



Display Advertising Rates (Including GST) (Per Module) (Excluding Colour)

Publication	Casual	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$400,000
Discount from Casual Rates	0.00%	4%	8%	12%	15%	21%	27%	34%	40%
Advocate	\$90.44	\$86.82	\$83.20	\$79.58	\$76.87	\$71.44	\$66.02	\$59.69	\$54.26
Canning Times	\$140.33	\$134.72	\$129.11	\$123.49	\$119.28	\$110.86	\$102.44	\$92.62	\$84.20
Comment News	\$196.47	\$188.61	\$180.75	\$172.89	\$167.00	\$155.21	\$143.42	\$129.67	\$117.88
Eastern Reporter	\$207.38	\$199.09	\$190.79	\$182.49	\$176.27	\$163.83	\$151.39	\$136.87	\$124.43
Fremantle Gazette	\$140.33	\$134.72	\$129.11	\$123.49	\$119.28	\$110.86	\$102.44	\$92.62	\$84.20
Guardian Express	\$124.74	\$119.75	\$114.76	\$109.77	\$106.03	\$98.54	\$91.06	\$82.33	\$74.84
Hills Gazette / Avon Valley Gazette	\$138.77	\$133.22	\$127.67	\$122.12	\$117.96	\$109.63	\$101.30	\$91.59	\$83.26
Joondalup / Wanneroo Times (Tues)	\$350.83	\$336.80	\$322.76	\$308.73	\$298.21	\$277.16	\$256.11	\$231.55	\$210.50
Joondalup/Wanneroo Weekender (Thurs)	\$257.28	\$246.99	\$236.69	\$226.40	\$218.68	\$203.25	\$187.81	\$169.80	\$154.37
Mandurah Coastal Times	\$107.59	\$103.28	\$98.98	\$94.68	\$91.45	\$84.99	\$78.54	\$71.01	\$64.55
Melville Times	\$169.96	\$163.16	\$156.36	\$149.56	\$144.46	\$134.27	\$124.07	\$112.17	\$101.97
Midland Kalamunda Reporter	\$138.77	\$133.22	\$127.67	\$122.12	\$117.96	\$109.63	\$101.30	\$91.59	\$83.26
North Coast Times	\$95.11	\$91.31	\$87.51	\$83.70	\$80.85	\$75.14	\$69.43	\$62.78	\$57.07
Southern Gazette	\$190.23	\$182.62	\$175.01	\$167.40	\$161.69	\$150.28	\$138.87	\$125.55	\$114.14
Stirling Times	\$188.67	\$181.12	\$173.58	\$166.03	\$160.37	\$149.05	\$137.73	\$124.52	\$113.20
Weekend Courier	\$154.37	\$148.19	\$142.02	\$135.84	\$131.21	\$121.95	\$112.69	\$101.88	\$92.62
Western Suburbs Weekly	\$143.45	\$137.71	\$131.97	\$126.24	\$121.93	\$113.33	\$104.72	\$94.68	\$86.07

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Discount from Casual Rates	0.00%	4%	8%	12%	15%	21%	27%	34%	40%
Advocate	\$82.22	\$78.93	\$75.64	\$72.35	\$69.88	\$64.95	\$60.02	\$54.26	\$49.33
Canning Times	\$127.58	\$122.47	\$117.37	\$112.27	\$108.44	\$100.78	\$93.13	\$84.20	\$76.55
Comment News	\$178.61	\$171.46	\$164.32	\$157.17	\$151.81	\$141.10	\$130.38	\$117.88	\$107.16
Eastern Reporter	\$188.53	\$180.99	\$173.45	\$165.90	\$160.25	\$148.94	\$137.63	\$124.43	\$113.12
Fremantle Gazette	\$127.58	\$122.47	\$117.37	\$112.27	\$108.44	\$100.78	\$93.13	\$84.20	\$76.55
Guardian Express	\$113.40	\$108.86	\$104.33	\$99.79	\$96.39	\$89.59	\$82.78	\$74.84	\$68.04
Hills Gazette/Avon Valley Gazette	\$126.16	\$121.11	\$116.06	\$111.02	\$107.23	\$99.66	\$92.10	\$83.26	\$75.69
Joondalup/Wanneroo Times (Tues)	\$318.94	\$306.18	\$293.42	\$280.67	\$271.10	\$251.96	\$232.82	\$210.50	\$191.36
Joondalup/Wanneroo Weekender (Thurs)	\$233.89	\$224.53	\$215.18	\$205.82	\$198.80	\$184.77	\$170.74	\$154.37	\$140.33
Mandurah Coastal Times	\$97.81	\$93.90	\$89.98	\$86.07	\$83.14	\$77.27	\$71.40	\$64.55	\$58.68
Melville Times	\$154.51	\$148.33	\$142.15	\$135.97	\$131.33	\$122.06	\$112.79	\$101.97	\$92.70
Midland Kalamunda Reporter	\$126.16	\$121.11	\$116.06	\$111.02	\$107.23	\$99.66	\$92.10	\$83.26	\$75.69
North Coast Times	\$86.47	\$83.01	\$79.55	\$76.09	\$73.50	\$68.31	\$63.12	\$57.07	\$51.88
Southern Gazette	\$172.94	\$166.02	\$159.10	\$152.18	\$146.99	\$136.62	\$126.24	\$114.14	\$103.76
Stirling Times	\$171.52	\$164.66	\$157.80	\$150.94	\$145.79	\$135.50	\$125.21	\$113.20	\$102.91
Weekend Courier	\$140.33	\$134.72	\$129.11	\$123.49	\$119.28	\$110.86	\$102.44	\$92.62	\$84.20
Western Suburbs Weekly	\$130.41	\$125.19	\$119.98	\$114.76	\$110.85	\$103.02	\$95.20	\$86.07	\$78.25

