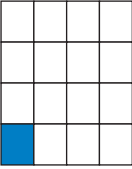
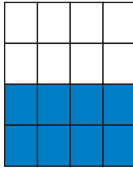
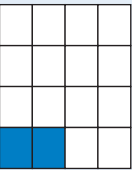
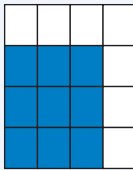
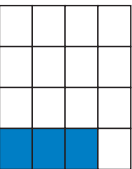
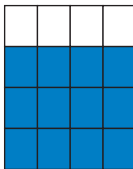
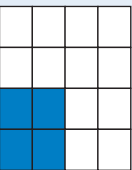
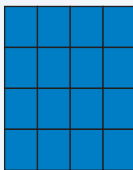
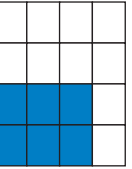
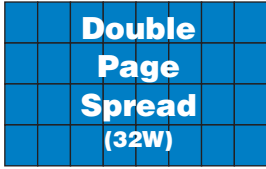


## Advertising Sizes & Rates 2010/2011

Size	Measurements	Size	Measurements
 <b>1M</b> 1/16 <sup>th</sup> Page	92mm tall 63mm wide	 <b>8W</b> (1/2 Page)	188mm tall 262mm wide
<b>Full Colour</b>	\$1,540.00	<b>Full Colour</b>	\$12,320.00
 <b>2W</b> 1/8 <sup>th</sup> Page	92mm tall 129mm wide	 <b>9S</b> Junior Full Page	284mm tall 196mm wide
<b>Full Colour</b>	\$3,080.00	<b>Full Colour</b>	\$13,860.00
 <b>3W</b>	92mm tall 196mm wide	 <b>12W</b> 3/4 Page	284mm tall 262mm wide
<b>Full Colour</b>	\$4,620.00	<b>Full Colour</b>	\$18,480.00
 <b>4S</b> 1/4 Page	188mm tall 129mm wide	 <b>16W</b> Full Page	380mm tall 262mm wide
<b>Full Colour</b>	\$6,160.00	<b>Full Colour</b>	\$24,640.00
 <b>6W</b>	188mm tall 196mm wide	 <b>Double Page Spread</b> (32W)	380mm tall 544mm wide
<b>Full Colour</b>	\$9,240.00	<b>Full Colour</b>	\$49,280.00

### Preferred Positions

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

### Advertising Rates

Yearly Expenditure	Rates per module incl GST	Yearly Expenditure	Rates per module incl GST
Casual	\$1,540.00	\$117,500	\$1,276.00
\$23,500	\$1,465.75	\$141,000	\$1,223.75
\$47,000	\$1,421.75	\$164,500	\$1,155.00
\$70,500	\$1,375.00	\$187,500	\$1,072.50
\$94,000	\$1,336.50		

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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.