



connect

classifieds
rate card
two thousand and ten/eleven

 **Community**
newspaper group

Classifieds Rate Card 2010/2011

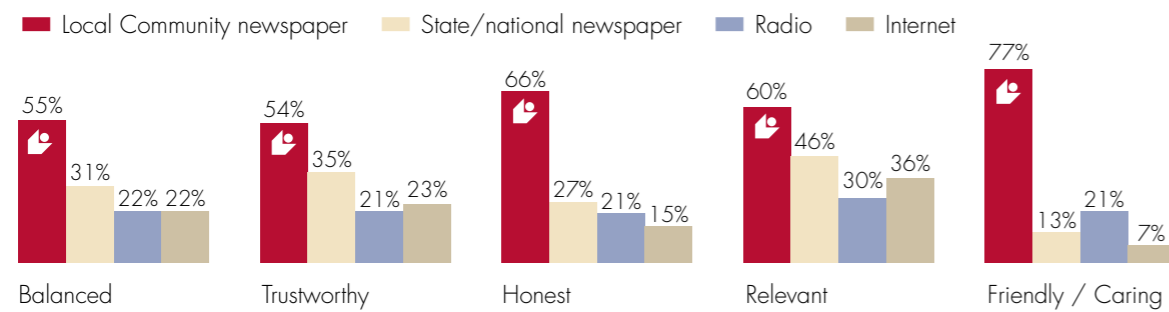
Our Connection

Australians today have never been more connected to where they live than through their local community newspaper. 84% of Perth people agree "Local community newspapers are the voice of my community".

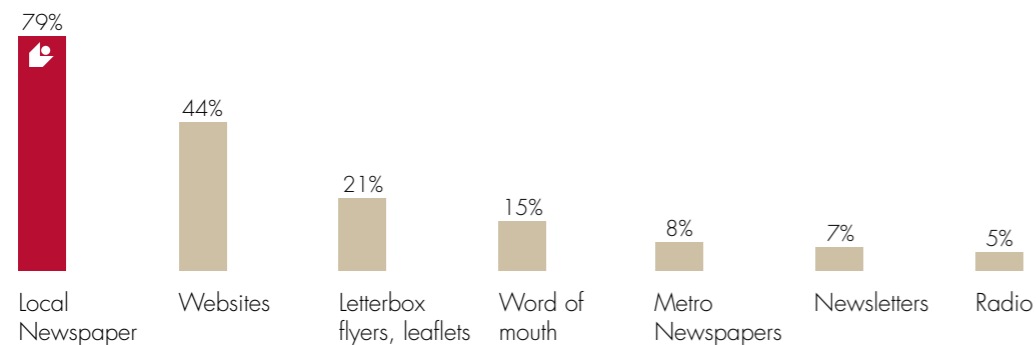
We are your link to consumers. "Community newspapers keep us informed, entertained and encourage us to shop locally."

Local newspapers truly connect with consumers. Consumers trust us, look for, and act on the advertising they see in our newspapers.

Here's how Perth consumers ranked us compared to other media:



It's no surprise that when looking for information regarding their community, readers turn to our community newspapers ahead of any other media.



Source: Engaging Communities, Conducted by The Leading Edge, 2008. Base: Perth

A note from our Editor-in-Chief

Community newspapers comprise the best in local Perth news, opinion, arts and entertainment, features and sport.

We set out to harness the power of localness.

People want to know what is happening in their local area, their home community. Local schools and local shops are a great source of local news. If it is local, it is our bread and butter.

79%
like to know what
is going on in their
local community

sections

-
-
- (Click 'Forward' for multi paper buys)
- (Click 'Forward' for multi paper buys)
- (Click 'Forward' for multi paper buys)
-
-
-
-

