

## 2010 advertising rates

Please note these rates DO NOT include GST

SIZE	CASUAL	3x	6x	9x	12x	15x	18x	24x
Full Page	\$10,249	\$10,043	\$9,837	\$9,631	\$9,425	\$9,219	\$9,013	\$8,807
Double Page Spread	\$20,703	\$20,291	\$19,828	\$19,364	\$18,952	\$18,540	\$18,025	\$17,613
Half Page Spread	\$13,133	\$12,927	\$12,721	\$12,463	\$12,257	\$11,817	\$11,794	\$11,588
Half Page	\$6,129	\$6,026	\$5,923	\$5,820	\$5,717	\$5,614	\$5,511	\$5,408
Third Page	\$4,017	\$3,966	\$3,914	\$3,863	\$3,811	\$3,760	\$3,708	\$3,657
Quarter Page	\$3,039	\$2,987	\$2,936	\$2,884	\$2,833	\$2,781	\$2,730	\$2,678
Table Page Strip Ads	\$1545 per appearance							

## premium loads

POSITION	1IFC	2IFC	3IFC	1RHP	2RHP	3RHP	4RHP	5RHP	FHRP	RHP	FEAT	OBC
LOADS	40%	30%	20%	30%	25%	20%	15%	15%	15%	10%	10%	40%

- Rates effective until 31st December 2010

## 2010 deadlines

COVER DATE	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
February 2010	January 22	December 18	January 06
March 2010	February 19	January 15	February 03
April 2010	March 19	February 12	March 03
May 2010	April 23	March 19	April 07
June 2010	May 21	April 16	May 05
July 2010	June 18	May 14	June 02
August 2010	July 16	June 11	June 30
September 2010	August 20	July 16	August 04
October 2010	September 17	August 13	September 01
November 2010	October 22	September 17	October 06
December 2010	November 19	October 15	November 03
January 2011	December 17	November 12	December 01

Cancellation date is 6 weeks prior to on-sale date – 100% cancellation fee applies.

## production specifications

smartinvestor only accepts advertising material in digital format. Please refer to the specification website:  
[www.adcentre.com.au/afr-smart-investor.aspx](http://www.adcentre.com.au/afr-smart-investor.aspx)

## afrsmartinvestor.com.au

afrsmartinvestor.com.au is the online channel for the distribution of **smartinvestor** content.

The site's overriding aim is to help readers accumulate wealth at different stages of their lives. afrsmartinvestor.com.au is an indispensable tool for active Australian investors seeking information and analysis aimed at wealth creation and financial security.

For more information, please visit [www.adcentre.com.au](http://www.adcentre.com.au)

## online rates

TYPE	CPM (\$)		DIMENSIONS (Pixels DxW)
Leaderboard or Banner	170	187 (incl GST)	728x90 or 468x60
Medium Rectangle	185	203.50 (incl GST)	300x250

- Rates are subject to change
- Rates effective until 31st December 2010

*Rates based on standard advertisement types booked as run of Site.  
 Bookings & cancellations must be made verbally and confirmed in writing.  
 Cancellations must be made prior to cancellation deadline and confirmed in writing to avoid a 100% cancellation fee.  
 For details on how to send material please refer to [www.adcentre.com.au](http://www.adcentre.com.au)*

- Minimum campaign spend \$2,000 (\$2,200 incl GST)

## newsletter rates 2010

Newsletter	Newsletter frequency	Drop days	Email subscriptions	Sponsorship* period	Rate	
afrsmartinvestor.com.au	Monthly	Varies	27,799	Monthly	\$3,000	\$3,300 (incl GST)

- Rates effective until 31st December 2010

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 Cancellations must be made prior to cancellation deadline and confirmed in writing to avoid a 100% cancellation fee.  
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\*Sponsorship consists of 1 x medium rectangle (300x250 pixels).

