



Perth Suburban Newspapers

People Trust Independents

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

DISPLAY ADVERTISING RATES - July 1 2011 - June 30 2012**

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

\$ Annual contract	CAB audited circulation March 2011*	Casual	5% \$5,000	10% \$15,000	15% \$30,000	20% \$50,000
Armadale/Gosnells/Serpentine Examiner	60,628	\$11.22	\$10.66	\$10.10	\$9.54	\$8.98
Canning/Victoria Park Examiner	47,080	\$8.45	\$8.03	\$7.61	\$7.18	\$6.76
Fremantle/Cockburn City Herald	51,320	\$11.25	\$10.69	\$10.13	\$9.56	\$9.00
Melville City Herald - North & South editions	41,655	\$10.11	\$9.60	\$9.10	\$8.59	\$8.09
Kalamunda/Mundaring Echo (circ 28,366 publishers claim)	55,558	\$4.70	\$4.47	\$4.23	\$4.00	\$3.76
Midland/Bassendean/ Ellenbrook (circ 36,617 publishers claim)		\$5.80	\$5.51	\$5.22	\$4.93	\$4.64
Perth Voice - Northbridge and inner city northern suburbs	46,020	\$10.11	\$9.60	\$9.10	\$8.59	\$8.09
Post - West Perth, beach & riverside suburbs	52,350	\$10.50	\$9.98	\$9.45	\$8.93	\$8.40

Total 354,611

Preference position loading

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Echo	50%	30%	50%
Examiner	50%	30%	50%
Canning Examiner	50%	30%	50%
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 12 noon Friday

Complete EGN material deadline Tuesday 5pm

Canning/Victoria Park Examiner (Published Wednesday)

Booking: Monday 10am for Wednesday edition

Cancellation: Thursday 5pm for following Wednesday edition

Classified material deadline 12 noon Friday prior

Complete EGN material deadline: Monday 10am prior

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: Friday 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 2010 to March 2011

**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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