



Perth Suburban Newspapers

People Trust Independents

www.perthsuburbannews.com.au Ph: 08 9388 6887

DISPLAY ADVERTISING RATES - July 2009**

(All prices mono, exclusive of GST)***

\$ Annual contract	CAB audited circulation March 09*	Casual	5% \$5,000	10% \$15,000	15% \$30,000	20% \$50,000
Armadale/Gosnells/Serpentine Examiner	59,885	\$10.18	\$9.67	\$9.16	\$8.65	\$8.14
Canning/Victoria Park Examiner	45,995	\$7.52	\$7.14	\$6.77	\$6.39	\$6.02
Fremantle/Cockburn City Herald	49,517	\$10.20	\$9.69	\$9.18	\$8.67	\$8.16
Melville City Herald - North & South editions	41,480	\$9.17	\$8.71	\$8.25	\$7.79	\$7.34
Midland/Kalamunda Echo	58,046	\$9.81	\$9.32	\$8.83	\$8.34	\$7.85
Perth Voice - Northbridge and inner city northern suburbs	38,245	\$9.17	\$8.71	\$8.25	\$7.79	\$7.34
Post - West Perth, beach & riverside suburbs	51,916	\$9.79	\$9.30	\$8.81	\$8.32	\$7.83

Total 345,084

Preference position loading

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Echo	50%	30%	50%
Examiner	30%	25%	30%
Canning Examiner	30%	25%	30%
Herald (all 4)	50%	30%	50%
Herald (F&C)	50%	30%	50%
Herald (N&S)	50%	30%	50%
Post	50%	30%	50%
Voice	50%	30%	50%

Deadlines

Armadale/Gosnells/Serpentine Examiner (Published Thursday)

Booking: Monday 10am for Thursday edition
Cancellation: Friday 5pm prior to Thursday edition
Classified material deadline 4pm Monday
Complete EGN material deadline Tuesday 5pm

Canning/Victoria Park Examiner (Published Friday)

Booking: Tuesday 10am for Friday edition
Cancellation: Friday 5pm for following Friday edition
Classified material deadline 4pm Monday
Complete EGN material deadline: Tuesday 5pm

All Herald papers (Published Saturday)

Booking: Monday 5pm for Saturday edition
Cancellation: Monday noon for Saturday edition
Complete material deadline: Tuesday 5pm

Midland/Kalamunda Echo (Published Saturday)

Booking: Tuesday 5pm for Saturday edition
Cancellation: Monday 5pm for Saturday edition
Complete material deadline: Tuesday 5pm

Perth Voice (Published Saturday)

Booking: Monday 5pm for Saturday edition
Cancellation: Monday noon for Saturday edition
Complete material deadline: Tuesday 5pm

Post (Published Saturday)

Booking: Wednesday 10am for Saturday edition
TIMEOUT booking deadline: Tuesday 5pm for Saturday edition
Cancellation: Wednesday 10am for Saturday edition
TIMEOUT material and cancellation deadline 5pm Tuesday
Complete EGN material deadline 3pm Wednesday

*Circulations Audit Board (CAB) audit period - October '08 to March '09

**GST will be added to all charges at the rate applicable at the date of supply

***All rates are mono (exclusive of GST) - add \$2.05ccm for colour up to half page.

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