

2010 RATES

| | CASUAL | 3X | 6X | 9X | 12X |
|--------------------------------------|----------|----------|----------|----------|----------|
| DOUBLE PAGE SPREAD | \$14,050 | \$13,000 | \$12,600 | \$12,200 | \$11,800 |
| DOUBLE PAGE SPREAD (INC GST) | \$15,455 | \$14,300 | \$13,860 | \$13,420 | \$12,980 |
| HALF PAGE SPREAD | \$8,850 | \$8,250 | \$8,050 | \$7,850 | \$7,650 |
| HALF PAGE SPREAD (INC GST) | \$9,735 | \$9,075 | \$8,855 | \$8,635 | \$8,415 |
| FULL PAGE | \$7,300 | \$6,750 | \$6,550 | \$6,350 | \$6,150 |
| FULL PAGE (INC GST) | \$8,030 | \$7,425 | \$7,205 | \$6,985 | \$6,765 |
| 1/2 PAGE | \$4,460 | \$4,150 | \$4,050 | \$3,950 | \$3,850 |
| 1/2 PAGE (INC GST) | \$4,906 | \$4,565 | \$4,455 | \$4,345 | \$4,235 |
| 1/3 PAGE | \$3,950 | \$3,650 | \$3,550 | \$3,450 | \$3,350 |
| 1/3 PAGE (INC GST) | \$4,345 | \$4,015 | \$3,905 | \$3,795 | \$3,685 |
| 1/4 PAGE HORIZONTAL | \$3,100 | \$2,850 | \$2,750 | \$2,650 | \$2,550 |
| 1/4 PAGE HORIZONTAL (INC GST) | \$3,410 | \$3,135 | \$3,025 | \$2,915 | \$2,805 |

Flagship issues carry a 20% loading.

PREFERRED POSITIONS LOADINGS

| | CASUAL | 3X | 6X | 9X | 12X |
|--|----------|----------|----------|----------|----------|
| INSIDE FRONT COVER (DPS ONLY) | \$18,500 | \$17,000 | \$16,500 | \$16,000 | \$15,500 |
| INSIDE FRONT COVER (DPS ONLY) (INC GST) | \$20,350 | \$18,700 | \$18,150 | \$17,600 | \$17,050 |
| 2ND INSIDE FRONT COVER (DPS ONLY) | \$16,800 | \$15,500 | \$15,000 | \$14,500 | \$14,000 |
| 2ND INSIDE FRONT COVER (DPS ONLY) (INC GST) | \$18,480 | \$17,050 | \$16,500 | \$15,950 | \$15,400 |
| 1ST RHP OPPOSITE INDEX/CONTENTS | \$8,750 | \$8,150 | \$7,950 | \$7,750 | \$7,500 |
| 1ST RHP OPPOSITE INDEX/CONTENTS (INC GST) | \$9,625 | \$8,965 | \$8,745 | \$8,525 | \$8,250 |
| 2ND RHP OPPOSITE EDITORIAL COLUMN | \$8,500 | \$7,900 | \$7,700 | \$7,500 | \$7,300 |
| 2ND RHP OPPOSITE EDITORIAL COLUMN (INC GST) | \$9,350 | \$8,690 | \$8,470 | \$8,250 | \$8,030 |
| INSIDE BACK COVER | \$8,350 | \$7,750 | \$7,500 | \$7,250 | \$7,000 |
| INSIDE BACK COVER (INC GST) | \$9,185 | \$8,525 | \$8,250 | \$7,975 | \$7,700 |
| OUTSIDE BACK COVER | \$9,500 | \$8,850 | \$8,650 | \$8,450 | \$8,250 |
| OUTSIDE BACK COVER (INC GST) | \$10,450 | \$9,735 | \$9,515 | \$9,295 | \$9,075 |

Consecutive pages and other specified positions 20% loading

Rates effective until 31st December 2010

Please note: Rates are subject to change without notice

Material Specifications: <http://www.adcentre.com.au/cfo.aspx>

CREATIVE OPTIONS

| | CASUAL | | CASUAL |
|--|----------|--|----------|
| IFC 4 PAGE | \$32,000 | 8 PAGE BUTTERFLY GATEFOLD - INC 4 AD PAGES AND 4 STRIPS | \$50,000 |
| IFC 4 PAGE (INC GST) | \$35,200 | 8 PAGE BUTTERFLY GATEFOLD - INC 4 AD PAGES AND 4 STRIPS (INC GST) | \$55,000 |
| IFC 3 PAGE (REQUIRES ED APPROVAL) | \$28,000 | 1 X FPC AND 3X STRIPS | \$15,000 |
| IFC 3 PAGE (REQUIRES ED APPROVAL) (INC GST) | \$30,800 | 1 X FPC AND 3X STRIPS (INC GST) | \$16,500 |
| IBC 4 PAGE | \$30,000 | BOOKEND 2 X FPC AND 3X STRIPS | \$23,000 |
| IBC 4 PAGE (INC GST) | \$33,000 | BOOKEND 2 X FPC AND 3X STRIPS (INC GST) | \$25,300 |
| REVERSE COVER GATEFOLD | \$24,000 | 16 PAGE BOOKLET / SUPPLEMENT | \$40,000 |
| REVERSE COVER GATEFOLD (INC GST) | \$26,400 | 16 PAGE BOOKLET / SUPPLEMENT (INC GST) | \$44,000 |
| SPLIT FRONT COVER INC FPC AND 2 X ADJACENT VERT HP | \$24,000 | ROUNDTABLES (MINIMUM 4 PAGES) | \$29,500 |
| SPLIT FRONT COVER INC FPC AND 2 X ADJACENT VERT HP (INC GST) | \$26,400 | ROUNDTABLES (MINIMUM 4 PAGES) (INC GST) | \$32,450 |
| 8 PAGE BUTTERFLY GATEFOLD - INC 2 AD PAGES AND 4 STRIPS | \$38,000 | ADVERTORIAL (PER PAGE) | \$8250 |
| 8 PAGE BUTTERFLY GATEFOLD - INC 2 AD PAGES AND 4 STRIPS (INC GST) | \$41,800 | ADVERTORIAL (PER PAGE) (INC GST) | \$7500 |
| | | WALLCHART (FIN YEAR/ CALENDAR YEAR) | \$25,000 |
| | | WALLCHART (FIN YEAR/ CALENDAR YEAR) (INC GST) | \$27,500 |

LOOSE INSERTS

| | |
|---------------------------|------------|
| 2 PAGES | \$750 |
| 2 PAGES (INCL GST) | \$825 |
| 4 PAGES | \$850 |
| 4 PAGES (INCL GST) | \$935 |
| 8 PAGES | \$950 |
| 8 PAGES (INCL GST) | \$1,045 |
| 8 PAGES PLUS | on request |

Cost per thousand

Bound inserts on application

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