BACK FORWARD

Classifieds Rate Card 2010/2011

Where do we go



Press Ctrl + to zoom in
 Press Ctrl - to zoom out
 Press Ctrl 0 to fit to screen

6064	Alexander Heights	JWT	6004	East Perth	GE	6065	Marigniuip	JWT / JWW	6055	South Guildford	MKR
6154	Alfred Cove	MT	6101	East Victoria Park	SG	6210	Mariners Cove	MC	6164	South Lake	FCG
6153	Applecross	MT	6054	Eden Hill	ER	6020	Marmion	JWT / JWW	6151	South Perth	SG
6153	Ardross	MT	6027	Edgewater	JWT / JWW	6051	Maylands	ER	6208	South Yunderup	MC
6112	Armadale	CN	6560	El Caballo	HG	6210	Meadow Springs	MC	6110	Southern River	CN
6104	Ascot	SG	6069	Ellenbrook	AD	6167	Medina	WC	6163	Spearwood	FCG
6065	Ashby	JWT / JWW	6062	Embleton	ER	6156	Melville	MT	6102	St James	SG
6054	Ashfield	ER	6210	Erskine	MC	6050	Menora	GE	6210	Stake Hill	MC
6156	Attadale	MT	6210	Falcon	MC	6030	Merriwa	NT/ JWW	6021	Stirling	ST
6164	Atwell	FCG	6148	Ferndale	CT	6056	Middle Swan	HG/ MKR	6081	Stoneville	HG
6164	Aubin Grove	FCG	6014	Floreat	WS	6056	Midland	HG/ MKR	6056	Stratton	HG/ MKR
6562	Bakers Hill	HG	6112	Forrestdale	CN	6056	Midvale	HG/ MKR	6008	Subiaco	WS
6021	Balcatta	ST	6058	Forrestfield	MKR	6056	Millendon	AD	6164	Success	FCG
6171	Baldivis	WC	6160	Fremantle	FCG	6030	Mindarie	NT/ JWW	6056	Swan View	HG/ MKR
6061	Balga	ER	6210	Furnissdale	MC	6061	Mirrabooka	ER	6010	Swanbourne	WS
6066	Ballaajura	ER	6083	Gidgegannup	HG	6505	Moore River	AD	6065	Tapping	JWT / JWW
6031	Banksia Grove	JWT / JWW	6503	Gingin	AD	6062	Morley	ER	6556	The Lakes	HG
6210	Barragup	MC	6064	Girrawheen	JWT	6012	Mosman Park	WS	6069	The Vines	AD
6054	Bassendean	ER	6071	Glen Forrest	HG	6010	Mt Claremont	WS	6108	Thornlie	CN
6150	Batemans	MT	6016	Glendalough	ST	6016	Mt Hawthorn	GE	6566	Toodyay	HG
6053	Bayswater	ER	6174	Golden Bay	MC/ WC	6082	Mt Helena	GE	6029	Trigg	ST
6162	Beaconsfield	FCG	6076	Gooseberry Hill	HG/ MKR	6050	Mt Lawley (incl Highgate)	HG	6060	Tuart Hill	ST
6107	Beckenham	CN	6110	Gosnells	CN	6112	Mt Nasura	CN	6037	Two Rocks	NT/ JWW
6052	Bedford	ER	6210	Greenfields	MC	6153	Mt Pleasant	MT	6056	Upper Swan	AD
6112	Bedforddale	CN	6056	Greenmount	HG	6112	Mt Richon	CN	6100	Victoria Park	SG
6063	Beechboro	ER	6024	Greenwood	JWT / JWW	6501	Muchea	AD	6056	Viveash	HG/ MKR
6164	Beeliar	FCG	6055	Guildford	MKR	6027	Mullaloo	JWT / JWW	6169	Waikiki	WC
6027	Beldon	JWT / JWW	6041	Guilderton	AD	6073	Mundaring	HG	6076	Walliston	HG/ MKR
6056	Bellevue	HG/ MKR	6018	Gwelup	ST	6166	Munster	FCG	6505	Wannamal	AD
6104	Belmont	SG	6210	Halls Head	MC	6150	Murdoch	MT	6167	Wandi	WC
6102	Bentley	CT	6022	Hamersley	ST	6154	Myaree	MT	6065	Wangara	JWT / JWW
6167	Bertram	WC	6163	Hamilton Hill	FCG	6165	Naval Base	WC	6210	Wannanup	MC
6163	Bibra Lake	FCG	6164	Hammond Park	FCG	6009	Nedlands	WS	6065	Wanneroo	JWT / JWW
6076	Bickley	MKR	6055	Hazelmere	HG/ MKR	6044	Niagen	AD	6169	Wambro	WC
6502	Bindoon	AD	6027	Heathridge	JWT / JWW	6061	Nollamara	ER	6125	Waroon	MC
6157	Bicton	MT	6056	Helena Valley	HG/ MKR	6062	Noranda	ER	6024	Warwick	JWT / JWW
6154	Booragoon	MT	6055	Henley Brook	AD	6020	North Beach	ST	6152	Waterford	SG
6056	Boya	HG	6056	Herne Hill	MKR	6027	North Dandalup	MC	6020	Watermans Bay	ST
6153	Brentwood	MT	6057	High Wycombe	HG/ MKR	6159	North Fremantle	FCG/ WS	6107	Wattle Grove	MKR
6112	Brookdale	CN	6025	Hillarys	JWT / JWW	6163	North Lake	FCG	6166	Wattleup	FCG
6149	Bull Creek	MT	6168	Hillman	WC	6006	North Perth	GE	6170	Wellard	WC
