

# rate card

EFFECTIVE JANUARY 1, 2012

## EXPENDITURE LEVELS

	2x	4x	8x	12x	16x	20x	28x
	\$49,800	\$97,100	\$189,040	\$275,940	\$347,520	\$408,800	\$536,760

## NATIONAL RATES

	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$27,105	\$26,420	\$25,750	\$25,065	\$24,400	\$23,040	\$21,680	\$20,340
Full Page (incl. GST)	\$29,815	\$29,061	\$28,325	\$27,572	\$26,835	\$25,345	\$23,850	\$22,371
Double Page Spread	\$51,495	\$50,210	\$48,925	\$47,630	\$46,345	\$43,775	\$41,195	\$38,620
DPS (incl. GST)	\$56,644	\$55,228	\$53,818	\$52,396	\$50,979	\$48,153	\$45,314	\$42,482
Half Double Page Spread	\$37,450	\$36,525	\$35,580	\$34,645	\$33,710	\$31,830	\$29,965	\$28,100
Half DPS (incl. GST)	\$41,196	\$40,176	\$39,134	\$38,108	\$37,083	\$35,010	\$32,959	\$30,908
Third Double Page Spread	\$31,470	\$30,700	\$29,900	\$29,110	\$28,315	\$26,745	\$25,185	\$23,600
Third DPS (incl. GST)	\$34,613	\$33,746	\$32,885	\$32,019	\$31,146	\$29,418	\$27,702	\$25,957
Half Page	\$17,030	\$16,605	\$16,170	\$15,750	\$15,330	\$14,470	\$13,620	\$12,770
Half Page (incl. GST)	\$18,728	\$18,264	\$17,788	\$17,324	\$16,859	\$15,919	\$14,984	\$14,049
Third Page	\$14,300	\$13,950	\$13,390	\$13,230	\$12,880	\$12,155	\$11,450	\$10,735
Third Page (incl. GST)	\$15,732	\$15,341	\$14,729	\$14,553	\$14,168	\$13,369	\$12,593	\$11,806

## NEW SOUTH WALES RATES

	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$17,620	\$17,175	\$16,740	\$16,290	\$15,860	\$14,980	\$14,090	\$13,220
Full Page (incl. GST)	\$19,380	\$18,890	\$18,411	\$17,922	\$17,443	\$16,474	\$15,502	\$14,541
Double Page Spread	\$33,470	\$32,635	\$31,800	\$30,960	\$30,125	\$28,455	\$26,780	\$25,105
DPS (incl. GST)	\$36,819	\$35,898	\$34,981	\$34,057	\$33,137	\$31,299	\$29,454	\$27,613
Half Double Page Spread	\$24,345	\$23,740	\$23,130	\$22,520	\$22,910	\$20,690	\$19,480	\$18,265
Half DPS (incl. GST)	\$26,777	\$26,115	\$25,437	\$24,770	\$24,104	\$22,756	\$21,423	\$20,090
Half Page	\$11,070	\$10,795	\$10,510	\$10,240	\$9,965	\$9,410	\$8,855	\$8,300
Half Page (incl. GST)	\$12,174	\$11,872	\$11,562	\$11,260	\$10,958	\$10,347	\$9,740	\$9,132

## VICTORIA RATES

	Casual	2x	4x	8x	12x	16x	20x	28x
Full Page	\$10,840	\$10,570	\$10,300	\$10,030	\$9,760	\$9,220	\$8,670	\$8,140
Full Page (incl. GST)	\$11,926	\$11,625	\$11,330	\$11,029	\$10,734	\$10,138	\$9,540	\$8,948
Double Page Spread	\$20,600	\$20,085	\$19,570	\$19,050	\$18,540	\$17,510	\$16,480	\$15,450
DPS (incl. GST)	\$22,658	\$22,091	\$21,527	\$20,958	\$20,392	\$19,261	\$18,126	\$16,993
Half Double Page Spread	\$14,980	\$14,610	\$14,230	\$13,860	\$13,485	\$12,730	\$11,990	\$11,240
Half DPS (incl. GST)	\$16,478	\$16,070	\$15,654	\$15,243	\$14,833	\$14,004	\$13,184	\$12,363
Half Page	\$6,810	\$6,640	\$6,470	\$6,300	\$6,130	\$5,790	\$5,450	\$5,110
Half Page (incl. GST)	\$7,491	\$7,306	\$7,115	\$6,929	\$6,744	\$6,367	\$5,994	\$5,620

## PREMIUM POSITION

Inside Front Cover 1	10%
DPS prior Contents	5%
Half Page on Contents	10%
Half Page on Letters	10%
FHRH	15%
FH or RH	10%
Centrespread	10%
Consecutive FHRH per page	20%
Consecutive RH per page	10%
Inside Back Cover	10%
Outside Back Cover	30%
Specified Positioning	10%

Note: For detailed material specification information, please refer to the Adcentre website: [www.adcentre.com.au](http://www.adcentre.com.au) Details are in the 'specs and deadline' folder within Sunday Life. A 50% cancellation fee applies after cancellation deadline. Centre DPS and IFC will be pre-empted by creative production executions. Cancellation deadline Premium Positions (as listed) are 2 weeks prior to usual deadline.