

## Modular Display Sizes and Rates

### Monday - Friday

#### 1 Module Wide

<b>Code</b>	<b>T11</b>	<b>T21</b>	<b>T31</b>	<b>T41</b>	<b>T51</b>	<b>T81</b>
<b>Specs (mm)</b>	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63
<b>Price (incl. GST)</b>	\$135.99	\$271.98	\$407.97	\$543.96	\$679.95	\$1087.92

#### 2 Modules Wide

<b>Code</b>	<b>T12</b>	<b>T22</b>	<b>T32</b>	<b>T42</b>	<b>T52</b>	<b>T82</b>
<b>Specs (mm)</b>	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129
<b>Price (incl. GST)</b>	\$271.98	\$543.96	\$815.94	\$1087.92	\$1359.90	\$2175.84

#### 3 Modules Wide

<b>Code</b>	<b>T23</b>	<b>T43</b>	<b>T63</b>	<b>T83*</b>
<b>Specs (mm)</b>	92 x 194	186 x 194	280 x 194	374 x 194
<b>Price (incl. GST)</b>	\$815.94	\$1631.88	\$2447.82	\$3263.76

#### 4 Modules Wide

<b>Code</b>	<b>T14</b>	<b>T24</b>	<b>T34</b>	<b>T44</b>	<b>T64*</b>	<b>T74*</b>	<b>T84</b>
<b>Specs (mm)</b>	45 x 260	92 x 260	139 x 260	186 x 260	280 x 260	328 x 260	374 x 260
<b>Price (incl. GST)</b>	\$543.96	\$1087.92	\$1631.88	\$2175.84	\$3263.76	\$3807.72	\$4351.68

#### 8 Modules Wide (double page)

<b>Code</b>	<b>T88</b>
<b>Specs (mm)</b>	374 x 550
<b>Price (incl. GST)</b>	\$8703.36

#### Further Information

- All display ads are full colour. Same rates apply for one colour.
- Early booking discounts can apply
- Yearly spend discounts can apply
- GST of 10% included
- Rates effective to 30 June 2016
- Secure/fixed inventory ensures inventory is reserved at purchase\*
  - \*however, loading may apply to pages 1,2,3,5,7,9,11 and back page
  - \*Only for Real Estate & Motoring

## Modular Display Sizes and Rates

### Saturday

#### 1 Module Wide

<b>Code</b>	<b>T11</b>	<b>T21</b>	<b>T31</b>	<b>T41</b>	<b>T51</b>	<b>T81</b>
<b>Specs (mm)</b>	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63
<b>Price (incl. GST)</b>	\$206.07	\$412.14	\$618.21	\$824.28	\$1030.35	\$1648.56

#### 2 Modules Wide

<b>Code</b>	<b>T12</b>	<b>T22</b>	<b>T32</b>	<b>T42</b>	<b>T52</b>	<b>T82</b>
<b>Specs (mm)</b>	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129
<b>Price (incl. GST)</b>	\$412.14	\$824.28	\$1236.42	\$1648.56	\$2060.70	\$3297.12

#### 3 Modules Wide

<b>Code</b>	<b>T23</b>	<b>T43</b>	<b>T63</b>	<b>T83*</b>
<b>Specs (mm)</b>	92 x 194	186 x 194	280 x 194	374 x 194
<b>Price (incl. GST)</b>	\$1236.42	\$2472.84	\$3709.26	\$4945.68

#### 4 Modules Wide

<b>Code</b>	<b>T14</b>	<b>T24</b>	<b>T34</b>	<b>T44</b>	<b>T64*</b>	<b>T74*</b>	<b>T84</b>
<b>Specs (mm)</b>	45 x 260	92 x 260	139 x 260	186 x 260	280 x 260	328 x 260	374 x 260
<b>Price (incl. GST)</b>	\$824.28	\$1648.56	\$2472.84	\$3297.12	\$4945.68	\$5769.96	\$6614.40

#### 8 Modules Wide (double page)

<b>Code</b>	<b>T88</b>
<b>Specs (mm)</b>	374 x 550
<b>Price (incl. GST)</b>	\$13,188.48