6084	Bullsbrook	AD	6163	Hilton	FCG	6210	North Yunderup	MC	6106	Welshpool	CT
6028	Burns Beach	JWT / JWW	6065	Hocking	JWT / JWW	6401	Northam	HG	6014	Wembley	WS
6100	Burswood	SG	6110	Huntingdale	CN	6003	Northbridge	GE	6019	Wembley Downs	ST
6036	Butler	NT/ JWW	6028	Iluka	JWT / JWW	6027	Ocean Reef	JWT / JWW	6007	West Leederville	WS
6122	Byford	CN	6052	Inglewood	GE	6163	O'Connor	FCG	6055	West Swan	AD
6167	Calista	WC	6018	Innaloo	ST	6167	Orelia	WC	6005	West Perth	WS
6155	Canning Vale (indust)	CT	6164	Jandakot	FCG	6017	Osborne Park	ST	6111	Westfield	CN
6155	Canning Vale (p)	CT/ CN	6056	Jane Brook	MKR	6025	Padbury	JWT / JWW	6061	Westminster	ER
6107	Cannington	CT	6014	Jolimont (inc Subi centro)	WS	6157	Palmyra	MT	6162	White Gum Valley	FCG
6208	Carcoola	MC	6027	Joondalup	JWT / JWW	6081	Parkerville	HG	6156	Willagee	MT
6020	Carine	ST	6060	Joondanna	ST	6210	Parklands	MC	6155	Willetton	CT
6101	Carlisle	SG	6076	Kalamunda	HG/ MKR	6210	Parkridge	MC	6107	Wilson	CT
6111	Camillo	CN	6025	Kallaroo	JWT / JWW	6147	Parkwood	CT	6150	Winthrop	MT
6031	Carramar	JWT / JWW	6152	Karawara	SG	6167	Parmelia	WC	6056	Woodbridge	HG/ MKR
6167	Casuarina	WC	6163	Kardinya	MT	6065	Pearsall	JWT / JWW	6041	Woodridge	AD
6055	Caversham	ER	6176	Karnup (Amarillo)	WC	6011	Peppermint Grove	WS	6018	Woodlands	ST
6084	Chittering Valley	AD	6018	Karnyup	ST	6000	Perth (CBD)	WS	6026	Woodvale	JWT / JWW
6556	Childow	HG	6111	Kelmscott	CN	6000	Perth (NOT CBD)	GE	6558	Wooroloo	HG
6018	Churchlands	ST	6151	Kensington	SG	6076	Pickering Brook	HG	6560	Wundowie	HG
6112	Churchman	CN	6107	Kenwick	CN	6208	Pinjarra	MC	6112	Wungong	CN
6015	City Beach	WS	6105	Kewdale	SG	6172	Port Kennedy	WC	6035	Yanchep	NT/ JWW
6564	Clackline	HG	6054	Kiara	ER	6107	Queens Park	CT	6164	Yangebup	FCG
6010	Claremont	WS	6026	Kingsley	JWT / JWW	6030	Quinns Rocks	NT/ JWW	6060	Yokine	GE
6030	Clarkson	NT/ JWW	6028	Kinross	JWT / JWW	6208	Ravenswood	MC	6302	York	HG
6105	Cloverdale	SG	6064	Koondoola	JWT	6104	Redcliffe	SG			
6152	Como	SG	6056	Koongamia	HG/ MKR	6030	Ridgewood	NT/ JWW			
6027	Connolly	JWT / JWW	6167	Kwinana	WC	6148	Riverton	CT			
6210	Coodanup	MC	6210	Lakelands	MC	6103	Rivervale	SG			
6166	Coogee	FCG	6065	Landsdale	JWT / JWW	6168	Rockingham	WC			
6163	Coolbellup	FCG	6147	Langford	CN	6111	Roleystone	CN			
6050	Coolbinia	GE	6044	Lancelin	AD	6148	Rossmoyne	CT			
6168	Cooloongup	WC	6100	Lathlain	SG	6169	Safety Bay	WC			
6011	Cottesloe	WS	6170	Leda	WC	6152	Salter Point	SG			
6025	Craigie	JWT / JWW	6043	Ledge Point	AD	6163	Samson	FCG			
6009	Crawley	WS	6007	Leederville	GE	6210	San Remo	MC			
6028	Currabine	JWT / JWW	6149	Leeming	MT	6074	Sawyer's Valley	HG			
6008	Daglish	WS	6076	Lesmurdie	HG/ MKR	6019	Scarborough	ST			
6009	Daiketh	WS	6054	Lockridge	ER	6173	Secret Harbour	MC/ WC			
6065	Darch	JWT / JWW	6147	Lynwood	CT	6112	Seville Grove	CN			
6070	Darlington	HG	6109	Maddington	CN	6042	Seabird	AD			
6210	Davesville (Inc Pt Bouvard)	MC	6065	Madeley	JWT / JWW	6148	Shelley	CT			
6059	Dianella (North)	ER	6210	Madora Bay	MC	6008	Shenton Park	WS			
6059	Dianella (South)	GE	6072	Mahogany Creek	HG	6169	Shoalwater	WC			
6018	Doubleview	ST	6057	Maida Vale	HG/ MKR	6210	Silver Sands	MC			
6210	Dudley Park	MC	6090	Malaga	ER	6065	Sinagra	JWT / JWW			
6023	Duneraig	JWT / JWW	6210	Mandurah	MC	6175	Singleton	MC/ WC			
6107	East Cannington	CT	6152	Manning	SG	6020	Sorrento	JWT / JWW			
6158	East Fremantle	FCG	6064	Marangaroo	JWT	6162	South Fremantle	FCG			

