

FEATURES GUIDE

Place your advertising in a quality, thinking environment and target more potential customers

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SECTION A	SECTION A	SECTION A	SECTION A	SECTION A	SECTION A
News	News	News	News	News	News
BusinessDay	BusinessDay	BusinessDay	BusinessDay	BusinessDay	SECTION B
World Digest	World Digest	Commercial	World Digest	World Digest	Focus
Television	Television	Property	Television	Television	Opinion
SECTION B	SECTION B	Television	SECTION B	SECTION B	SECTION C
History	Farmer	SECTION B	Arts &	Garden	BusinessDay
Opinion	Opinion	World Digest	Entertainment	Opinion	Racing
Weather	Weather	Opinion	WaiPod	Weather	Sport
Racing	Racing	Weather	iTimes	Racing	SECTION D
Sport	Sport	Racing	Opinion	Sport	World
Classifieds	Classifieds	Sport	Weather	Classifieds	Entertainment
		My Career	Racing		Television
		Classifieds	Sport		SECTION E
		LIFTOUT	Classifieds		Property
		Tempo	LIFTOUT		Classifieds
			Motortimes		My Career
					LIFTOUT
					Your Weekend

WEEKLY TABLOID	MONTHLY LIFTOUT	QUARTERLY TABLOID	TWICE YEARLY LIFTOUT
Tempo	Farmer	Continuing Education	Tempo Fashion Special Edition
Motortimes	Tempo Lifestyle		
TV Week			
MAGAZINE			
Your Weekend			

ADVERTISING RATES

Non-commission-bearing rates
Rates effective 1 July 2011 and do not include GST

Annual Revenue Discount

Monday, Tuesday, Thursday & Friday			Wednesday & Saturday		
ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED	ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
Casual	\$11.14	\$12.82	Casual	\$11.99	\$12.93
\$3,000	\$10.59	\$11.94	\$3,000	\$11.39	\$11.99
\$5,000	\$10.02	\$11.21	\$5,000	\$10.79	\$11.26
\$7,500	\$9.81	\$10.78	\$7,500	\$10.55	\$10.83
\$10,000	\$9.13	\$10.35	\$10,000	\$9.83	\$10.40
\$12,500	\$8.92	\$10.21	\$12,500	\$9.59	\$10.25
\$15,000	\$8.69	\$10.07	\$15,000	\$9.35	\$10.12
\$20,000	\$8.47	\$9.84	\$20,000	\$9.11	\$9.88
\$30,000	\$8.25	\$9.73	\$30,000	\$8.87	\$9.77
\$50,000	\$8.03	\$9.62	\$50,000	\$8.63	\$9.67
\$75,000	\$7.80	\$9.41	\$75,000	\$8.39	\$9.46
\$100,000	\$7.59	\$9.11	\$100,000	\$8.16	\$9.16
\$200,000+	\$7.36	\$8.90	\$200,000+	\$7.91	\$8.95

Classified Options

Monday, Tuesday, Thursday & Friday		Wednesday & Saturday	
No Border	\$11.03 per col/cm	No Border	\$11.31 per col/cm
Bordered	\$12.82 per col/cm	Bordered	\$12.93 per col/cm
Situations Vacant		Situations Vacant	
No Border	\$11.15 per col/cm	No Border	\$11.43 per col/cm
Bordered	\$13.32 per col/cm	Bordered	\$13.66 per col/cm
Public Notices		Public Notices	
No Border	\$12.00 per col/cm	No Border	\$12.31 per col/cm
Bordered	\$14.35 per col/cm	Bordered	\$14.71 per col/cm
Liner		Liner	
Plain text advert	\$3.86 per line	Plain text advert	\$3.86 per line
Public Notices & Garage Sales	\$4.29 per line	Public Notices & Garage Sales	\$4.29 per line
Situations Vacant	\$3.99 per line	Situations Vacant	\$3.99 per line
Public Notices	\$3.44 per line	Public Notices	\$3.44 per line

Colour

- **Full Colour** 40% loading (minimum charge \$180.00)

Loading

(Guaranteed placement)
Positions subject to availability.
Casual or volume discount rate:

- **Section A or front of section** +60%
- **All other sections** +40%

Front Page Solus

(6cm x 10col)

- **Mon, Tue, Thur & Fri**
 - B&W \$1733.40
 - Process colour \$2518.40
- **Wed & Sat**
 - B&W \$1819.80
 - Process colour \$2604.80

Pricing Formula

Advert height (cm)
x advert width (columns)
x rate
+ loading (if applicable)
+ colour (if applicable)
= \$ PRICE + GST