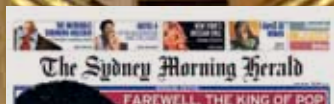


Commercial Real Estate and Business For Sale Advertising Rates

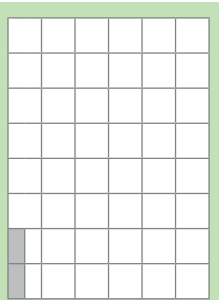
FROM JULY 2009



The Sydney Morning Herald

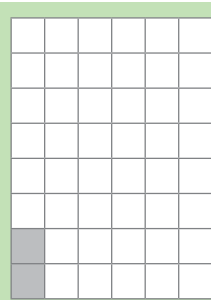
COMMERCIAL ADVERTISING RATES VALID FROM JULY 09

0.5 MODULE WIDE

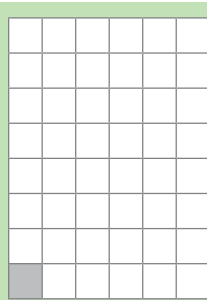


2 mods high
Code: B2H
M-F: \$590
\$649 incl. GST
Sat: \$750
\$825 incl. GST
Size mm: 134x31

1 MODULE WIDE

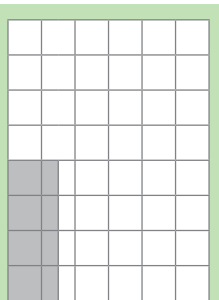


2 mods high
Code: B21
M-F: \$1,150
\$1,265 incl. GST
Sat: \$1,470
\$1,617 incl. GST
Size mm: 134x63

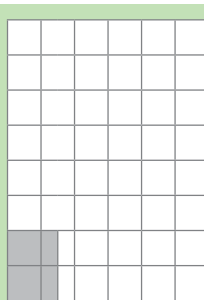


1 mod high
Code: B11
M-F: \$590
\$649 incl. GST
Sat: \$750
\$825 incl. GST
Size mm: 66x63

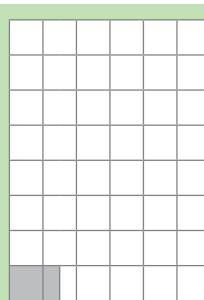
1.5 MODULES WIDE



4 mods high
Code: B41H
M-F: \$3,290
\$3,619 incl. GST
Sat: \$4,230
\$4,653 incl. GST
Size mm: 270x96

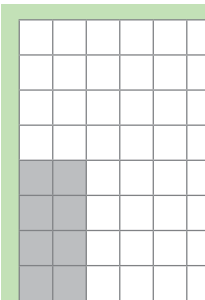


2 mods high
Code: B21H
M-F: \$1,680
\$1,848 incl. GST
Sat: \$2,160
\$2,376 incl. GST
Size mm: 134x96

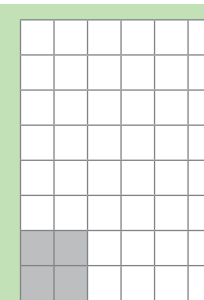


1 mod high
Code: B11H
M-F: \$880
\$968 incl. GST
Sat: \$1,130
\$1,243 incl. GST
Size mm: 66x96

2 MODULES WIDE

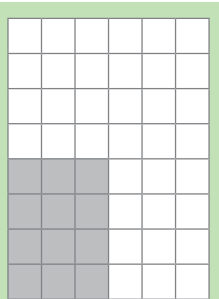


4 mods high
Code: B42
M-F: \$4,390
\$4,829 incl. GST
Sat: \$5,640
\$6,204 incl. GST
Size mm: 270x129

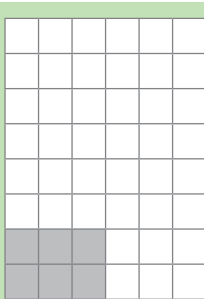


2 mods high
Code: B22
M-F: \$2,240
\$2,464 incl. GST
Sat: \$2,880
\$3,168 incl. GST
Size mm: 134x129

3 MODULES WIDE

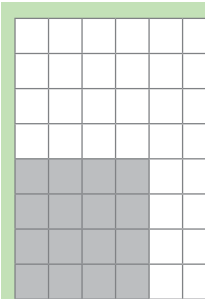


4 mods high
Code: B43
M-F: \$6,450
\$7,095 incl. GST
Sat: \$8,290
\$9,119 incl. GST
Size mm: 270x194

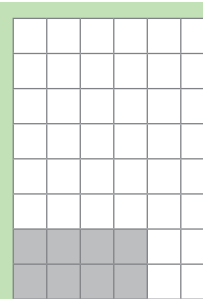


2 mods high
Code: B23
M-F: \$3,290
\$3,619 incl. GST
Sat: \$4,230
\$4,653 incl. GST
Size mm: 134x194