KEY

AD	Advocate
CN	Comment News
CT	Canning Times
ER	Eastern Reporter
FCG	Fremantle/Cockburn Gazette
GE	Guardian Express
HG	Hills Gazette/Avon Valley Gazette
JWT	Joondalup/Wanneroo Times
JWW	Joondalup/Wanneroo Weekender
MC	Mandurah Coastal Times
	Pinjarra Murray Times
MKR	Midland/Kalamunda Reporter
MT	Melville Times
NT	North Coast Times
SG	Southern Gazette
ST	Stirling Times
WC	Weekend/Kwinana Courier
WS	Western Suburbs Weekly

sections



(Click 'Forward' for multi paper buys)

(Click 'Forward' for multi paper buys)

(Click 'Forward' for multi paper buys)

BACK FORWARD

Classifieds Rate Card 2010/2011

Classified lineage & display - single paper buy

Paper	Per Line	Per Centimetre
Advocate (AD)	\$2.66	\$6.38
Canning Times (CC)	\$4.57	\$14.87
Comment News (CN)	\$4.94	\$15.41
Eastern Reporter (ES)	\$4.94	\$15.79
Fremantle Gazette (FG)	\$4.48	\$15.53
Guardian Express (GE)	\$4.48	\$14.87
Hills Gazette (HG)	\$2.52	\$11.06
Mandurah Coastal Times (MC)	\$4.69	\$8.84
Melville Times (MF)	\$4.94	\$15.79
Midland Kalamunda Reporter (MK)	\$4.48	\$14.87
North Coast Times (NT)	\$2.66	\$6.38
Southern Gazette (SG)	\$4.63	\$15.41
Stirling Times (ST)	\$4.94	\$15.41
Weekend Courier (WC)	\$3.58	\$14.30
Western Suburbs Weekly (WS)	\$4.42	\$14.87
Joondalup Wanneroo Times (WT)	\$5.02	\$15.65
Joondalup Wanneroo Weekender (WW)	\$5.14	\$16.10


Minimum of 3 lines or 3 centimetres
 GST included - 8 column format
 *Adult services incur 100% surcharge


Classified lineage & display - 5+ paper buy

Code Papers	Per Line	Per Centimetre
ANY 5	\$16.45	\$55.00
ANY 6	\$18.88	\$63.43
ANY 7	\$19.94	\$72.53
ANY 8	\$21.56	\$81.40
ANY 9	\$22.67	\$89.20
ANY 10	\$22.88	\$98.01
ANY 11	\$23.84	\$106.48
ANY 12	\$24.95	\$115.76
ANY 13	\$25.45	\$124.27
ANY 14	\$26.80	\$131.36
ANY 15	\$27.72	\$133.49
ANY 16	\$29.39	\$142.21
ANY 17	\$30.11	\$150.16

Minimum of 3 lines or 3 centimetres
 GST included - 8 column format
 *Adult services incur 100% surcharge

sections







(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)









BACK FORWARD

Classifieds Rate Card 2010/2011

Classified rates lineage & display - two paper buy


Code	Papers	Per Line	Per Centimetre
2a	ES/ GE	\$7.99	\$25.29
2b	SG/ MK	\$7.99	\$24.88
2c	WT/ ES	\$8.98	\$25.54
2d	ES/ ST	\$8.84	\$25.99
2e	ST/ WS	\$7.68	\$25.41
2f	WT/ ST	\$8.71	\$25.48
2g	CN/ CC	\$8.26	\$25.74
2h	FG/ MF	\$8.25	\$25.72
2i	MF/ CC	\$8.26	\$25.15
2j	WT/ WW	\$7.68	\$28.79
2k	WC/ FG	\$7.02	\$23.52
2l	GE/ WS	\$7.02	\$24.75
2m	SG/ CC	\$7.99	\$24.75
2o	CN/ FG	\$7.99	\$25.04
2p	MK/ WS	\$7.68	\$25.43
2q	ES/ SG	\$8.54	\$26.00
2r	SG/ MF	\$7.99	\$25.01
2s	MF/ WS	\$7.68	\$24.24


Minimum of 3 lines or 3 centimetres
 GST included - 8 column format
 *Adult services incur 100% surcharge

Code	Papers	Per Line	Per Centimetre
2t	GE/ SG	\$8.07	\$24.12
2v	WC/ CN	\$6.62	\$24.16
2w	CC/ FG	\$7.68	\$23.79
2y	ES/ MK	\$7.99	\$24.76
2z	CN/ MF	\$7.99	\$25.01
2aa	HG/ MK	\$6.62	\$20.47
2ab	HG/ CN	\$7.02	\$20.80
2ac	HG/ SG	\$6.84	\$20.36
2ad	HG/ ES	\$7.02	\$21.70
2ae	HG/ WT	\$7.28	\$21.46
2nt	WT/ NT	\$6.31	\$18.27
2ct	WW/ NT	\$6.45	\$18.71
2mc	MC/ WC	\$6.90	\$16.58
2af	WW/ ST	\$8.78	\$28.79
2ag	GE/ ST	\$7.68	\$25.43
2ah	AD/ MK	\$6.31	\$21.24
2ai	AD/ HG	\$4.69	\$12.39
2aj	AD/ NT	\$4.82	\$11.62


Minimum of 3 lines or 3 centimetres
 GST included - 8 column format
 *Adult services incur 100% surcharge


sections








(Click 'Forward' for multi paper buys)


(Click 'Forward' for multi paper buys)


(Click 'Forward' for multi paper buys)









BACK FORWARD

Classifieds Rate Card 2010/2011

Classified rates lineage & display - 3 paper buy

Code	Papers	Per Line	Per Centimetre
3a	WT/ST/ES	\$12.33	\$37.63
3b	SG/CC/CN	\$11.69	\$37.31
3c	ES/MK/GE	\$11.44	\$36.34
3d	CC/MF/SG	\$11.69	\$36.92
3e	ES/GE/ST	\$11.68	\$36.33
3g	WT/ST/WS	\$11.81	\$36.84
3h	WT/ST/WW	\$13.78	\$42.36
3i	FG/WC/MF	\$10.46	\$34.06
3j	FG/WC/CN	\$10.46	\$34.06
3l	CN/CC/MF	\$11.70	\$35.82
3m	CC/MF/WS	\$11.30	\$35.29
3n	ES/GE/WS	\$10.60	\$35.68
3p	MF/ST/WT	\$11.76	\$36.86
3q	FG/GE/WS	\$10.45	\$33.73
3ab	HG/MK/ES	\$10.56	\$32.37
3nt	WT/ST/NT	\$9.30	\$28.67
3ct	WT/WW/NT	\$11.24	\$33.78
3ne	WT/ES/NT	\$9.55	\$28.66
3mc	MC/FG/WC	\$10.07	\$26.27
3md	MC/WC/CN	\$10.07	\$26.27
3ac	AD/MK/HG	\$7.21	\$20.49
3ad	AD/MK/NT	\$7.32	\$18.34
3ae	AD/HG/NT	\$6.30	\$16.86


