

VICTORIAN 2010/2011 CLASSIFIEDS RATE CARD GST EXCLUSIVE



CENTRAL CLASSIFIEDS RATES GST EXCLUSIVE		Rate per single column centimetre (min 3 cms)				Rate per line (min 4 lines)	
Publication	Circulation*	1-3 weeks	4-12 weeks	13-51 weeks	52+ weeks	1-12 weeks	13+ weeks
Banyule & Nillumbik Weekly	66,287	\$14.40	\$13.68	\$12.96	\$11.52	\$6.35	\$5.72
City Weekly	27,428	\$22.76	\$21.62	\$20.48	\$18.21	\$5.76	\$5.18
Melbourne Times Weekly	90,163	\$24.09	\$22.89	\$21.68	\$19.27	\$6.91	\$6.22
Melbourne Weekly	109,813	\$14.80	\$14.06	\$13.32	\$11.84	\$4.92	\$4.43
Melbourne Weekly Bayside	94,861#	\$14.80	\$14.06	\$13.32	\$11.84	\$4.92	\$4.43
Melbourne Weekly Eastern	92,797	\$12.58	\$11.95	\$11.32	\$10.06	\$6.56	\$5.90
Melbourne Weekly Port Phillip	37,064	\$20.23	\$19.22	\$18.21	\$16.18	\$4.57	\$4.11
Northern Weekly	56,778	\$7.14	\$6.78	\$6.43	\$5.71	\$4.11	\$3.80

EAST & WEST CLASSIFIEDS RATES GST EXCLUSIVE		Rate per single column centimetre (min 3 cms)				Rate per line (min 4 lines)	
Publication	Circulation*	1-3 weeks	4-12 weeks	13-51 weeks	52+ weeks	1-12 weeks	13+ weeks
Brimbank Weekly / North West Weekly	80,352	\$9.92	\$9.42	\$8.93	\$7.94	N/A	N/A
Casey Weekly Berwick / Pakenham Weekly	41,660	\$5.02	\$4.77	\$4.52	\$4.02	\$2.85	\$2.57
Casey Weekly Cranbourne	27,091	\$11.03	\$10.48	\$9.93	\$8.82	\$5.07	\$4.56
Frankston Weekly	62,000#	\$16.05	\$15.25	\$14.45	\$12.84	\$5.07	\$4.56
Greater Dandenong Weekly	69,129	\$16.64	\$15.81	\$14.98	\$13.31	\$5.50	\$4.95
Hume Weekly	33,175	\$5.79	\$5.50	\$5.21	\$4.63	\$3.71	\$3.34
Knox Weekly	48,518	\$13.67	\$12.99	\$12.30	\$10.94	\$3.44	\$3.10
Macedon Ranges Weekly / Sunbury Weekly	23,987	\$7.85	\$7.46	\$7.07	\$6.28	N/A	N/A
Maribyrnong Weekly / Hobsons Bay Weekly Hobsons Bay Weekly Williamstown	58,386	\$9.92	\$9.42	\$8.93	\$7.94	N/A	N/A
Maroondah Weekly / Yarra Ranges Weekly	61,500#	\$15.03	\$14.28	\$13.53	\$12.02	\$3.94	\$3.55
Melton Weekly / Moorabool Weekly	24,974	\$7.34	\$6.97	\$6.61	\$5.87	N/A	N/A
Monash Weekly	38,472	\$14.26	\$13.55	\$12.83	\$11.41	\$3.52	\$3.17
Moonee Valley Weekly	52,330	\$11.08	\$10.53	\$9.97	\$8.86	\$3.79	\$3.41
Peninsula Weekly Mornington / Western Port Weekly	42,000#	\$11.03	\$10.48	\$9.93	\$8.82	\$5.07	\$4.56
Wyndham Weekly / Point Cook Weekly	47,181	\$9.30	\$8.84	\$8.37	\$7.44	N/A	N/A

Additional charges: +20% loading for Full Colour and +10% loading for Spot Colour.

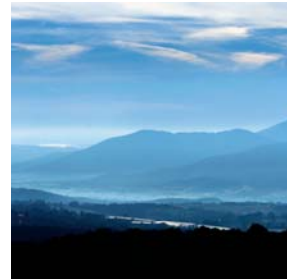
For packages please call 13 24 25 or email classfcn@fairfax.com.au



*CAB Audit Oct 09-Mar 10
#Publisher's Estimate

Rates effective until June 2011. Rates are for mono advertising. Group Rates are available upon request. Prime positions may attract an additional loading rate.

