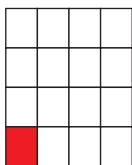
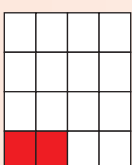
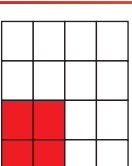
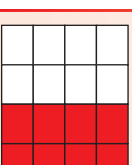
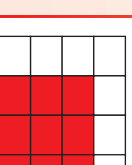
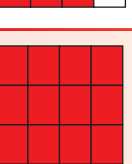
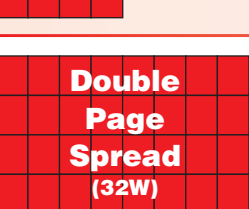


## Advertising Sizes & Rates 2010/2011

| Size   | Measurements             | Mono       | Spot       | Full       |
|--|--------------------------|------------|------------|------------|
|  <b>1/16<sup>th</sup> Page (1M)</b> | 92mm tall<br>63mm wide   | \$154.00   | \$165.00   | \$181.50   |
|  <b>1/8<sup>th</sup> Page (2W)</b>  | 92mm tall<br>129mm wide  | \$308.00   | \$319.00   | \$335.50   |
|  <b>1/4 Page (4S)</b>              | 188mm tall<br>129mm wide | \$616.00   | \$638.00   | \$671.00   |
|  <b>1/2 Page (8W)</b>             | 188mm tall<br>262mm wide | \$1,232.00 | \$1,267.20 | \$1,320.00 |
|  <b>Junior Full Page (9S)</b>     | 284mm tall<br>196mm wide | \$1,386.00 | \$1,425.60 | \$1,485.00 |
|  <b>Full Page (16W)</b>           | 380mm tall<br>262mm wide | \$2,376.00 | \$2,516.80 | \$2,596.00 |
|  <b>Double Page Spread (32W)</b>  | 380mm tall<br>544mm wide | \$4,928.00 | \$5,033.60 | \$5,192.00 |

Please note that the rates illustrated are based on a casual rate and are adjusted according to term of advertising frequency and yearly spend.

The publisher can not guarantee preferred positions due to varying pagination and colour demands of each issue.

### Loading for Preferred Positions

Front Page strip +100% Pages 2, 3, 5 +50% Pages 7, 9,11,13,15,17 +25% Pages 4, 6, 8,10 +15% Back Page +50% Any other page +15%

\*The publisher can not guarantee preferred positions due to varying pagination and colour demands of each issue.