

2010 RATES

	CASUAL	3X	6X	9X	12X	15X	18X	24X
FULL PAGE	\$6,195	\$6,090	\$5,985	\$5,880	\$5,775	\$5,670	\$5,565	\$5,460
FULL PAGE (INC GST)	\$6,815	\$6,699	\$6,584	\$6,468	\$6,353	\$6,237	\$6,122	\$6,006
DOUBLE PAGE SPREAD	\$12,390	\$12,100	\$11,970	\$11,760	\$11,550	\$11,340	\$11,130	\$10,920
DOUBLE PAGE SPREAD (INC GST)	\$13,629	\$13,310	\$13,167	\$12,936	\$12,705	\$12,474	\$12,243	\$12,012
HALF PAGE	\$3,717	\$3,654	\$3,591	\$3,528	\$3,465	\$3,402	\$3,339	\$3,276
HALF PAGE (INC GST)	\$4,089	\$4,019	\$3,950	\$3,881	\$3,812	\$3,742	\$3,673	\$3,604
JUNIOR PAGE	\$4,337	\$4,263	\$4,190	\$4,116	\$4,043	\$3,969	\$3,896	\$3,822
JUNIOR PAGE (INC GST)	\$4,771	\$4,689	\$4,609	\$4,528	\$4,447	\$4,366	\$4,286	\$4,204
THIRD PAGE	\$2,478	\$2,436	\$2,394	\$2,352	\$2,310	\$2,268	\$2,226	\$2,184
THIRD PAGE (INC GST)	\$2,726	\$2,680	\$2,633	\$2,587	\$2,541	\$2,495	\$2,449	\$2,402
QUARTER PAGE	\$2,324	\$2,284	\$2,245	\$2,205	\$2,166	\$2,126	\$2,087	\$2,048
QUARTER PAGE (INC GST)	\$2,556	\$2,512	\$2,470	\$2,426	\$2,383	\$2,339	\$2,296	\$2,253

PREFERRED POSITIONS LOADINGS

POSITION	% LOAD	POSITION	% LOAD
First IFC	30%	First LHP	15%
2nd, 3rd & 4th DPS (prior to contents)	25%	First half	10%
1st or 2nd DPS (after contents)	20%	RHP	10%
Opposite editor	25%	IBC	10%
1st, 2nd and 3rd RHP	25%	OBC	30%
4th, 5th and 6th RHP	20%	Consecutive pages	20%
Centre spread	15%	Facing pages	15%
First half RHP	15%	Other specified positions	15%

LOOSE INSERTS

Inserts up to 12 pages: \$649 per thousand (\$4,125 minimum cost, no split runs)
 CD onserts and Bound Inserts: Price on application

MECHANICAL SPECIFICATIONS

Please refer to www.adcentre.com.au/asset.aspx

Rates effective until 31st December 2010
 Please note: Rates are subject to change without notice

Booking Deadline: 5 weeks prior to on-sale date.
Cancellation Deadline for general positions is 6 weeks prior to on-sale date.
Cancellation Deadline for premium positions is 8 weeks prior to on-sale date.
Cancellation Deadline for creative options is 12 weeks prior to on-sale date.
Material Deadline: 4 weeks prior to on-sale date.