



2019 - 2020 Rate Card

Display advertising rates July 1, 2019 – June 30 2020

PERTH SUBURBAN
NEWSPAPERS

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

All prices mono, exclusive of GST**

| \$ Annual contract | AMAA audited circulation March 2019* | 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 | 68,582 | \$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 (19,933) Mundaring Echo (8,254) Midland Echo (Includes bulk drops to Ellenbrook, Bassendean, Northam, York, Toodyay) (circulation 21,811) | 49,998 | \$11.52 | \$10.94 | \$10.36 | \$9.80 | \$9.22 |
| Perth Voice - Northbridge and inner city northern suburbs | 22,174 | \$11.37 | \$10.80 | \$10.23 | \$9.66 | \$9.10 |
| POST - Western suburbs, West Perth, beach and riverside suburbs | 51,128 | \$12.01 | \$11.31 | \$10.60 | \$9.90 | \$9.20 |
| Total 281,414 | | | | | | |

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

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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% |

* Audited Media Association of Aust. audit period - October 2018 to March 2019. # Examiner: 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.

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