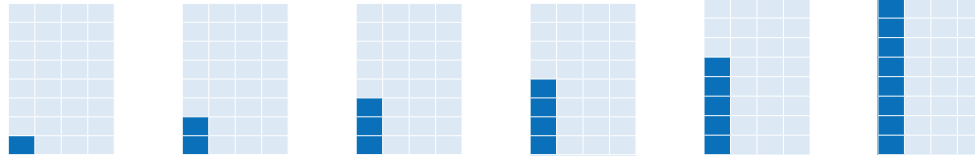
#### Further Information

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- Yearly spend discounts can apply
- GST of 10% included
- Rates effective to 30 June 2016
- Secure/fixed inventory ensures inventory is reserved at purchase\*
  - \*however, loading may apply to pages 1,2,3,5,7,9,11 and back page
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## Modular Display Sizes and Rates

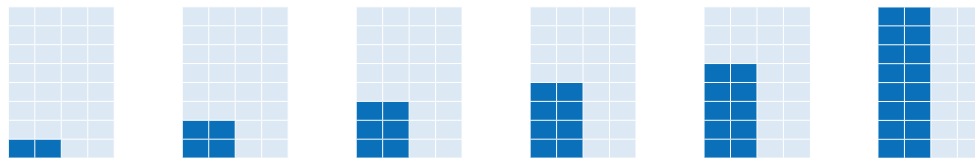
### Country Mail

#### 1 Module Wide



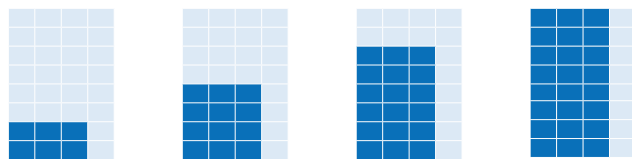
Code	T11	T21	T31	T41	T51	T81
Specs (mm)	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63
Price (incl. GST)	\$194.51	\$389.02	\$583.53	\$778.04	\$972.55	\$1556.08

#### 2 Modules Wide



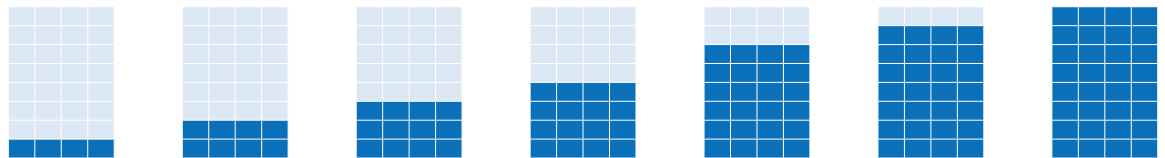
Code	T12	T22	T32	T42	T52	T82
Specs (mm)	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129
Price (incl. GST)	\$389.02	\$778.04	\$1167.06	\$1556.08	\$1945.10	\$3112.16

#### 3 Modules Wide



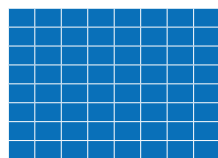
Code	T23	T43	T63	T83*
Specs (mm)	92 x 194	186 x 194	280 x 194	374 x 194
Price (incl. GST)	\$1167.06	\$2334.12	\$3501.18	\$4668.24

#### 4 Modules Wide



Code	T14	T24	T34	T44	T64*	T74*	T84
Specs (mm)	45 x 260	92 x 260	139 x 260	186 x 260	280 x 260	328 x 260	374 x 260
Price (incl. GST)	\$778.04	\$1556.08	\$2334.12	\$3112.16	\$4668.24	\$5446.28	\$6224.32

