



The Sydney Morning Herald | THE AGE

Rate card – Effective from July 1, 2008

| Expenditure | | \$148,820 | \$293,200 | \$430,980 | 563,122 | \$689,894 | \$925,260 | \$1,139,400 |
|--|---------------|-----------|-----------|--|------------|------------|------------|-------------|
| National Rates | Casual | 4x | 8x | 12x | 16x | 20x | 28x | 36x |
| Full Page | 38,155 | 37,205 | 36,650 | 35,915 | 35,195 | 34,495 | 33,045 | 31,650 |
| Full Page (incl. GST) | 41,971 | 40,926 | 40,315 | 39,507 | 38,715 | 37,944 | 36,350 | 34,815 |
| Double Page Spread | 70,160 | 68,400 | 67,385 | 66,035 | 64,715 | 63,415 | 60,755 | 58,205 |
| Double Page Spread (incl. GST) | 77,176 | 75,240 | 74,124 | 72,639 | 71,186 | 69,757 | 66,830 | 64,026 |
| Half DPS | 52,730 | 51,395 | 50,645 | 49,625 | 48,650 | 47,680 | 45,660 | 43,735 |
| Half DPS (incl. GST) | 58,003 | 56,535 | 55,710 | 54,588 | 53,515 | 52,448 | 50,226 | 48,109 |
| Half Page | 23,970 | 23,360 | 23,020 | 22,560 | 22,115 | 21,670 | 20,755 | 19,880 |
| Half Page (incl. GST) | 26,367 | 25,696 | 25,322 | 24,816 | 24,327 | 23,837 | 22,830 | 21,868 |
| Third Page | 20,140 | 19,635 | 19,355 | 18,955 | 18,570 | 18,200 | 17,440 | 16,710 |
| Third Page (incl. GST) | 22,154 | 21,599 | 21,269 | 20,851 | 20,427 | 20,020 | 19,184 | 18,381 |
| Junior Page | 28,850 | 28,125 | 27,710 | 27,150 | 26,610 | 26,080 | 24,985 | 23,935 |
| Junior Page (incl. GST) | 31,735 | 30,938 | 30,481 | 29,865 | 29,271 | 28,688 | 27,484 | 26,329 |
| Quarter Page | 16,490 | 16,080 | 15,840 | 15,520 | 15,215 | 14,905 | 14,280 | 13,680 |
| Quarter Page (incl. GST) | 18,139 | 17,688 | 17,424 | 17,072 | 16,737 | 16,396 | 15,708 | 15,048 |
| New South Wales Rates | Casual | 4x | 8x | 12x | 16x | 20x | 28x | 36x |
| Full Page | 21,390 | 20,850 | 20,540 | 20,125 | 19,725 | 19,335 | 18,520 | 17,740 |
| Full Page (incl. GST) | 23,529 | 22,935 | 22,594 | 22,138 | 21,697 | 21,269 | 20,372 | 19,514 |
| Double Page Spread | 39,325 | 38,340 | 37,750 | 37,010 | 36,270 | 35,545 | 34,045 | 32,620 |
| Double Page Spread (incl. GST) | 43,258 | 42,174 | 41,524 | 40,711 | 39,897 | 39,100 | 37,450 | 35,882 |
| Half Page DPS | 29,550 | 28,810 | 28,370 | 27,805 | 27,260 | 26,715 | 25,595 | 24,520 |
| Half Page DPS (incl. GST) | 32,505 | 31,691 | 31,207 | 30,586 | 29,986 | 29,387 | 28,155 | 26,972 |
| Half Page | 13,430 | 13,100 | 12,900 | 12,640 | 12,390 | 12,145 | 11,635 | 11,145 |
| Half Page (incl. GST) | 14,773 | 14,410 | 14,190 | 13,904 | 13,629 | 13,360 | 12,799 | 12,259 |
| Victoria Rates | Casual | 4x | 8x | 12x | 16x | 20x | 28x | 36x |
| Full Page | 17,250 | 16,820 | 16,570 | 16,235 | 15,910 | 15,595 | 14,935 | 14,315 |
| Full Page (incl. GST) | 18,975 | 18,502 | 18,227 | 17,859 | 17,501 | 17,155 | 16,429 | 15,747 |
| Double Page Spread | 31,719 | 30,926 | 30,467 | 29,855 | 29,252 | 28,675 | 27,470 | 26,317 |
| Double Page Spread (incl. GST) | 34,891 | 34,018 | 33,514 | 32,840 | 32,177 | 31,543 | 30,217 | 28,948 |
| Half Page DPS | 23,838 | 23,249 | 22,898 | 22,433 | 21,980 | 21,550 | 20,643 | 19,782 |
| Half Page DPS (incl. GST) | 26,222 | 25,574 | 25,188 | 24,677 | 24,178 | 23,705 | 22,708 | 21,760 |
| Half Page | 10,836 | 10,568 | 10,408 | 10,197 | 9,991 | 9,795 | 9,383 | 8,992 |
| Half Page (incl. GST) | 11,919 | 11,625 | 11,449 | 11,217 | 10,990 | 10,775 | 10,322 | 9,891 |
| Premium Position Loadings | | | | | | | | |
| Inside Front Cover 1 | | 25% | | FH or RH | | | | 10% |
| Inside Front Cover 2 | | 20% | | RHP within Feature Story | | | | 10% |
| Inside Front Cover 3 | | 15% | | Consecutive FHRH per page | | | | 25% |
| Inside Front Cover 4 | | 10% | | Consecutive RHP per page | | | | 15% |
| Third Page on Contents | | 15% | | 1/2 pg spread Feature Story per page | | | | 10% |
| Half Page on Your Turn | | 15% | | 1/2 pg spread FH per page | | | | 20% |
| Half Page on Upfront 2 - FYI/Art/Quiz | | 15% | | Centrespread | | | | 20% |
| Half Page on Upfront 3 - Things To Do (Horizontal) | | 15% | | Opposite GW Living | | | | 10% |
| Opposite Upfront 1 | | 20% | | Food & Wine/Fashion/Property/DIY Home | | | | 10% |
| Opposite Upfront 2 - FYI/Art/Quiz | | 15% | | Inside Back Cover/Opp Modern Guru/Sudoku | | | | 10% |
| Opposite Upfront 3 - Things To Do | | 15% | | Outside Back Cover | | | | 40% |
| Opposite Two of Us | | 20% | | 52 Weekends Away Issue | | | | 10% |
| Opposite The Moment | | 15% | | Specified Positioning | | | | 10% |
| FHRH | | 15% | | | | | | |

State only broken space smaller than a half page is subject to availability.
 Cancellations made after deadline will be charged 100% of the insertion cost.
 Centrespread, OBC and Inside Cover DPS executions will be pre-empted by a creative execution.