4 MODULES WIDE

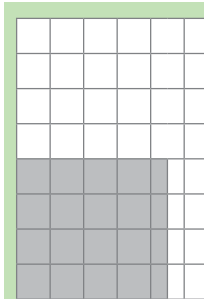


4 mods high
Code: B44
M-F: \$8,600
\$9,460 incl. GST
Sat: \$11,060
\$12,166 incl. GST
Size mm: 270x260

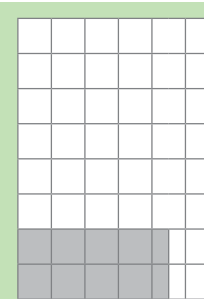


2 mods high
Code: B24
M-F: \$4,390
\$4,829 incl. GST
Sat: \$5,640
\$6,204 incl. GST
Size mm: 134x260

4.5 MODULES WIDE



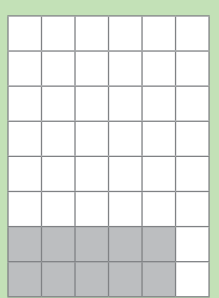
4 mods high
Code: B44H
M-F: \$9,480
\$10,428 incl. GST
Sat: \$12,190
\$13,409 incl. GST
Size mm: 270x292



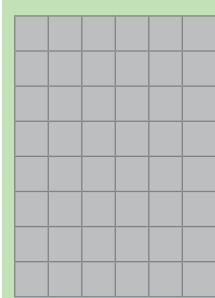
2 mods high
Code: B24H
M-F: \$4,840
\$5,324 incl. GST
Sat: \$6,220
\$6,842 incl. GST
Size mm: 134x292

COMMERCIAL ADVERTISING RATES VALID FROM JULY 09

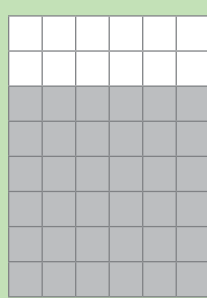
5 MODULES WIDE 6 MODULES WIDE



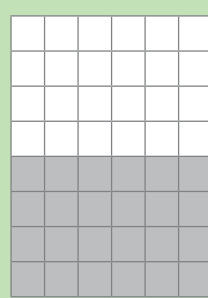
2 mods high
Code: B25
M-F: \$5,480
\$6,028 incl. GST
Sat: \$7,050
\$7,755 incl. GST
Size mm: 134x325



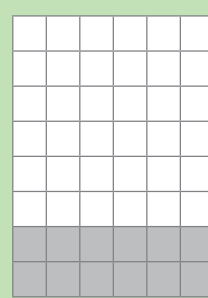
8 mods high
Code: B86
M-F: \$24,260
\$26,686 incl. GST
Sat: \$31,210
\$34,331 incl. GST
Size mm: 542x390



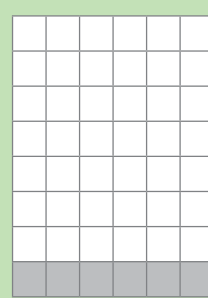
6 mods high
Code: B66
M-F: \$18,570
\$20,427 incl. GST
Sat: \$23,890
\$26,279 incl. GST
Size mm: 406x390



4 mods high
Code: B46
M-F: \$12,630
\$13,893 incl. GST
Sat: \$16,250
\$17,875 incl. GST
Size mm: 270x390



2 mods high
Code: B26
M-F: \$6,450
\$7,095 incl. GST
Sat: \$8,290
\$9,119 incl. GST
Size mm: 134x390



1 mod high
Code: B16
M-F: \$3,290
\$3,619 incl. GST
Sat: \$4,230
\$4,653 incl. GST
Size mm: 66x390

ANNUAL SPEND LEVEL DISCOUNTS

ANNUAL SPEND (CASUAL)	\$57,000	\$149,000	\$299,000	\$448,000	\$752,000	\$1,250,000	\$1,850,000	\$2,370,000	\$3,500,000	\$4,600,000
DISCOUNT	5.00%	7.50%	10.00%	12.50%	15.00%	17.50%	18.75%	20.00%	21.25%	22.50%

SPECIAL OFFER:

Purchase Saturday and get Wednesday at 50% off (within the same day period).

Commercial Property and Business for Sale run monthly advertising features.
Please phone 9282 1350 for more information.

COMMERCIAL ADVERTISING RATES VALID FROM JULY 09

SMH COMMERCIAL PROPERTY & BUSINESSES LINEAGE RATES

PER LINE	
Monday to Friday	\$9.85 (\$10.84 incl. GST)
Saturday	\$10.80 (\$11.88 incl. GST)

MINIMUM SIZES: Lineage single column 4 lines, double column 8 lines.
Lineage over 9cm in height may fold into next column.