#### 8 Modules Wide (double page)



Code	T88
Specs (mm)	374 x 550
Price (\$)	\$12448.64

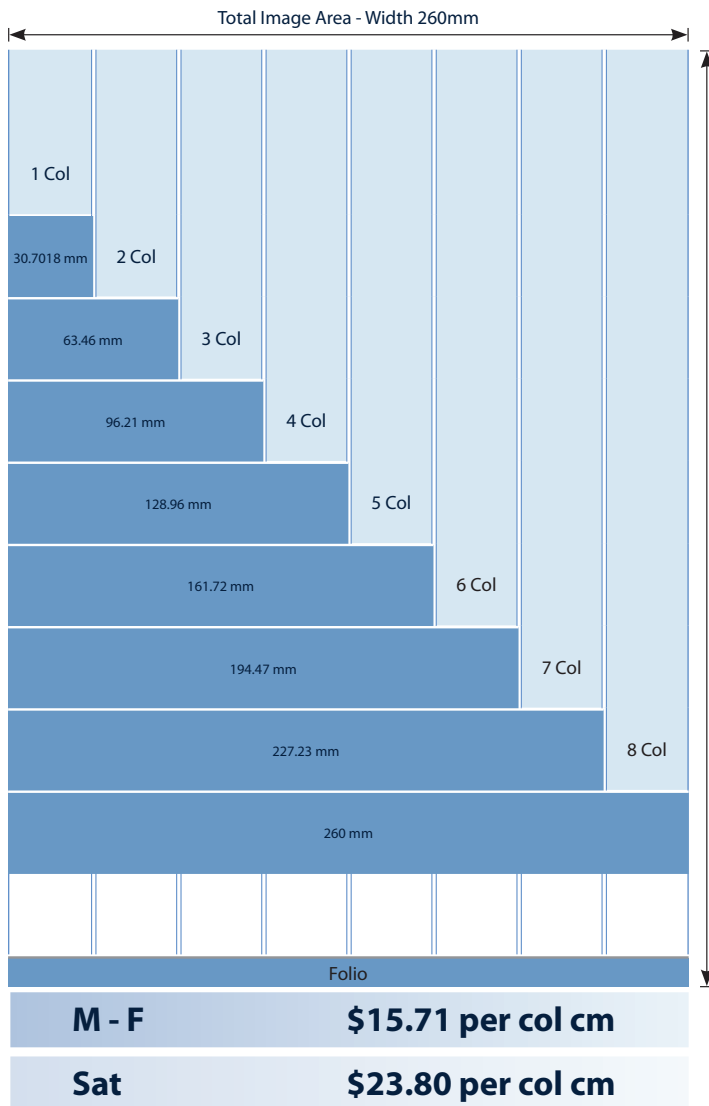
#### Further Information

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- Yearly spend discounts can apply
- GST of 10% included
- Rates effective to 30 June 2016
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Annual Spend Discount	
\$5,000.00	5%
\$10,000.00	11%
\$15,000.00	16%
\$25,000.00	22%
\$50,000.00	29%
\$75,000.00	37%
\$100,000.00	46%
\$150,000.00	50%

Forward Selling Discount	
13 Weeks before print	20%
12 Weeks	20%
11 Weeks	17.5%
10 Weeks	17.5%
9 Weeks	15%
8 Weeks	12.5%
7 Weeks	10%
6 Weeks	7.5%
5 Weeks	5%
4 to 0 Weeks	0%

## Classified Display Rates



**Classified Column Specs**  
 Column = 30.7018 mm  
 Gutter = 2.0526 mm

Special position loading	
Page 1	100%
Page 2	25%
Page 3	40%
Page 5,7,9,11	30%
Back Page	35%

### Rules

- Discount rates can't be combined
- Any unique ad positions need to be authorised by a business manager
- Any unsold premium positions are laid out at our discretion

### Specifications

- All classified text are on 4 lines
- Text layout is 7 point font on an 8 column grid
- No more than two UPPERCASE words permitted in ad copy
- Averages out to be 80 chars per ad including spacing

### Deadlines

- Display - published Monday - Saturday
- Monday edition - Booking Thursday 5pm - Material Thursday 5pm
- Tuesday edition - Booking Thursday 5pm - Material Thursday 5pm
- Wednesday edition - Booking Friday 5pm - Material Friday 5pm
- Thursday edition - Booking Monday 5pm - Material Monday 5pm
- Friday edition - Booking Tuesday 5pm - Material Tuesday 5pm
- Country Cars (Fri) - Booking Tuesday 5pm - Material Tuesday 5pm
- Saturday edition - Booking Wednesday 5pm - Material Wednesday 5pm
- Domain (Sat) - Booking Tuesday 5pm - Material Tuesday 5pm
- Classifieds - Published Monday - Saturday
- completed artwork to be received 12 noon, day prior

## Contact Details

**Display Ads:** Ph: 02 6024 0508  
**Classifieds:** Ph: 1800 655 666 (Toll Free)  
**Features:** Ph: 02 6024 0507  
 1McKoy St, Wodonga, VIC 3690  
[www.bordermail.com.au](http://www.bordermail.com.au)