Minimum of 3 lines or 3 centimetres *Adult services incur 100% surcharge
GST included - 8 column format


Classified rates lineage & display - 4 paper buy


Code	Papers	Per Line	Per Centimetre
4b	CN/CC/MK/SG	\$14.10	\$44.13
4c	CN/CC/MF/SG	\$13.88	\$43.42
4d	ES/GE/ST/SG	\$14.10	\$43.63
4e	WT/ST/ES/WS	\$13.98	\$44.30
4f	WT/ST/ES/WW	\$16.39	\$50.23
4g	WT/ST/ES/MK	\$14.56	\$44.00
4h	WT/ST/ES/GE	\$14.42	\$43.95
4i	CC/CN/MF/FG	\$13.72	\$43.60
4m	ES/GE/WS/ST	\$14.04	\$43.63
4n	MF/WT/ES/ST	\$14.56	\$44.47
4nt	WT/WW/ST/NT	\$14.17	\$40.76
4ct	WT/WW/ES/NT	\$14.17	\$40.76
4mc	MC/WC/FG/CN	\$12.10	\$34.52
4p	AD/HG/NT/MK	\$7.92	\$23.33

Minimum of 3 lines or 3 centimetres
GST included - 8 column format
*Adult services incur 100% surcharge


sections









(Click 'Forward' for multi paper buys)





(Click 'Forward' for multi paper buys)




(Click 'Forward' for multi paper buys)









BACK FORWARD

Classifieds Rate Card 2010/2011

Look Local (trades) rates - single paper buy

Paper	Permanent (cm)	Casual (cm)
Advocate (AD)	\$9.36	\$11.24
Canning Times (CC)	\$20.34	\$24.37
Comment News (CN)	\$20.34	\$24.37
Eastern Reporter (ES)	\$20.34	\$24.37
Fremantle Gazette (FG)	\$20.34	\$24.37
Guardian Express (GE)	\$18.99	\$22.55
Hills Gazette (HG)	\$12.09	\$17.48
Mandurah Coastal Times (MC)	\$9.88	\$11.83
Melville Times (MF)	\$20.34	\$24.37
Midland Kalamunda Reporter (MK)	\$20.34	\$24.37
North Coast Times (NT)	\$9.36	\$11.24
Southern Gazette (SG)	\$20.34	\$24.37
Stirling Times (ST)	\$20.34	\$24.37
Weekend Courier (WC)	\$12.94	\$18.33
Western Suburbs Weekly (WS)	\$18.99	\$22.62
Joondalup Wanneroo Times (WT)	\$20.22	\$24.11
Joondalup Wanneroo Weekender (WW)	\$20.80	\$24.88

Minimum of 3 centimetres
GST included - 5 column format

Look Local (trades) rates - 5+ paper buy

Papers	(cm)
ANY 5	\$76.51
ANY 6	\$90.49
ANY 7	\$104.18
ANY 8	\$118.71
ANY 9	\$132.86
ANY 10	\$146.30
ANY 11	\$160.57
ANY 12	\$174.77
ANY 13	\$189.05
ANY 14	\$201.74
ANY 15	\$210.54
ANY 16	\$224.40
ANY 17	\$229.45

Minimum of 3 centimetres
GST included - 5 column format



sections

(Click 'Forward' for multi paper buys)

(Click 'Forward' for multi paper buys)

(Click 'Forward' for multi paper buys)

BACK FORWARD

Classifieds Rate Card 2010/2011

Look Local (trades) rates - 2 paper buy







Code	Papers	Permanent (cm)	Casual (cm)
2a	ES/ GE	\$34.31	\$39.66
2b	SG/ MK	\$30.78	\$37.58
2c	WT/ ES	\$35.50	\$42.56
2d	ES/ ST	\$34.56	\$41.39
2e	ST/ WS	\$33.18	\$40.68
2f	WT/ ST	\$34.58	\$41.47
2g	CN/ CC	\$33.86	\$40.69
2h	FG/ MF	\$30.78	\$37.64
2i	MF/ CC	\$33.86	\$40.69
2j	WT/ WW	\$34.32	\$41.14
2k	WC/ FG	\$22.54	\$27.12
2l	GE/ WS	\$29.72	\$35.68
2m	SG/ CC	\$33.86	\$40.68
2o	CN/ FG	\$31.20	\$37.50
2p	MK/ WS	\$28.53	\$32.76
2q	ES/ SG	\$33.18	\$40.68
2r	SG/ MF	\$33.18	\$40.17
2s	MF/ WS	\$33.18	\$40.68

