



2010 RATES

RATES effective from Jan 1, 2010 – Dec 31, 2010

Number of appearances	casual	3x	6x	9x	12x	15x	18x	21x	24x
DPS	\$28,550	\$28,100	\$27,750	\$27,300	\$26,900	\$26,500	\$26,150	\$25,750	\$25,400
DPS incl GST	\$31,405	\$30,910	\$30,525	\$30,030	\$29,590	\$29,150	\$28,765	\$28,325	\$27,940
Full Page	\$15,050	\$14,850	\$14,700	\$14,400	\$14,150	\$13,900	\$13,750	\$13,550	\$13,300
Full Page incl GST	\$16,555	\$16,335	\$16,170	\$15,840	\$15,565	\$15,290	\$15,125	\$14,905	\$14,630
1/2 Page	\$9,250	\$9,150	\$9,050	\$8,850	\$8,700	\$8,550	\$8,400	\$8,300	\$8,150
1/2 Page incl GST	\$10,175	\$10,065	\$9,955	\$9,735	\$9,570	\$9,405	\$9,240	\$9,130	\$8,965
1/3 Page	\$7,900	\$7,800	\$7,650	\$7,500	\$7,400	\$7,300	\$7,200	\$7,050	\$6,950
1/3 Page incl GST	\$8,690	\$8,580	\$8,415	\$8,250	\$8,140	\$8,030	\$7,920	\$7,755	\$7,645

POSITION LOADS

1st IFC Spread	40%	On Contents	30%
2nd IFC Spread	35%	Opposite Contents	40%
3rd, 4th, 5th IFC Spread	30%	Opposite Contents 2	30%
1st RHP	40%	1st DPS After Contents	25%
2nd RHP	35%	2nd DPS After Contents	20%
3rd, 4th, 5th RHP	25%	RHP	15%
6th, 7th, 8th, 9th RHP	25%	Centre Spread	30%
1st LHP	30%	Inside Back Cover	20%
2nd, 3rd LHP	20%	Outside Back Cover	50%
Gatefolds	40%	Other Guaranteed Positioning	15%

Abbreviations

RHP: Right Hand Page, LHP: Left Hand Page, IFC: Inside Front Cover, DPS: Double Page Spread

PRODUCTION SPECIFICATIONS

AFR BOSS only accepts advertising material in digital format.

Please refer to the AFR BOSS adcentre: <http://www.adcentre.com.au/afr-boss.aspx>

or Phone: (02) 9282 3322 or email: adprodunit@fairfaxmedia.com.au

INSERT RATES & QUANTITIES

Friday	1-12 pages	inc GST	Quantities
National	\$27,550	\$30,305	143,000
NSW/Canberra	\$11,590	\$12,749	61,000
VIC/TAS	\$7,220	\$7,942	37,000
Queensland	\$3,458	\$3,804	19,350
SA	\$1,235	\$1,359	6,000
WA	\$1,938	\$2,132	10,150
NZ	\$760	\$836	5,300