

2010 RATES

	CASUAL	3X	6X	9X	11X
DOUBLE PAGE SPREAD	\$16,200	\$15,000	\$14,600	\$14,200	\$13,800
DOUBLE PAGE SPREAD (INCL GST)	\$17,820	\$16,500	\$16,060	\$15,620	\$15,180
HALF PAGE SPREAD	\$10,500	\$9,800	\$9,600	\$9,400	\$9,200
HALF PAGE SPREAD (INCL GST)	\$11,550	\$10,780	\$10,560	\$10,340	\$10,120
FULL PAGE	\$8,500	\$7,900	\$7,700	\$7,500	\$7,300
FULL PAGE (INCL GST)	\$9,350	\$8,690	\$8,470	\$8,250	\$8,030
1/2 PAGE	\$5,450	\$5,050	\$4,900	\$4,750	\$4,600
1/2 PAGE (INCL GST)	\$5,995	\$5,555	\$5,390	\$5,225	\$5,060
1/3 PAGE	\$4,500	\$4,200	\$4,100	\$4,000	\$3,900
1/3 PAGE (INCL GST)	\$4,950	\$4,620	\$4,510	\$4,400	\$4,290
1/4 PAGE HORIZONTAL	\$3,800	\$3,550	\$3,450	\$3,350	\$3,250
1/4 PAGE HORIZONTAL (INCL GST)	\$4,180	\$3,905	\$3,795	\$3,685	\$3,575

Flagship issues carry a 20% loading.

PREMIUM POSITIONS

	CASUAL	3X	6X	9X	11X
INSIDE FRONT COVER (DPS ONLY)	\$21,000	\$19,500	\$19,000	\$18,500	\$18,000
INSIDE FRONT COVER (DPS ONLY) (INCL GST)	\$23,100	\$21,450	\$20,900	\$20,350	\$19,800
2ND INSIDE FRONT COVER (DPS ONLY)	\$20,250	\$18,750	\$18,250	\$17,750	\$17,250
2ND INSIDE FRONT COVER (DPS ONLY) (INCL GST)	\$22,275	\$20,625	\$20,075	\$19,525	\$18,975
1ST RHP OPPOSITE INDEX/CONTENTS	\$10,500	\$9,750	\$9,500	\$9,250	\$9,000
1ST RHP OPPOSITE INDEX/CONTENTS (INCL GST)	\$11,550	\$10,725	\$10,450	\$10,175	\$9,900
2ND RHP OPPOSITE EDITORIAL COLUMN	\$10,250	\$9,500	\$9,250	\$9,000	\$8,750
2ND RHP OPPOSITE EDITORIAL COLUMN (INCL GST)	\$11,275	\$10,450	\$10,175	\$9,900	\$9,625
INSIDE BACK COVER	\$9,500	\$8,750	\$8,500	\$8,250	\$8,000
INSIDE BACK COVER (INCL GST)	\$10,450	\$9,625	\$9,350	\$9,075	\$8,800
OUTSIDE BACK COVER	\$11,000	\$10,250	\$10,000	\$9,750	\$9,500
OUTSIDE BACK COVER (INCL GST)	\$12,100	\$11,275	\$11,000	\$10,725	\$10,450
LOOSE INSERT PRICING (115GSM, PER '000)	2pp = \$650, 4pp = \$750, 8pp = \$850, 8pp+ = \$POA				

Consecutive pages and other specified positions 20% loading

Rates effective until 31st December 2010

Please note: Rates are subject to change without notice

Audited circulation: 10,440 (CAB September 2009)

Material Specifications: <http://www.adcentre.com.au/mis.aspx>

CREATIVE OPTIONS

COVER GATEFOLD - IFC 4PP	\$40,000
REVERSE COVER GATEFOLD	\$45,000
BELLY BAND INTO CENTRE DPS	\$35,000
COVER WARP INC. OBC	\$40,000
CREATIVE OPTIONS – OTHER	\$POA
FEATURE SPONSORSHIP (EXCLUSIVE ADVERTISER)	
1 X FPC + 3 X 22MM STRIPS	\$16,000
2 X FPC + 3 X 22MM STRIPS	\$24,000

LOOSE INSERTS

2 PAGES	\$650
2 PAGES (INCL GST)	\$715
4 PAGES	\$700
4 PAGES (INCL GST)	\$770
8 PAGES	\$750
8 PAGES (INCL GST)	\$825
8 PAGES PLUS	on request

Cost per thousand

Bound inserts on application

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