

rates

# SMART INVESTOR ADVERTISING RATES

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Size	Casual	3x	6x	9x	12x	15x	18x	24x
Full Page	\$10,249	\$10,043	\$9,837	\$9,631	\$9,425	\$9,219	\$9,013	\$8,807
Double Page Spread	\$20,703	\$20,291	\$19,828	\$19,364	\$18,952	\$18,540	\$18,025	\$17,613
Half Page Spread	\$13,133	\$12,927	\$12,721	\$12,463	\$12,257	\$11,817	\$11,794	\$11,588
Half Page	\$6,129	\$6,026	\$5,923	\$5,820	\$5,717	\$5,614	\$5,511	\$5,408
Third Page	\$4,017	\$3,966	\$3,914	\$3,863	\$3,811	\$3,760	\$3,708	\$3,657
Quarter Page	\$3,039	\$2,987	\$2,936	\$2,884	\$2,833	\$2,781	\$2,730	\$2,678
Table Page Strip Ads	\$1,545 per appearance							

POSITION	LOADS
1st Inside Front Cover Spread	40%
2nd Inside Front Cover Spread	30%
3rd Inside Front Cover Spread	20%
1st Right Hand Page	30%
2nd Right Hand Page	25%
3rd Right Hand Page	20%
4th Right Hand Page	15%
5th Right Hand Page	15%
Front Right Hand Page	15%
Right Hand Page	10%
Feature	10%
Outside Back Cover	40%
Consecutive Pages	20%

## PRODUCTION SPECIFICATIONS

Smart Investor only accepts advertising material in digital format. Please refer to the specification website: <http://www.adcentre.com.au/smart-investor>

PLEASE NOTE THESE RATES DO NOT INCLUDE GST.

