



Perth Suburban Newspapers

People Trust Independents

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

DISPLAY ADVERTISING RATES - July 1 2010 - June 30 2011**

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

\$ Annual contract	CAB audited circulation March 2010*	Casual	5% \$5,000	10% \$15,000	15% \$30,000	20% \$50,000
Armadale/Gosnells/Serpentine Examiner	59,875	\$10.69	\$10.16	\$9.62	\$9.09	\$8.55
Canning/Victoria Park Examiner	46,854	\$7.90	\$7.50	\$7.11	\$6.72	\$6.32
Fremantle/Cockburn City Herald	50,572	\$10.71	\$10.17	\$9.64	\$9.10	\$8.57
Melville City Herald - North & South editions	41,492	\$9.63	\$9.15	\$8.67	\$8.19	\$7.70
Midland/Kalamunda Echo	59,629	\$10.10	\$9.60	\$9.09	\$8.59	\$8.08
Perth Voice - Northbridge and inner city northern suburbs	38,438	\$9.63	\$9.15	\$8.67	\$8.19	\$7.70
Post - West Perth, beach & riverside suburbs	52,438	\$10.09	\$9.59	\$9.08	\$8.58	\$8.07

Total 349,298

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 2009 to March 2010

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

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