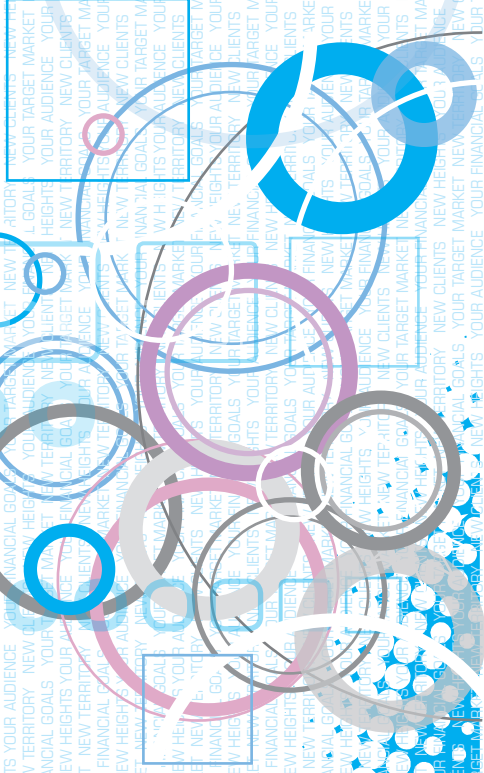


# ADVERTISING RATES

The Border Mail

a new world every day

2013/2014



# Border Mail DEADLINES



## Early General News

Tuesday to Saturday publication	4pm 2 days prior to publication
Saturday Proof Advertisements	Wednesday, 5pm prior to publication
Monday Publication	Thursday, 4pm prior to publication

## Special Sections

<b>EM</b> (Tuesday)	Thursday, 11am prior to publication
<b>TV Mag</b> (Wednesday)	Tuesday, 2pm week prior to publication
<b>Country Mail</b> (Saturday)	
EGN	Tuesday, 5pm prior to publication
Copy	Wednesday, 4pm prior to publication
Classifieds display with proof	Wednesday, 4pm prior to publication
Classifieds display no proof	Thursday, 4pm prior to publication
Classifieds linage	Friday, 10am prior to publication
<b>Domain</b> (Saturday)	
Display with proof	Tuesday, 5pm prior to publication
Display no proof	Thursday, 12 noon prior to publication
Commercial, Industrial, Rental	Thursday, 12 noon prior to publication
Classified Line Advertisements	Thursday, 5pm prior to publication
Alterations	Strictly Thursday, 4pm prior to publication
<b>Pulse</b> (Saturday)	Wednesday, 11am prior to publication

## Features

Bookings	2 weeks prior to publication
Copy	1 week prior to publication

## Classifieds

Monday to Friday publications	4pm prior to publication
With proof	12 hours earlier
Saturday publication:	
Double column or larger	Thursday, 5pm prior to publication
Single column	Friday noon, prior to publication
With proof	Wednesday, 5pm prior to publication
Line advertisements	Friday 5pm, prior to publication

## HOW TO REACH US!

### Classifieds

Monday — Friday	8.30am - 5.30pm
Phone:	<b>TOLL FREE 1300 655 666</b>
Sundays and Public Holidays	2.30pm - 5.30pm

### Advertising

Display:	<b>02 6024 0508</b>
Fax:	<b>02 6024 0604</b>
Features:	<b>02 6024 0501</b>
Digital:	<b>02 6024 0637</b>

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# REACH

**REACH YOUR AUDIENCE**  
**REACH YOUR TARGET**  
**REACH YOUR POTENTIAL**  
**REACH OUT FURTHER!**



# ADVERTISING RATES

## Valid July, 2013



### THE BORDER MAIL

	Casual col cm
Monday	\$13.09
Tuesday	\$13.09
Wednesday	\$16.28
Thursday	\$13.09
Friday	\$13.09
Saturday	\$19.83
Special Features - Monday - Saturday	\$15.13

### Lines

Monday - Friday	\$5.09
Saturday	\$6.21
Minimum	4 lines
Personal Notices	5 lines
6 for 1	\$8.73 per line
	<b>\$34.93</b>

### Loading Position

Page 2	Plus 15%
Page 3	Plus 25%
Page 5,7,9,11	Plus 20%
Back Page	Plus 25%

### Loading Colour

Process Colour	\$352
<i>(smaller sizes on application)</i>	

### Inserts

	Mon - Fri	Sat	Per 1000
Full Run	24,000	38,000	\$84.70
Split Run	15,000		\$84.70
Split Run	10,000		\$84.70
Insert minimum quantity	5,000		

