

2010-2011 Advertising Module rates (Mono) Prices exclude GST Standard Sizes

Module Size	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Module 7	Module 8	Module 9	Module 10																								
1 Module Wide																																		
	T81 374 x 63.4mm M - F \$1,330.00 S \$1,439.44	T61 280 x 63.4mm M-F \$1,010.80 S \$1,093.97	T41 186 x 63.4mm M-F \$665.00 S \$719.72	T31 139 x 63.4mm M-F \$498.75 S \$539.79	T21 92 x 63.4mm M-F \$332.50 S \$359.86																													
	2 Module Wide																																	
		T82 374 x 128.8mm M-F \$2,660.00 S \$2,878.88	T42 186 x 128.8mm M-F \$1,330.00 S \$1,439.44	T32 139 x 128.8mm M-F \$1,010.80 S \$1,093.97	T22 92 x 128.8mm M-F \$665.00 S \$719.72	T63 280 x 194.2mm M-F \$2,992.50 S \$3,238.74																												
		3 Module Wide																																
T43 186 x 194.2mm M-F \$2,021.60 S \$2,187.95			T23 92 x 194.2mm M-F \$1,010.80 S \$1,093.97	T84 374 x 259.6mm M-F \$5,320.00 S \$5,757.76	T44 186 x 259.6mm M-F \$2,660.00 S \$2,878.88	T34 139 x 259.6mm M-F \$1,995.00 S \$2,159.16																												
4 Module Wide																																		
	T24 92 x 259.6mm M-F \$1,330.00 S \$1,439.44		T1H4 70 x 259.6mm M-F \$1,117.20 S \$1,209.13	T14 45 x 259.6mm M-F \$665.00 S \$719.72																														
	Annual Spend Discount. <table border="1"> <thead> <tr> <th>Annual Spend</th> <th>Discount</th> <th>Annual Spend</th> <th>Discount</th> </tr> </thead> <tbody> <tr> <td>\$5,000</td> <td>3%</td> <td>\$18,000</td> <td>3%</td> </tr> <tr> <td>\$25,000</td> <td>8%</td> <td>\$30,000</td> <td>8%</td> </tr> <tr> <td>\$50,000</td> <td>15%</td> <td>\$58,000</td> <td>15%</td> </tr> <tr> <td>\$75,000</td> <td>20%</td> <td>\$85,000</td> <td>20%</td> </tr> <tr> <td>\$100,000</td> <td>26%</td> <td>\$125,000</td> <td>26%</td> </tr> </tbody> </table>										Annual Spend	Discount	Annual Spend	Discount	\$5,000	3%	\$18,000	3%	\$25,000	8%	\$30,000	8%	\$50,000	15%	\$58,000	15%	\$75,000	20%	\$85,000	20%	\$100,000	26%	\$125,000	26%
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Rates effective from 1st July 2010 until June 2011. All advertising services are subject to Fairfax Terms and Conditions available at www.illawarramercury.com.au																																		

Display Booking/Copy Deadlines

	Booking Deadline	Typesetting Copy	Electronic Material
Monday	12 noon 2 working days	Mono - 5pm 2 working days prior Colour - 4 working days prior	5pm 2 working days prior
Tuesday	12 noon 2 working days	Mono - 5pm 2 working days prior Colour - 4 working days prior	5pm 2 working days prior
Wednesday	12 noon 2 working days	Mono - 5pm 2 working days prior Colour - 4 working days prior	5pm 2 working days prior
Thursday	12 noon 2 working days	Mono - 5pm 2 working days prior Colour - 4 working days prior	5pm 2 working days prior
Friday	12 noon 2 working days	Mono - 5pm 2 working days prior Colour - 4 working days prior	5pm 2 working days prior
Saturday	12 noon 2 working days	Mono - 5pm 2 working days prior Colour - 4 working days prior	5pm 2 working days prior
Special Features	all copy mono or colour		12 noon 5 working days

Please note: Where a space booking is cancelled after the booking deadline, a charge of 50% of the total cost will apply

Loading for Colour changes

Full Colour 25% up to half page
\$550 half page and above
Single colour \$250

Inserts

Please phone (02) 4221 2315

Loading for Special Position (subject to availability)

Page 3 35%
Page 5 30%
Page 7 25%
Page 9 20%
Other Nominated pages/position 20%
Back Page 50%

Advertisements will be billed at the rates shown, with position loadings and /or colour loadings added on. A GST of 10% will then be added to the total cost of the advertisements. All businesses registered for the GST can claim an input credit for the GST cost component of the advertisement. The GST cost component will be shown separately on your monthly invoice. Actual charging may vary slightly up or down from rates shown above, as a result of rounding a to comply with current legislation.

Electronic Transfer of advertising material

The Mercury accepts only PDF Format for complete advertisement or JPEG 200dpi for graphic components. Acceptable methods for ad delivery are:

- QuickCut Pre Press Network
- Websend
- Ad Online

To access the free Adonline service go to www.adonline.com.au

Username: illupload Password: material

We DO NOT except advertisements via email - for mechanical specifications on sending complete artwork.

Please refer to our website: www.illawarramercury.com.au. or Adcentre. www.adcentre.com.au

Mercury Special Features

Available Monday to Saturday, covering special events, company anniversaries, theme weeks, shopping area promotions, grand openings and product launches. Newspaper features are a great marketing medium. For more information on our product and specifications log on to our website at www.illawarramercury.com.au or contact your local Mercury representative.

Contact Us

Wollongong
Illawarra Newspapers Holdings Pty Ltd
ABN 95 000 075 025
21 Auburn Street
Wollongong NSW 2500
Email: info@illawarramercury.com.au
Website: www.illawarramercury.com.au
General Enquiries (02) 4221 2333
1300 304 355
Classifieds Enquiries 13 24 25
Classifieds Fax (02) 4221 2334
Display Enquiries (02) 4221 2608
Display Fax (02) 4221 2368
Editorial Enquiries (02) 4221 2206
Editorial Fax (02) 4221 2338
Features Enquiries (02) 4221 2314
Features Fax (02) 4221 2305

Sydney
Ad Sales Connect
Suite 4, 47a Penrose Street
Lane Cove NSW 2066
Phone (02) 9420 1777
Fax (02) 94201788
Melbourne
Cameron Media Sales Pty Ltd
G02, 12 Cato Street
Hawthorn VIC 3122
Phone (03) 9822 5188
Fax (03) 9822 6933
Adelaide
John Fairfax Group Pty Ltd
124 Franklin Street
Adelaide SA 5000
Phone (08) 8212 1212
Fax (08) 8212 1210

Brisbane
John Fairfax Group Pty Ltd
Level 1, 167 Eagle Street
Brisbane QLD 4000
Phone (07) 3308 1100
Fax (07) 3308 1129
Perth
Fairfax Media Perth
Ground Floor, 40 Kings Park Road
West Perth WA 6005
Phone (08) 9327 4802
Fax (08) 9481 4228
For more information on Advertising, newspaper sections, features and audience demographics go to www.adcentre.com.au, and follow the prompts to Regional Publications and select The Illawarra Mercury.