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City Weekly	27,428	\$25.04	\$23.78	\$22.53	\$20.03	\$6.34	\$5.70
Melbourne Times Weekly	90,163	\$26.50	\$25.18	\$23.85	\$21.20	\$7.60	\$6.84
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VICTORIAN CLASSIFIEDS SIZES & MECHANICAL DATA

**DIMENSIONS****FULL PAGE SPECIFICATIONS**

27cm x 8 column

COLUMN WIDTH

1 column 30.5mm	2 column 63.9mm
3 column 97mm	4 column 130mm
5 column 163mm	6 column 195mm
7 column 229mm	8 column 262mm

ADDITIONAL CHARGES

Full Colour +20% loading

Spot Colour +10% loading

Note: Full page ads supplied as bleed will not print with bleed for our newsprint titles. Bleed will only occur in our gloss titles and any domain stitch and trim products. For further information you should contact your account manager.

PUBLICATIONS

- Banyule & Nillumbik Weekly (G)
- Brimbank Weekly
- Casey Weekly Berwick
- Casey Weekly Cranbourne
- City Weekly
- Frankston Weekly
- Greater Dandenong Weekly
- Hobsons Bay Weekly
- Hobsons Bay Weekly Williamstown
- Hume Weekly
- Knox Weekly
- Macedon Ranges Weekly
- Maribyrnong Weekly
- Maroondah Weekly
- Melbourne Times Weekly (G)
- Melbourne Weekly (G)
- Melbourne Weekly Bayside (G)
- Melbourne Weekly Eastern (G)
- Melbourne Weekly Port Phillip (G)
- Melton Weekly
- Monash Weekly
- Moonee Valley Weekly (G)
- Moorabool Weekly
- Northern Weekly (G)
- North West Weekly
- Pakenham Weekly
- Peninsula Weekly Mornington
- Point Cook Weekly
- Sunbury Weekly
- Western Port Weekly
- Wyndham Weekly
- Yarra Ranges Weekly

(G) = Gloss title stitched and trim

ARTWORK

- PDF files only. Acrobat Distiller specs available from Production Support (see Enquiries).
- All fonts must be imbedded and subset. CID fonts are not accepted.
- All images must be CMYK.
- Artwork not to spec will be rejected and requested to be resupplied.
- Full Page final artwork MUST contain all text & logos within the Safe Image Area: 293mm high x 261mm wide.
- All material must be to exact size with no printer's marks and no extraneous white space around ad.

IMAGE FORMATS

- TIFF or EPS format:
Minimum image resolution required 200 dpi @ 100 line screen.
- Colour profile available from Production Support (see ENQUIRIES).
- Illustrations can be supplied as Illustrator, Illustrator EPS or PICT files.
- All bitmap (one bit image) files must be supplied at 600dpi minimum

ELECTRONIC JOB DELIVERY

We accept material via Email, Quickcut, Websend and Adonline Direct.

- Quickcut - www.quickcut.com.au
- Websend - www.websend.com.au
- Adonline Direct - www.adonline.com.au, login: **adonline**, password: **support**

COLOUR

- All publications are produced in CMYK. Please ensure all spot colours are converted to CMYK.
- For total ink weight specifications, please contact your Production department.

TYPEFACE GUIDELINES

- Minimum size is 8pt, reverse and non single colour type minimum size is 10pt.
- All fonts supplied in vector art files must be converted to outlines.
- All type to be within Safe Image Area.

RESPONSIBILITY

The client assumes all responsibility for obtaining copyright clearance for all advertisement content when material is supplied. No responsibility can be taken for the omission of an advertisement due to a missed deadline or the supply of incorrect material. All advertisements requiring specialist colour matching must be supplied with a full size colour accurate proof or equivalent eg: iris, etc. Inkjet/laser/glossy prints are not acceptable and no responsibility for colour reproduction will be accepted if a full-size, colour-accurate proof is not supplied.

ENQUIRIES

Production Support: Toll Free 1300 666 326

Central Office: (03) 8667 4700

East Office: (03) 9238 7777

West Office: (03) 8318 5777