

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

Module Type	Module ID	Dimensions (mm)	Cost	
1 Module Wide	T81	374 x 63.4mm	\$763.80	
	T61	280 x 63.4mm	\$580.49	
	T41	186 x 63.4mm	\$381.90	
	T31	139 x 63.4mm	\$286.43	
	T21	92 x 63.4mm	\$190.95	
2 Module Wide	T82	374 x 128.8mm	\$1,527.60	
	T42	186 x 128.8mm	\$763.80	
	T32	139 x 128.8mm	\$580.49	
	T22	92 x 128.8mm	\$381.90	
	T63	280 x 194.2mm	\$1,718.55	
3 Module Wide	T43	186 x 194.2mm	\$1,160.98	
	T23	92 x 194.2mm	\$580.49	
	4 Module Wide	T84	374 x 259.6mm	\$3,055.20
		T44	186 x 259.6mm	\$1,527.60
		T34	139 x 259.6mm	\$1,145.70
T24		92 x 259.6mm	\$763.80	
T1H4		70 x 259.6mm	\$641.59	
T14	45 x 259.6mm	\$381.90		

### Annual Spend Discount.

\$5,408	3%
\$10,136	5%
\$24,218	9%
\$46,185	14%
\$66,476	17%

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](http://www.illawarramercury.com.au)

## Display Booking/Copy Deadlines

Bookings - cancellations	10am Friday prior to publication
Electronic transfer of ads	4pm Friday prior to publication
<b>Hard copy and artwork</b>	
Colour	10am Thursday prior to publication
Mono	5pm Friday prior to publication
Please note: Where a space booking is cancelled after the noon Friday, 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 up to comply with current legislation.

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### Electronic Transfer of advertising material

The Advertiser 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](http://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](http://www.illawarramercury.com.au). or Adcentre. [www.adcentre.com.au](http://www.adcentre.com.au)

### Mercury Special Features

Available every week, 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](http://www.illawarramercury.com.au) or contact your local Advertiser representative.

### Contact Us

Wollongong  
 Illawarra Newspapers Holdings Pty Ltd  
 ABN 95 000 075 025  
 21 Auburn Street  
 Wollongong NSW 2500  
 Email: [info@illawarramercury.com.au](mailto:info@illawarramercury.com.au)  
 Website: [www.illawarramercury.com.au](http://www.illawarramercury.com.au)  
 General Enquiries (02) 4221 2333  
 1300 304 355  
 Classifieds Enquiries 13 24 25  
 Classifieds Fax (02) 4221 2334  
 Display Enquiries (02) 4221 2608  
 Display Fax (02) 4221 2368  
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 Hawthorn VIC 3122  
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For more information on Advertising, newspaper sections, features and audience demographics go to [www.adcentre.com.au](http://www.adcentre.com.au), and follow the prompts to Regional Publications and select The Illawarra Mercury.