

# Advertising Rates

## RETAIL RATES PER COLUMN CENTIMETRE

- Discounts apply up to 1000cm to be used within 8 weeks.
- All other volume contracts for 12 months.

Volume (column-cm)	Cost per column-cm
Casual	\$5.40
0-250	\$5.40
251-500	\$4.80
501-1000	\$4.20
1001-3000	\$3.90
3001-5000	\$3.60
5001-10,000	\$3.30
Over 10,001	By negotiation

DEADLINE for material 48 hours prior to publication.

## EXTRA CHARGES

Front page loading	plus 50%
Advertorial	Quarter page plus 20%, half page plus 30%
Preferred position	Front +50%, Page 3 +20%, Back Page +25%
Spot colour	\$136.80
Tear sheet (PDF)	\$24.00
Production fee	\$150
Cancellation fee	50%
Late fee	\$21.00
Loose inserts Mon-Fri	\$865.00
Loose inserts Saturday	\$1032.00

## CLASSIFIED ADVERTISEMENTS

Run-on 1-15 words	\$9.60
Per 5 words extra	Add \$3.50
Display adverts	\$5.40 per cm, \$9.60 min.
Logos	\$12.00
Photos	\$15.60
Scans	\$9.60
Late fee	\$21.00
Cancellation fee	\$18.00
Tear sheet (PDF)	\$24.00

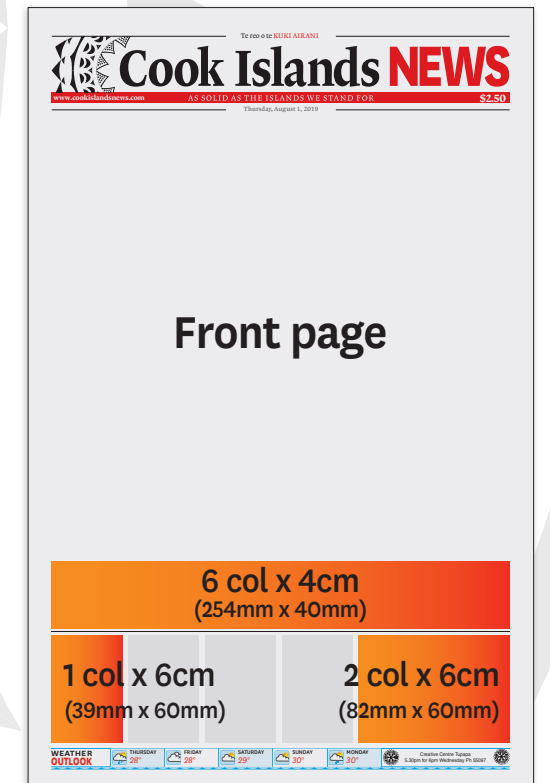
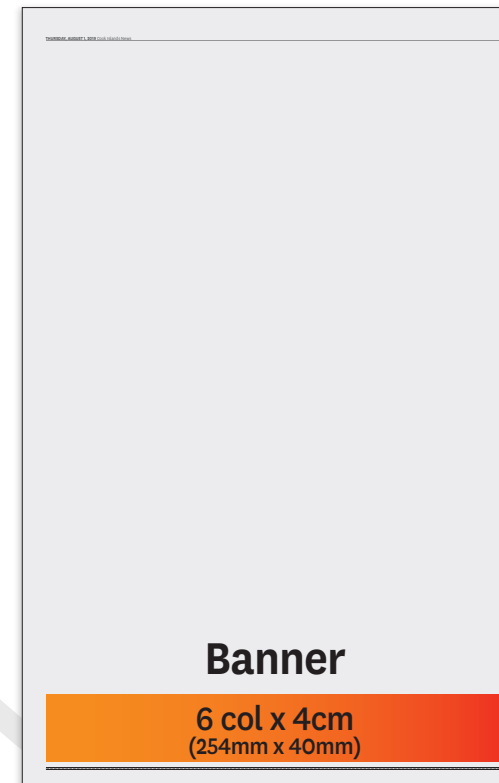
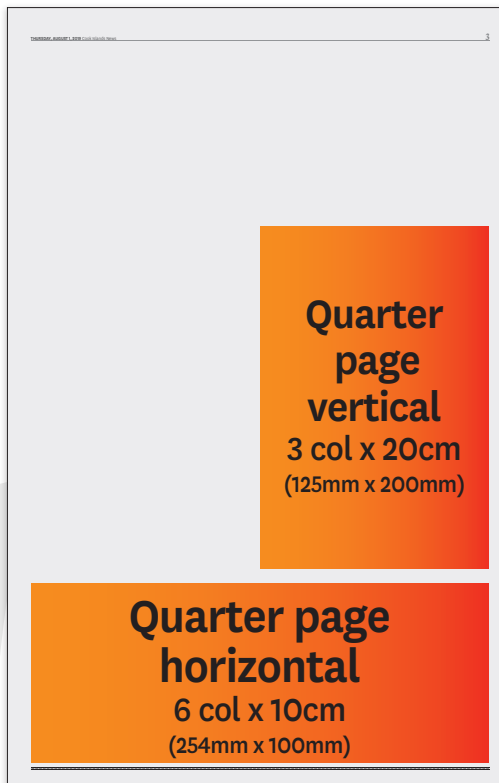
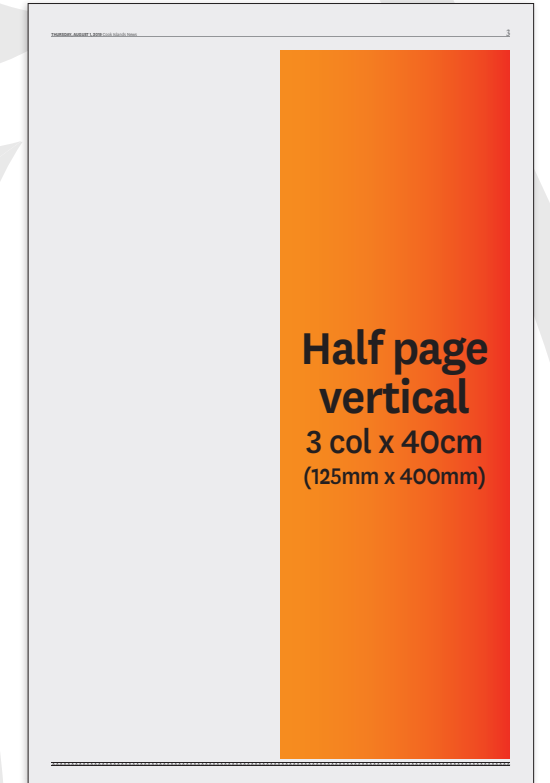
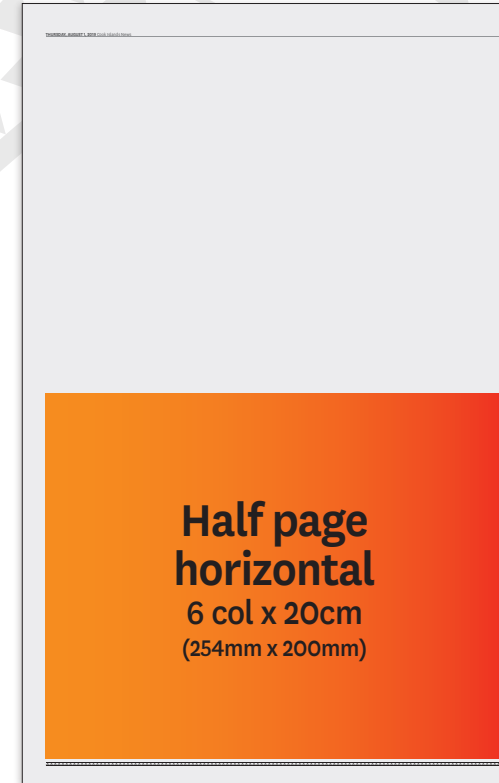
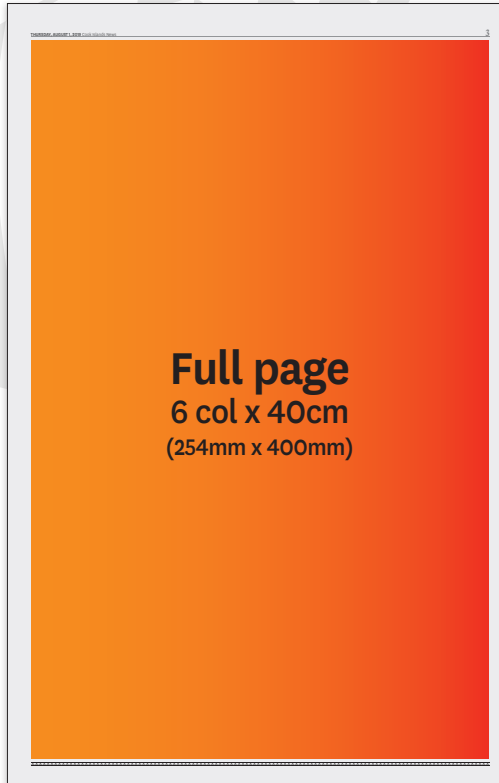
DEADLINE strictly 1pm day prior to publication