LINEAGE TEMPLATE RATES		
Template 1	\$199 per template (\$218.90 incl. GST)	66mm H x 31mm W
Template 2	\$398 per template (\$437.80 incl. GST)	134mm H x 31mm W

Lineage Templates have set formats which cannot be altered.

COMMERCIAL PROPERTY & BUSINESSES CLASSIFICATIONS			
130	Commercial, Industrial and Invest. Property, Auctions & For Sale	141	Businesses For Sale / Wanted (Interstate)
132	Commercial Premises to Rent	142	Franchises
133	Retail Premises to Rent	143	Businesses Opportunities
134	Industrial Premises to Rent	144	Money, Stocks and Shares
137	Commercial RE Web Services	145	Partnerships, Agencies & Professional Services
139	Properties Wanted (Commercial Investment and Industrial)	146	Businesses & Franchise Web Services
140	Businesses For Sale & Wanted	147	Businesses For Sale Hotels / Motels

CLASSIFIED ADVERTISING DEADLINES

TYPE OF AD FOR SALE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
LINEAGE						
Phoned Copy / AdOnline	5.30pm Sunday	5.30pm Monday	5.30pm Tuesday	5.30pm Wednesday	5.30pm Thursday	10.30am Friday
Hard Copy	5.30pm Friday	5.30pm Monday	5.30pm Tuesday	5.30pm Wednesday	5.30pm Thursday	8pm Thursday
CLASSIFIED DISPLAY						
Phoned & Hard Copy	Noon Friday	Noon Monday	Noon Tuesday	Noon Wednesday	Noon Thursday	Noon Thursday
Material Deadline	3pm Friday	3pm Monday	3pm Tuesday	3pm Wednesday	3pm Thursday	5pm Thursday

CONTACT INFORMATION

AUSTRALIA

NSW

Fairfax Media Publications Pty Limited
Level 3, 1 Darling Island Road
Pyrmont, New South Wales 2009
Phone: (02) 9282 1313
Fax: (02) 9282 2986

VIC

Fairfax Media Publications Pty Limited
250 Spencer Street
Melbourne, Victoria 3000
Phone: (03) 9601 2014
Fax: (03) 9601 2929

QUEENSLAND

Fairfax Media Publications Pty Limited
Level 1, 167 Eagle Street
Brisbane, Queensland 4000
Phone: (07) 3308 1122 (Advertising)
Fax: (07) 3308 1129
Email: thehub@fairfaxmedia.com.au

SOUTH AUSTRALIA

Fairfax Media Publications Pty Limited
124 Franklin Street
Adelaide, South Australia 5000
Phone: (08) 8212 1212
Fax: (08) 8212 1210

WESTERN AUSTRALIA

Fairfax Media Publications Pty Limited
Ground Floor, 40 Kings Park Road
West Perth, Western Australia 6005
Phone: (08) 9327 4800
Fax: (08) 9481 4228

BOOKING & MATERIAL PROCEDURE

BOOKING PROCEDURE

Verbal bookings must be confirmed in writing. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the SMH representative and follow through with amended confirmation. Confirmations and verbal bookings must tally. Where there is discrepancy between verbal bookings and confirmation, the Company will not be liable unless confirmation is received 2 working days prior to appearance date.

CANCELLATION PROCEDURE

Cancellations must be made verbally and confirmed in writing prior to the booking deadline. Please note the cancellation number quoted by the SMH representative and their name. All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

MATERIAL ON HAND

Please note *The Sydney Morning Herald* will retain advertisements for a period of 3 months. Repeats outside this time span cannot be guaranteed.

TERMS & CONDITIONS

All advertising services are governed by Fairfax Media Terms and Conditions of Advertising. Fairfax Media reserves the right to modify this ratecard or its Terms and Conditions at any time without prior notice.

100% space charge will apply when material fails to arrive in time for publication. No responsibility will be accepted for material arriving outside designated deadlines.

ADVERTISEMENT PRODUCTION CHARGE

A production charge of \$5,030 (\$5,533 incl. GST) per broadsheet page will be charged for all display advertisements made up from copy and/or material supplied by advertisers or their agents.

ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax Media will only accept material via electronic transmission. Fairfax Media operates new advertising quality assurance measures for *The Sydney Morning Herald*. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication. To facilitate this, Fairfax Media has certified a number of methods for Quality Assurance testing and ad delivery (fees and charges apply):

Quickcut Australia • (02) 9467 7500

www.adstream.com.au/quickcut

Websend Australia • www.websend.com.au
(03) 8689 9000.

Fairfax Ad Designs
addesigns@fairfaxmedia.com.au
(02) 8777 6956

For further information please refer to our website www.adcentre.com.au or contact the Advertising Production Unit: 1300 666 326.

All prices are in Australian Dollars. Saturday Domain is included in all NSW metropolitan and ACT editions. Non-metropolitan purchasers of the Saturday SMH may elect not to receive Saturday Domain.

Visit us at
www.adcentre.com.au