Minimum of 3 centimetres
GST included - 5 column format

Code	Papers	Permanent (cm)	Casual (cm)
2t	GE/ SG	\$33.86	\$40.68
2v	WC/ CN	\$29.26	\$35.15
2w	CC/ FG	\$33.86	\$40.68
2y	ES/ MK	\$33.86	\$40.69
2z	CN/ MF	\$33.86	\$40.68
2aa	HG/ MK	\$27.79	\$32.75
2ab	HG/ CN	\$28.02	\$33.61
2ac	HG/ SG	\$27.02	\$33.15
2ad	HG/ ES	\$27.56	\$33.15
2ae	HG/ WT	\$26.80	\$32.04
2nt	WT/ NT	\$22.36	\$27.57
2ct	WW/ NT	\$23.47	\$28.28
2mc	MC/ WC	\$19.31	\$24.57
2af	WW/ ST	\$34.74	\$41.47
2ag	GE/ ST	\$33.88	\$40.68
2ah	AD/ MK	\$21.52	\$26.79
2ai	AD/ HG	\$15.16	\$22.42
2aj	AD/ NT	\$13.60	\$19.98

Minimum of 3 centimetres
GST included - 5 column format

sections

- 
- 
-  (Click 'Forward' for multi paper buys)
-  (Click 'Forward' for multi paper buys)
-  (Click 'Forward' for multi paper buys)
- 
- 
- 
- 

BACK FORWARD

Classifieds Rate Card 2010/2011

Look Local (trades) rates - 3 paper buy

Code	Papers	Permanent	Casual
3a	WT/ST/ES	\$51.35	\$61.37
3b	SG/CC/CN	\$51.27	\$61.60
3c	ES/MK/GE	\$45.49	\$54.86
3d	CC/MF/SG	\$50.57	\$60.59
3e	ES/GE/ST	\$49.27	\$59.07
3g	WT/ST/WS	\$48.60	\$58.22
3h	WT/ST/WW	\$53.82	\$64.54
3i	FG/WC/MF	\$41.71	\$49.91
3j	FG/WC/CN	\$41.71	\$49.92
3l	CN/CC/MF	\$48.95	\$58.77
3m	CC/MF/WS	\$49.26	\$59.07
3n	ES/GE/WS	\$41.71	\$49.91
3p	MF/ST/WT	\$50.69	\$60.64
3q	FG/GE/WS	\$42.10	\$50.57
3ab	HG/MK/ES	\$43.15	\$63.11
3nt	WT/ST/NT	\$35.81	\$43.16
3ct	WT/WW/NT	\$37.38	\$52.64
3ne	WT/ES/NT	\$35.81	\$43.16
3mc	MC/FG/WC	\$34.12	\$39.96
3md	MC/WC/CN	\$34.12	\$39.96
3ac	AD/MK/HG	\$29.16	\$34.83
3ad	AD/MK/NT	\$26.44	\$33.56
3ae	AD/HG/NT	\$20.74	\$26.99


Minimum of 3 centimetres
GST included - 5 column format


Look Local (trades) rates - 4 paper buy


Code	Papers	Permanent	Casual
4b	CN/CC/MK/SG	\$62.18	\$74.22
4c	CN/CC/MF/SG	\$62.91	\$75.06
4d	ES/GE/ST/SG	\$62.91	\$75.53
4e	WT/ST/ES/WS	\$63.10	\$75.69
4f	WT/ST/ES/WW	\$71.50	\$85.59
4g	WT/ST/ES/MK	\$62.91	\$75.46
4h	WT/ST/ES/GE	\$62.77	\$75.33
4i	CC/CN/MF/FG	\$62.52	\$75.06
4m	ES/GE/WS/ST	\$62.58	\$75.06
4n	MF/WT/ES/ST	\$63.24	\$75.78
4nt	WT/WW/ST/NT	\$56.23	\$67.98
4ct	WT/WW/ES/NT	\$56.23	\$67.98
4mc	MC/WC/FG/CN	\$45.49	\$55.11
4p	AD/HG/NT/MK	\$33.17	\$43.30


Minimum of 3 centimetres
GST included - 5 column format


sections









(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)


(Click 'Forward' for multi paper buys)









BACK FORWARD

Classifieds Rate Card 2010/2011

Workplace rates lineage & display - single paper buy

Paper	Per Line	Per Centimetre
Avocate (AD)	\$2.57	\$6.40
Canning Times (CC)	\$4.40	\$14.95
Comment News (CN)	\$4.76	\$15.49
Eastern Reporter (ES)	\$4.76	\$15.86
Fremantle Gazette (FG)	\$4.33	\$15.61
Guardian Express (GE)	\$4.33	\$14.95
Hills Gazette (HG)	\$2.44	\$11.11
Mandurah Coastal Times (MC)	\$4.52	\$8.88
Melville Times (MF)	\$4.76	\$15.86
Midland Kalamunda Reporter (MK)	\$4.33	\$14.95
North Coast Times (NT)	\$2.57	\$6.40
Southern Gazette (SG)	\$4.48	\$15.49
Stirling Times (ST)	\$4.76	\$15.49
Weekend Courier (WC)	\$3.45	\$14.37
Western Suburbs Weekly (WS)	\$4.27	\$14.95
Joondalup Wanneroo Times (WT)	\$4.84	\$15.74
Joondalup Wanneroo Weekender (WW)	\$4.73	\$16.19

Minimum of 3 lines or 3 centimetres
GST included - 8 column format

Workplace rates lineage & display - 3+ paper buy

Paper	Per Line	Per Centimetre
17 Full Run	\$14.59	\$54.60
9g North	\$11.09	\$31.28
8s South	\$9.86	\$27.81
any 8	\$9.94	\$28.51
any 5	\$8.69	\$24.48
any 3	\$7.36	\$20.82