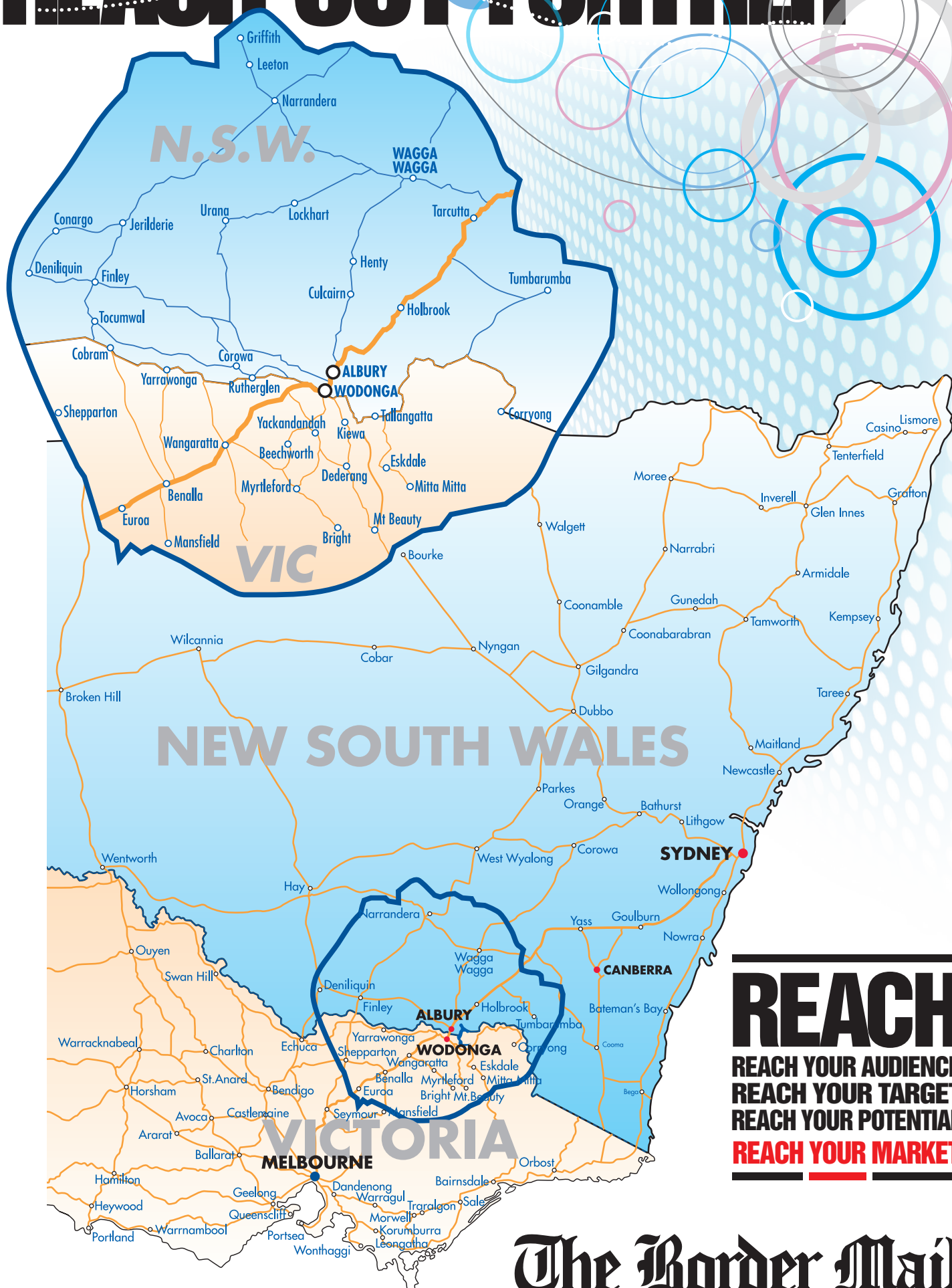


### COUNTRY MAIL

Saturday	Casual col cm
	\$18.43

All rates include 10% GST

# REACH OUT FURTHER



**REACH**  
REACH YOUR AUDIENCE  
REACH YOUR TARGET  
REACH YOUR POTENTIAL  
**REACH YOUR MARKET**

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