

## Advertising formats and rates (exclusive of GST) 2011

Circulation Qty – 3000

	A3	1/2 A3	A4 Pony	100mm strip horiz or 2 col x 370 vert	2 column x 240 vert
Casual	\$3960	\$2730	\$2530	\$2100	\$1710
\$20K	\$3540	\$2485	\$2280	\$1945	\$1630
\$60K	\$3415	\$2380	\$2215	\$1860	\$1550
\$100K	\$3345	\$2310	\$2120	\$1805	\$1480
\$150K	\$3230	\$2280	\$2030	\$1745	\$1415
\$200K	\$3140	\$2175	\$1980	\$1680	\$1320
\$250K	\$2985	\$2070	\$1895	\$1630	\$1250

\$200 loading on above rates for specific page placement

### Prescribing Information Supplement (non commission bearing)

1/3 page (vertical)	(55mm x 250mm deep)	\$220
1/2 page (vertical)	(86mm x 250mm deep)	\$265
A4	(176mm x 250mm deep)	\$495

### Inserts (a sample or mock-up must be supplied before rates are confirmed)

Loose insert	DL card or A4 page/s (up to 8 pages)	\$2315
	Over 8 pages	By negotiation
Glued onsert – specific page		\$3075
Bound insert	Maximum stock weight 150gsm	By negotiation
Cover flap/wrap		\$3800
False cover		By negotiation

### Other options

**Professional classifieds** (non commission bearing) \$27–\$29 + GST per column centimetre

**Online professional classifieds** – placed only in conjunction with newspaper advertising, adding an additional 20 per cent over and above the cost of that advertisement

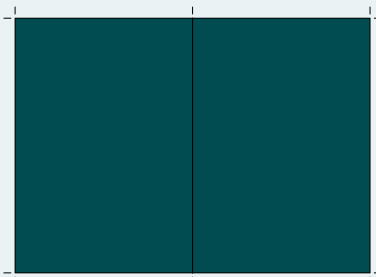
**Material** – files to be supplied as high resolution (300dpi), CMYK PDF. Including crop marks and 3mm bleed. Signed off proof or colour laser print to be sent.

**Publishing Schedule 2011**

Publishing dates	Booking deadline	Material deadline
26 January	10 December	12 January
9 February	21 January	26 January
23 February	4 February	9 February
9 March	18 February	23 February
23 March	4 March	9 March
6 April	18 March	23 March
20 April	1 April	6 April
4 May	15 April	20 April
18 May	29 April	4 May
1 June	13 May	18 May
15 June	27 May	1 June
29 June	10 June	15 June
13 July	24 June	29 June
27 July	8 July	13 July
10 August	22 July	27 July
24 August	5 August	10 August
7 September	19 August	24 August
21 September	2 September	7 September
5 October	16 September	21 September
19 October	30 September	5 October
2 November	14 October	19 October
16 November	28 October	2 November
30 November	11 November	16 November
14 December	25 November	30 November

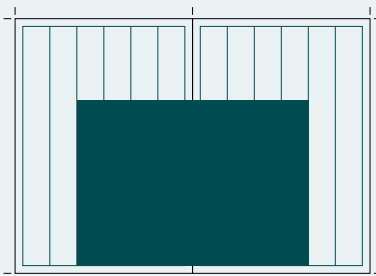
**Material**

Files to be supplied as high resolution (300dpi), CMYK PDF. Including crop marks and 3mm bleed. Signed off proof or colour laser print to be sent.



**Double A3 spread**

Trim 594 x 420mm deep  
Copy 563 x 390mm deep  
Bleed 600 x 426mm deep

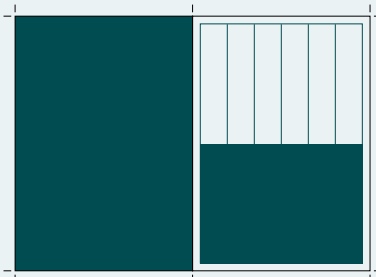


**Double A4 spread**

Trim 383 x 240mm deep  
Copy 377 x 234mm deep  
Bleed 389 x 246mm deep

**A3**

Trim 297 x 420mm deep  
Copy 266 x 390mm deep  
Bleed 303 x 426mm deep

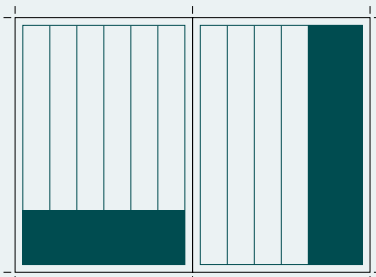


**1/2 A3**

Trim 266 x 200mm deep  
Copy 260 x 194mm deep  
Bleed 272 x 206mm deep

**Strip (horizontal)**

Trim 266 x 100mm deep  
Copy 260 x 94mm deep  
Bleed 272 x 106mm deep

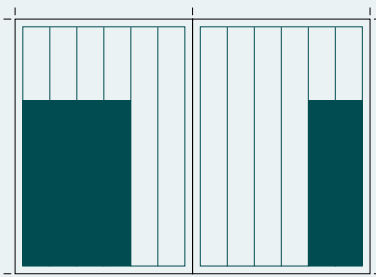


**Strip (vertical)**

Trim 86 x 370mm deep  
Copy 80 x 364mm deep  
Bleed 92 x 376mm deep

**A4 pony**

Trim 176 x 240mm deep  
Copy 170 x 234mm deep  
Bleed 182 x 246mm deep



**2 column**

Trim 86 x 240mm deep  
Copy 80 x 234mm deep  
Bleed 92 x 246mm deep