



# 2018 - 2019 Rate Card

Display advertising rates July 1, 2018 – June 30 2019

PERTH SUBURBAN  
**NEWSPAPERS**

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

All prices mono, exclusive of GST\*\*

\$ Annual contract	CAB audited circulation March 2018*	Casual	5% \$5,000	10% \$15,000	15% \$30,000	20% \$50,000
Armadale/Gosnells/Serpentine Examiner	59,993	\$12.44	\$11.82	\$11.20	\$10.57	\$9.95
Canning Examiner	29,539	\$9.23	\$8.77	\$8.30	\$7.85	\$7.38
Fremantle/Cockburn City Herald	61,130	\$12.66	\$12.03	\$11.39	\$10.76	\$10.13
Melville City Herald - North & South editions		\$11.37	\$10.80	\$10.23	\$9.66	\$9.10
Kalamunda Echo (19,805) Mundaring Echo (8,159) Midland Echo (Includes bulk drops to Ellenbrook, Bassendean, Northam, York, Toodyay) (circulation 21,704)	49,668#	\$11.52	\$10.94	\$10.36	\$9.80	\$9.22
Perth Voice - Northbridge and inner city northern suburbs	27,327	\$11.37	\$10.80	\$10.23	\$9.66	\$9.10
POST - Western suburbs, West Perth, beach and riverside suburbs	51,071	\$12.01	\$11.31	\$10.60	\$9.90	\$9.20
<b>Total 278,728</b>						

## 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

## Preference position loading

	Page 3	Page 5	B/page
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%

\*Circulations Audit Board (CAB) audit period - October 2017 to March 2018. # Echo: publishers claim

\*\*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