



2016 - 2017 Rate Card

Display advertising rates July 1, 2016 – June 30 2017

PERTH SUBURBAN
NEWSPAPERS

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

All prices mono, exclusive of GST**

\$ Annual contract	CAB audited circulation March 2016*	Casual	5% \$5,000	10% \$15,000	15% \$30,000	20% \$50,000
Armadale/Gosnells/Serpentine Examiner	63,941	\$12.44	\$11.82	\$11.20	\$10.57	\$9.95
Canning Examiner	32,988	\$9.23	\$8.77	\$8.30	\$7.85	\$7.38
Fremantle/Cockburn City Herald	43,755	\$12.66	\$12.03	\$11.39	\$10.76	\$10.13
Melville City Herald - North & South editions	38,493	\$11.37	\$10.80	\$10.23	\$9.66	\$9.10
Kalamunda/Mundaring Echo (circulation 31,536)	64,063	\$5.16	\$4.90	\$4.64	\$4.39	\$4.13
Midland/Bassendean/ Ellenbrook (circulation 32,527)		\$6.36	\$6.04	\$5.72	\$5.41	\$5.09
Perth Voice - Northbridge and inner city northern suburbs	31,387	\$11.37	\$10.80	\$10.23	\$9.66	\$9.10
Post - West Perth, beach and riverside suburbs	52,000	\$11.74	\$11.15	\$10.57	\$9.98	\$9.39
Total 326,627						

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%	50%	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 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: Tuesday 5pm for Saturday edition

TIMEOUT booking deadline: Tuesday 5pm for Saturday edition

Cancellation: Tuesday 5pm for Saturday edition

TIMEOUT material and cancellation deadline 5pm Tuesday

Complete EGN material deadline 3pm Wednesday

*Circulations Audit Board (CAB) audit period - October 2015 to March 2016

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

Half page colour load - add \$150. Full page colour load - add \$300.

3 paper buy 5% discount - 7 papers 10% discount

Ask about special prices on 7 paper deals on full & half pages on one insertion date