation: ABC December 2014

[†] Estimated based on readers per copy
^{*} Monthly website page impressions
^{*} Average per day

The Paper

Since 1903, The Border Mail has provided an extensive news service region. Morning Mail Pty Ltd publishers not only the major regional daily newspaper but also the Midweek Express, Countrymail, TV magazine and Out & About. The first issue back in 1903 was one of about 400. In the year 2000, a Saturday edition of the Border Mail will be one of almost 38,000 to be printed out of the headquarters in Wodonga, with upwards of 80,000 people spending the time reading the newspaper. The Border Mail is published six days a week and is one of the most highly awarded newspaper of the year in 2001, 2002 and 2003 by the Pacific Area Newspaper Publishers Association (circulation 20,000 to 50,000). The newspaper is distributed throughout a 130km radius of Albury Wodonga. The Border Mail is the only daily newspaper. The Border Mail plays an important role in the community employing over 200 people and injecting over \$10 million into the local community each year. The region's industries are expected to spend close to \$300 million in private investment in the current financial year.

The Market

Albury-Wodonga is one of Australia's major inland urban centres. The twin cities, straddling the border of New South Wales and Victoria, have a combined population of over 100,000 people. The cities are also the employment, health, education and retail centres for an extensive surrounding region of over 150,000 people. 'Beautifully placed' on the Murray River and situated on the Hume Highway, the main Sydney to Melbourne transport corridor, the city of Albury Wodonga has developed road, rail and air links to all major cities of South East Australia. The hill country surrounding Albury Wodonga provides water storage and a range of recreational features based on rivers, lakes and snowfields. The more open country to the west provides agricultural resources with the beauty of marshes and billabongs well known in the riverine area. Albury Wodonga is one of Australia's more affluent areas with a rapid moving economy. Many companies are choosing Albury Wodonga to establish their production and operational headquarters.

DISPLAY / EGN ADVERTISING * This publication uses a Modular layout

Modules: Depth: 45mm Width: 63.4mm

Module Max Depths								Module Max Widths			
1	2	3	4	5	6	7	8	1	2	3	4
45	92	139	186	233	280	328	374	63	129	194	260

DEADLINES: Bookings: Mon, Thurs, Frid 4pm 3 working days prior, Tues, Wed, 3pm 3 WDP, Sat 1.30pm 3 WDP
Material: 2pm 1 working day prior

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

	Casual
Mon-Fri	Ex GST \$98.90 Inc GST \$108.79
Saturday	Ex GST \$149.87 Inc GST \$164.86

MATERIAL:
 Preferred method of receiving material: Quickcut
 QuickCut Yes Publisher Code QuickCut Paper Code
 Production Email: nationaladvertising@thecourier.com.au

CLASSIFIED ADVERTISING

COLUMNS: Max Cms:38 Max Cols:8

1	2	3	4	5	6	7	8	9	10	11
30.7	63.46	96.21	128.96	161.72	194.47	227.23	260	0	0	0

DEADLINES: Bookings Mon, Wed-2 working days prior, Tues, Thurs, Frid, Sat- 5pm 3 working days prior
Material 2pm 1 working day prior

RATES:

Casual	Ex GST \$11.43	Inc GST \$12.57
Casual SAT	Ex GST \$17.31	Inc GST \$19.04
Adzuna.com.au Lift Rates	Display Ex GST \$15.00	Inc GST \$16.50
	Lineage Ex GST \$0.00	Inc GST \$0.00

Production Email: nationaladvertising@thecourier.com.au

PUBLICATION AND CIRCULATION * Highest circulation day

	Sun	Mon	Tue	Wed	Thu	Fri	Sat*
Circulation		18215	17249	21998	17435	18573	29161
Inserts		21028	20047	24918	20294	21493	32579
Readership		45537	43123	54996	43588	46433	72902

SOURCE: FRM Circulation Database June 2013

INSERTS

Insert Destination
 Border Mail, 1 McKoy Street, Wodonga VIC 3690. 48 hrs prior Boxed or Pallet Stacked (Strapped and Shrink Wrapped)