Rates are effective June 28, 2010. All paper buy rates are available on request.

Colour Loadings (Including GST)

Number of titles	1	2	3	4	5-10	11-16	All 17
Full Colour							
4 Modules quarter page or smaller per module	\$87.12	\$75.78	\$71.46	\$67.32	\$58.86	\$54.72	\$50.58
8 Modules half page or smaller per module	\$67.32	\$58.86	\$55.62	\$55.20	\$45.72	\$42.48	\$39.24
9 Modules up to Full Page	\$709.50	\$584.38	\$481.25	\$378.13	\$343.75	\$309.38	\$275.00

Colour Loadings (Excluding GST)

Number of titles	1	2	3	4	5-10	11-16	All 17
Full Colour							
4 Modules quarter page or smaller per module	\$79.20	\$68.89	\$64.96	\$61.20	\$53.51	\$49.75	\$45.98
8 Modules half page or smaller per module	\$61.20	\$53.51	\$50.56	\$50.18	\$41.56	\$38.62	\$35.67
9 Modules up to Full Page	\$645.00	\$531.25	\$437.50	\$343.75	\$312.50	\$281.25	\$250.00





Classified Rates (Including GST)

Publication	Lineage	Display	Trades and Services Directory	
			Permanent	Casual
	per line (3 line minimum)	per col cm (3cm minimum)	Casual per column cm (3cm minimum)	per col cm 3cm (3cm minimum)
North				
Advocate (Wednesday)	\$2.66	\$6.37	\$9.36	\$11.23
Eastern Reporter (Tuesday)	\$4.94	\$15.79	\$20.35	\$24.38
Guardian Express (Tuesday)	\$4.48	\$14.88	\$18.98	\$22.54
Hills Gazette/Avon Valley Gazette (Sat)	\$2.52	\$11.06	\$12.09	\$17.48
Joondalup/Wanneroo Times (Tuesday)	\$5.00	\$15.66	\$20.22	\$24.12
Joondalup/Wanneroo Weekender (Thursday)	\$5.14	\$16.11	\$20.79	\$24.88
Midland/Kalamunda Reporter (Tuesday)	\$4.48	\$14.88	\$18.50	\$24.38
North Coast Times (Tuesday)	\$2.67	\$6.37	\$9.36	\$11.23
Stirling Times (Tuesday)	\$4.94	\$15.41	\$20.35	\$24.38
Western Suburbs Weekly (Tuesday)	\$4.43	\$14.88	\$18.98	\$22.62
South				
Canning Times (Tuesday)	\$4.56	\$14.88	\$20.35	\$22.16
Comment News (Tuesday)	\$4.94	\$15.41	\$20.35	\$24.38
Fremantle/Cockburn Gazette (Tuesday)	\$4.48	\$15.54	\$20.35	\$24.38
Mandurah Coastal Times (Wednesday)	\$4.68	\$8.84	\$9.89	\$11.82
Melville Times (Tuesday)	\$4.94	\$15.79	\$20.35	\$24.38
Southern Gazette (Tuesday)	\$4.63	\$15.41	\$20.35	\$24.38
Weekend/Kwinana Courier (Friday)	\$3.57	\$14.30	\$12.94	\$18.31

Rates are effective June 28, 2010.

Community Workplace (Including GST)

Full Run (All 17 papers)	Display \$54.54 per col cm	Lineage \$14.71 per line
Any 8 papers	Display \$28.49 per col cm	Lineage \$9.96 per line
North run (9 papers as indicated)	Display \$31.30 per col cm	Lineage \$11.06 per line
South run (8 papers as indicated)	Display \$27.83 per col cm	Lineage \$9.82per line

Workplace display rates are quoted per single column cm and lineage rates per line, however there is a minimum of 3cm and three lines. All rates quoted include GST. Deadlines vary between lineage, display and trades and services directory, please contact 132013 for further details. Rates are effective as at June 28, 2010.