

Your Money

Publication	08-09 Casual pccm rate	Full Page		Half Page Landscape or Horizontal		Quarter Page (20x4)		Vertical Strip (38x3)		Horizontal Strip (10x7)	
		Casual FPM	Casual FPC	Casual HPM	Casual HPC	Casual 1/4 PM	Casual 1/4 PC	Casual VSM	Casual VSC	Casual HSM	Casual HSC
The Daily Telegraph	\$ 92.44	\$ 24,589.04	\$ 31,965.75	\$ 12,941.60	\$ 16,824.08	\$ 7,395.20	\$ 9,613.76	\$ 10,538.16	\$ 13,699.61	\$ 6,470.80	\$ 8,412.04
The Herald Sun	\$ 109.80	\$ 29,206.80	\$ 37,968.84	\$ 15,372.00	\$ 19,983.60	\$ 8,784.00	\$ 11,419.20	\$ 12,517.20	\$ 16,272.36	\$ 7,686.00	\$ 9,991.80
The Courier Mail	\$ 49.89	\$ 13,270.74	\$ 17,251.96	\$ 6,984.60	\$ 9,079.98	\$ 3,991.20	\$ 5,188.56	\$ 5,687.46	\$ 7,393.70	\$ 3,492.30	\$ 4,539.99
The Advertiser	\$ 34.30	\$ 9,123.80	\$ 11,860.94	\$ 4,802.00	\$ 6,242.60	\$ 2,744.00	\$ 3,567.20	\$ 3,910.20	\$ 5,083.26	\$ 2,401.00	\$ 3,121.30
Total National Rate		\$ 76,190.38	\$ 99,047.49	\$ 40,100.20	\$ 52,130.26	\$ 22,914.40	\$ 29,788.72	\$ 32,653.02	\$ 42,448.93	\$ 20,050.10	\$ 26,065.13

Minimum colour loads have not been applied. 30% colour loading only.

Your Money National Rate Position - 4 Metro Markets

Size	Rate level	%	Mono Rate	Colour Rate
Full Page	Casual	0.0%	\$ 76,190	\$ 99,047
	3 x	2.5%	\$ 74,286	\$ 96,571
	6 x	5.0%	\$ 72,381	\$ 94,095
	12 x	10.0%	\$ 68,571	\$ 89,143
Half Page (20x7 or 28x5)	Casual	0.0%	\$ 40,100	\$ 52,130
	3 x	2.5%	\$ 39,098	\$ 50,827
	6 x	5.0%	\$ 38,095	\$ 49,524
	12 x	10.0%	\$ 36,090	\$ 46,917
Quarter Page (20x4)	Casual	0.0%	\$ 22,914	\$ 29,789
	3 x	2.5%	\$ 22,342	\$ 29,044
	6 x	5.0%	\$ 21,769	\$ 28,299
	12 x	10.0%	\$ 20,623	\$ 26,810
Vertical Strip (38x3)	Casual	0.0%	\$ 32,653	\$ 42,449
	3 x	2.5%	\$ 31,837	\$ 41,388
	6 x	5.0%	\$ 31,020	\$ 40,326
	12 x	10.0%	\$ 29,388	\$ 38,204
Horizontal Strip (10x7)	Casual	0.0%	\$ 20,050	\$ 26,065
	3 x	2.5%	\$ 19,549	\$ 25,414
	6 x	5.0%	\$ 19,048	\$ 24,762
	12 x	10.0%	\$ 18,045	\$ 23,459

Please note national rate position is based on aggregated masthead rate-cards. Contract rates apply to contracted advertisers

Full rounding and state by state breakdowns will be provided on application