Minimum of 3 lines or 3 centimetres
GST included - 8 column format



sections

-
-
- (Click 'Forward' for multi paper buys)
- (Click 'Forward' for multi paper buys)
- (Click 'Forward' for multi paper buys)
-
-
-
-

BACK FORWARD

Classifieds Rate Card 2010/2011

Workplace rates lineage & display - 2 paper buy









Paper	Per Line	Per Centimetre
2a ES/ GE	\$6.90	\$17.77
2b SG/ MK	\$6.90	\$17.77
2c WT/ ES	\$7.02	\$18.50
2d ES/ ST	\$7.02	\$18.50
2e ST/ WS	\$7.02	\$18.50
2f WT/ ST	\$7.02	\$18.50
2g CN/ CC	\$7.02	\$18.50
2h FG/ MF	\$7.02	\$18.50
2i MF/ CC	\$7.02	\$18.50
2j WT/ WW	\$7.02	\$18.50
2k WC/ FG	\$6.90	\$17.77
2l GE/ WS	\$6.90	\$17.77
2m SG/ CC	\$7.02	\$18.50
2o CN/ FG	\$7.02	\$18.50
2p MK/ WS	\$7.02	\$18.50
2q ES/ SG	\$7.02	\$18.50
2r SG/ MF	\$7.02	\$18.50
2s MF/ WS	\$7.02	\$18.50

Minimum of 3 lines or 3 centimetres
GST included - 8 column format

Paper	Per Line	Per Centimetre
2t GE/ SG	\$6.90	\$17.77
2v WC/ CN	\$6.90	\$17.77
2w CC/ FG	\$7.01	\$18.50
2y ES/ MK	\$7.01	\$18.50
2z CN/ MF	\$7.02	\$18.50
2aa HG/ MK	\$6.90	\$17.77
2ab HG/ CN	\$6.90	\$17.77
2ac HG/ SG	\$6.90	\$17.77
2ad HG/ ES	\$6.90	\$17.77
2ae HG/ WT	\$6.90	\$17.77
2nt WT/ NT	\$6.71	\$16.82
2ct WW/ NT	\$6.90	\$17.77
2mc MC/ WC	\$6.71	\$16.82
2af WW/ ST	\$7.01	\$18.50
2ag GE/ ST	\$6.90	\$17.77
2ah AD/ MK	\$6.71	\$16.82
2ai AD/ HG	\$6.71	\$16.82
2aj AD/ NT	\$6.71	\$16.82

Minimum of 3 lines or 3 centimetres
GST included - 8 column format

sections

- 
- 
-  (Click 'Forward' for multi paper buys)
-  (Click 'Forward' for multi paper buys)
-  (Click 'Forward' for multi paper buys)
- 
- 
- 
- 

BACK FORWARD

Classifieds Rate Card 2010/2011

Insert rates

DESCRIPTION	up to 20,000		20,001 to 100,000		100,001 +	
	RATE Per 1000	+GST	RATE per 1000	+GST	RATE per 1000	+GST
(Light weight coded paper up to 80 grams)						
Leaflets, DL, A5, A4, A3 folded to A4 size - single sheets	\$52.50	\$57.75	\$50.45	\$55.50	\$48.40	\$53.25
4 page catalogue	\$63.00	\$69.30	\$60.90	\$67.00	\$58.86	\$64.75
8 to 12 page catalogue	\$65.09	\$71.60	\$62.72	\$69.00	\$60.90	\$67.00
16 page catalogue	\$70.00	\$77.00	\$68.40	\$75.25	\$66.14	\$72.75



sections

-
-
- (Click 'Forward' for multi paper buys)
- (Click 'Forward' for multi paper buys)
- (Click 'Forward' for multi paper buys)
-
-
-
-

BACK FORWARD

Classifieds Rate Card 2010/2011

Specifications

Community Newspaper Group Job Options can be supplied on request. Use of these Job Options will create a PDF document best suited for high quality pre press printing.

Display Advertising

Column Widths Accepted

1 column	33mm
2 column	71mm
3 column	109mm
4 column	147mm
5 column	186mm
7 column	262mm

Double Page Spread

544mm x 410mm FULL SIZE.
Dependent on the publication this size may alter. Please make contact for more information. Six column ads will not be accepted.

Classifieds Advertising

Column Widths

1 column	30mm
2 column	63mm
3 column	96mm
4 column	129mm
5 column	162mm
6 column	195mm
7 column	229mm
8 column	262mm

Services Advertising

Column Widths (5 Column)

1 column	49mm
2 column	103mm
3 column	155mm
4 column	208mm
5 column	262mm

Depth Of Advertising

All advertisements must be supplied to the exact centimetres booked. Full page height is 410mm.

Mechanical Specifications

Colour

Screen Ruling 100ldpi/40lpc

Screen Angles C=105°, M=75°, Y=90°, K=45°

Print Sequence

Cyan, Magenta, Yellow, Black

Dot Shape Round

Separations

Community Newspaper Group recommend the use of a GCR separation technique for colour printing on newsprint. It is essential the scanner operator assess the original material and use the appropriate amount of GCR. Please set your Total Ink Limit to 230%.

Tone Reproduction

The presses used by Community Newspaper Group will have an ink gain of approximately 30%. Try to keep mid-tones open, this will compensate for the dot gain.

Unsharp Mask

Unsharp masking techniques should be increased to higher than normal levels.

This will alleviate the softening effect experienced with newsprint.

