

# 2011 RATES

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

Flagship issues carry a 20% loading.

## PREFERRED POSITIONS LOADINGS

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

Consecutive pages and other specified positions 20% loading

Rates effective until 31st December 2011

Please note: Rates are subject to change without notice

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

## CREATIVE OPTIONS

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

## LOOSE INSERTS

<b>2 PAGES</b>	\$750
<b>2 PAGES (INCL GST)</b>	\$825
<b>4 PAGES</b>	\$850
<b>4 PAGES (INCL GST)</b>	\$935
<b>8 PAGES</b>	\$950
<b>8 PAGES (INCL GST)</b>	\$1,045
<b>8 PAGES PLUS</b>	on request

Cost per thousand

Bound inserts on application

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