

2016/2017 Rate Card

Full Page

(260mm wide x 380mm high)

Casual - \$1650_{+GST}

Target - \$1547_{+GST}

Floor - \$1440_{+GST}



Half Page

(128mm wide x 380mm high or 260mm wide x 188mm high)

Casual - \$835_{+GST}

Target - \$774_{+GST}

Floor - \$720_{+GST}

Other options:

4 Page Gloss Wrap - \$6750_{+GST}

Inserts:

Part run (excluding 4000 Aust. Post) 18,500
Target rate: \$95 per 000'

Floor rate: \$85 per 000'

Full run (including 4000 Aust. Post) 22,500
\$170 per 000'

Quarter Page

(128mm wide x 188mm high or 260mm wide x 93mm high)

Casual - \$420_{+GST}

Target - \$390_{+GST}

Floor - \$375_{+GST}

Distribution details (22,500 circ)

- 1) 16,500 papers delivered direct to homes (letterboxes)
- 2) 4000 papers delivered direct to RMB's via Australia Post (homes out of town)
- 3) 2000 papers placed in local businesses such as newsagencies, cafes, service stations, etc.

Our paper deadlines

Published - Wednesday

Booking Deadline - Thursday noon, week of edition

Copy Deadline - Monday noon, week of edition

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