

2010-2011 Advertising Module rates (Mono) Prices exclude GST Standard Sizes

1 Module Wide							
	T81 374 x 63.4mm Cost: \$741.76	T61 280 x 63.4mm Cost: \$563.74	T41 186 x 63.4mm Cost: \$370.88	T31 139 x 63.4mm Cost: \$278.16	T21 92 x 63.4mm Cost: \$185.44		
	2 Module Wide					3 Module Wide	
		T82 374 x 128.8mm Cost: \$1,483.52	T42 186 x 128.8mm Cost: \$741.76	T32 139 x 128.8mm Cost: \$563.74	T22 92 x 128.8mm Cost: \$370.88		
		T63 280 x 194.2mm Cost: \$1,668.96	4 Module Wide				
T43 186 x 194.2mm Cost: \$1,127.48		T23 92 x 194.2mm Cost: \$563.74		T84 374 x 259.6mm Cost: \$2,967.00			
T44 186 x 259.6mm Cost: \$1,483.52							
T34 139 x 259.6mm Cost: \$1,112.64	T14 45 x 259.6mm Cost: \$370.88	4 Module Wide					
T24 92x 259.6mm Cost: \$741.76	T1H4 70 x 259.6mm Cost: \$623.08						
T14 45 x 259.6mm Cost: \$370.88							

Annual Spend Discount.

\$5,408	3%
\$10,136	5%
\$24,218	9%
\$46,185	14%
\$66,476	17%

Rates effective from 1st July 2010 until June 2011. All advertising services are subject to Fairfax Terms and Conditions available at www.illawarramercury.com.au

Display Booking/Copy Deadlines

Bookings - cancellations	10am Friday prior to publication
Electronic transfer of ads	4pm Friday prior to publication
Hard copy and artwork	
Colour	10am Thursday prior to publication
Mono	5pm Friday prior to publication
Please note: Where a space booking is cancelled after the noon Friday, a charge of 50% of the total cost will apply	

Loading for Colour changes

Full Colour	25% up to half page
	\$550 half page and above
Single colour	\$250

Inserts

Please phone (02) 4221 2315

Loading for Special Position (subject to availability)

Page 3	35%
Page 5	30%
Page 7	25%
Page 9	20%
Other Nominated pages/position	20%
Back Page	50%

Advertisements will be billed at the rates shown, with position loadings and /or colour loadings added on. A GST of 10% will then be added to the total cost of the advertisements. All businesses registered for the GST can claim an input credit for the GST cost component of the advertisement. The GST cost component will be shown separately on your monthly invoice. Actual charging may vary slightly up or down from rates shown above, as a result of rounding up to comply with current legislation.

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Electronic Transfer of advertising material

The Advertiser accepts only PDF Format for complete advertisement or JPEG 200dpi for graphic components.

Acceptable methods for ad delivery are:

- QuickCut Pre Press Network
- Websend
- Ad Online

To access the free Adonline service go to www.adonline.com.au

Username: illupload Password: material

We DO NOT except advertisements via email - for mechanical specifications on sending complete artwork.

Please refer to our website: www.illawarramercury.com.au. or Adcentre. www.adcentre.com.au

Mercury Special Features

Available every week, covering special events, company anniversaries, theme weeks, shopping area promotions, grand openings and product launches. Newspaper features are a great marketing medium. For more information on our product and specifications log on to our website at www.illawarramercury.com.au or contact your local Advertiser representative.

Contact Us

Wollongong
 Illawarra Newspapers Holdings Pty Ltd
 ABN 95 000 075 025
 21 Auburn Street
 Wollongong NSW 2500
 Email: info@illawarramercury.com.au
 Website: www.illawarramercury.com.au
 General Enquiries (02) 4221 2333
 1300 304 355
 Classifieds Enquiries 13 24 25
 Classifieds Fax (02) 4221 2334
 Display Enquiries (02) 4221 2608
 Display Fax (02) 4221 2368
 Editorial Enquiries (02) 4221 2206
 Editorial Fax (02) 4221 2338
 Features Enquiries (02) 4221 2314
 Features Fax (02) 4221 2305

Sydney
 Ad Sales Connect
 Suite 4, 47a Penrose Street
 Lane Cove NSW 2066
 Phone (02) 9420 1777
 Fax (02) 94201788
 Melbourne
 Cameron Media Sales Pty Ltd
 G02, 12 Cato Street
 Hawthorn VIC 3122
 Phone (03) 9822 5188
 Fax (03) 9822 6933
 Adelaide
 John Fairfax Group Pty Ltd
 124 Franklin Street
 Adelaide SA 5000
 Phone (08) 8212 1212
 Fax (08) 8212 1210

Brisbane
 John Fairfax Group Pty Ltd
 Level 1, 167 Eagle Street
 Brisbane QLD 4000
 Phone (07) 3308 1100
 Fax (07) 3308 1129

Perth
 Fairfax Media Perth
 Ground Floor, 40 Kings Park Road
 West Perth WA 6005
 Phone (08) 9327 4802
 Fax (08) 9481 4228

For more information on Advertising, newspaper sections, features and audience demographics go to www.adcentre.com.au, and follow the prompts to Regional Publications and select The Illawarra Mercury.