## SIZES - 6 COLS COL-WIDTH 39mm GUTTER 4mm

Double Page Spread	400mm	12col (534mm)	480 col-cm
Full Page	400mm	6col (254mm)	240 col-cm
½ Page Horizontal	200mm	6col (254mm)	120 col-cm
½ Page Vertical	400mm	3col (125mm)	120 col-cm
Pony	264.5mm	4col (168mm)	105 col-cm
¼ Page Horizontal	100mm	6col (254mm)	60 col-cm
¼ Page Vertical	200mm	3col (125mm)	60 col-cm
1/8 Page Horizontal	100mm	3col (125mm)	30 col-cm
1/8 Page Vertical	140mm	2col (82mm)	28 col-cm
Full Page Vertical Strip	400mm	2col (82mm)	80 col-cm
Other Sizes	140mm	4col (168mm)	56 col-cm
	100mm	2col (82mm)	20 col-cm
	100mm	1col (39mm)	10 col-cm

ALL RATES EXCLUDE VAT (15%)

# Ad sizes and specs



### Supplied material

- PDF files preferred (.pdf)
- All typefaces must be outlined i.e. converted to paths or fonts embedded.

- All colour advertisements must be B&W.
- We prefer where practical .pdf format for entire advertisements and .tif or .jpg format for pieces of artwork.

Please phone +682 22999 and check if you are not sure.