

2011-2012 Advertising Module rates (Mono) Prices exclude GST Standard Sizes

Module Size	Module Diagram	Module Code	Dimensions	M-F Rate	S Rate
1 Module Wide		T81	374 x 63.4mm	\$1,370.28	\$1,482.76
		T61	280 x 63.4mm	\$1,041.41	\$1,126.90
		T41	186 x 63.4mm	\$685.14	\$741.38
		T31	139 x 63.4mm	\$513.86	\$556.04
		T21	92 x 63.4mm	\$342.57	\$370.69
2 Module Wide		T82	374 x 128.8mm	\$2,740.56	\$2,965.52
		T42	186 x 128.8mm	\$1,370.28	\$1,482.76
		T32	139 x 128.8mm	\$685.14	\$1,126.90
		T22	92 x 128.8mm	\$685.14	\$741.38
		T63	280 x 194.2mm	\$3,083.13	\$3,336.21
3 Module Wide		T43	186 x 194.2mm	\$2,082.83	\$2,253.80
		T23	92 x 194.2mm	\$1,041.41	\$1,126.90
		T84	374 x 259.6mm	\$5,481.12	\$5,931.04
		T44	186 x 259.6mm	\$2,740.56	\$2,965.52
		T34	139 x 259.6mm	\$2,055.42	\$2,224.14
4 Module Wide		T24	92 x 259.6mm	\$1,370.28	\$1,482.76
		T1H4	70 x 259.6mm	\$1,151.04	\$1,245.52
		T14	45 x 259.6mm	\$685.14	\$741.38

Annual Spend Discount.

M-F	Discount	Sat	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%

Rates effective from 1st July 2011 until June 2012. 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

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Illawarra Newspapers Holdings Pty Ltd
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Wollongong NSW 2500
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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.