Colour Typefaces

We recommend that the maximum colours used to create type is 3. Minimum type size should be 12pt, as smaller typefaces can create registration problems and type could become illegible when printing. When reversing type out of 4-colour process, minimum type size should also be 12pt. Fine Serif typefaces should be avoided where possible, when reversing out of 4-colour process.

A Quick Guide

1. Minimum size of type for single solid colour (100%) 7pt
2. Minimum size of type for coloured type on white background, using two or three colours 9pt
3. Minimum size of type for type with fine serifs, type that has been screened to make a required colour 12pt
4. Minimum size of type for reversed type, out of a four-colour image 12pt

Use Only Postscript Type 1 Fonts

TrueType fonts and composite fonts are acceptable but must be embedded or converted to curves. Do not use custom spot colours e.g. Pantone, Toyo and Focaltone colours without converting to process separation.

Do not use 2, 3 or 4 tone images that have not been converted to CMYK.

Mono Advertisements

Should not contain any colour elements before distilling.

All placed images should be cropped to finished size and rotated within their

native application.

All images to be placed in document at 100%. If images have to be enlarged or reduced by 15% or more, go back to the original scan and resize accordingly.

All placed Grayscale or CMYK elements must have a DPI of 150 (this equates to a lines screen ruling of 100 if using scanning software with a quality factor of 1.5). All placed bitmap lineart should be scanned at 800 Dpi.

NOTE: Ads are often placed over a colour background so they must not be supplied with a background of none.

BEWARE Photoshop will embed a colour profile by default. Uncheck Postscript Colour Management under colour preferences.

Flightcheck your PDF by saving as EPS and placing in a page layout program and print mono or separations.

Adobe Photoshop CMYK set-up:

- Ink colours; SWOP (Newsprint)
- Dot gain: 30%
- Separation Type: GCR
- Black generation: Medium
- Black limit = 80%
- Total Ink limit = 230%
- UCA = 50%
- Colour Management Policies = OFF

sections



(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)



BACK

FORWARD

Classifieds Rate Card 2010/2011

Terms and conditions

1. PAYMENT

- 1.1 All advertising must be paid prior to paper deadlines (as set out in the current rate card) except those with established credit accounts.
- 1.2 All clients with an established account must pay within the time specified on the invoice/statement.
- 1.3 Unless waived in a particular case, interest at FIFTEEN PER CENT (15%) per annum (accruing daily from the date of the invoice) will apply to any account which has been outstanding for more than THIRTY (30) days.

2. ORDERS

- 2.1 Orders are effective for a maximum of 12 months from the date of the order.
- 2.2 Prices may change without notice and are subject to the current rate card.
- 2.3 Orders are subject to variation as to the rate payable and space available.
- 2.4 The publisher may, at any time, and without notice, cancel an advertising order in respect of any advertisement not inserted by the publisher in which case the advertiser shall pay for all past insertions at the rate or prices applicable.
- 2.5 The publisher reserves the right to cancel any order on which advertising is not inserted within one month of the date of the order.

3. ADVERTISEMENTS

- 3.1 The publisher reserves the right in its absolute discretion:
 - (a) to alter any advertisement;
 - (b) to withhold any advertisement;
 - (c) to postpone or advance the day of insertion;
 - (d) to insert the advertisement in any position even though the position has been specially arranged or the position may be on the same page or next to that of a competitor's advertisement.
- 3.2 The publisher has the right to refuse to publish or republish any advertisement without giving any reason for that refusal. In this event a prorata adjustment will be made to the advertising rate.
- 3.3 No liability shall be incurred by the publisher by any reason of any or all of the following:
 - (a) amendment to or error or inaccuracy in any advertisement;
 - (b) the partial or total omission of any advertisement;
 - (c) by reason of any delay or default;
 - (d) from any other cause whatsoever.
- 3.4 The publisher reserves the right to alter advertising copy with or without reference to advertisers, to ensure that the newspapers are not exposed to legal action defending

publication of material prepared by other parties.

- 3.5 Advertisements which are considered to resemble editorial style will be subject to amendment or alteration without prior notice and must be clearly identified by using the word 'advertisement' above the copy headline.
- 3.6 Federal, State and Local Government election advertising must carry authorisation at the base of the advertisement and in the case of Federal election advertising the word "ADVERTISEMENT" at the top in 10 point type.
- 3.7 Advertising features may be published in conjunction with advertisers from time to time. All such features must carry the words "ADVERTISING FEATURE" in 10 point type at the top of the page.

4. CANCELLATION

Cancellation of an order will be accepted in writing prior to the relevant publication booking deadline for run of paper advertisements and seven days prior for specified pages or positions. Any cancellations received after this time will attract a cancellation fee of 70% of the total advertisement value.

5. ERROR CLAIMS

Production and placement claims must be made within seven days of publication. Account claims must be made within seven days of receipt of account.

6. DISTRIBUTION

Whilst every effort is made to attain coverage of all areas, this cannot be guaranteed. No credit will be given for non-delivery of papers.

7. TRADE PRACTICES

The Federal Trade Practices Act and the W.A. Trade Descriptions and False Advertisements Act prohibit false or misleading advertisements. In addition Part V of the Trade Practices Act contains a number of specific prohibitions affecting advertisements. Advertisers should refer to the Consumer Protection Advertisers Guidelines (Information Circular No 10) published by the Trade Practices Commission. Legal advice should be sought in case of doubt.

8. OTHER LEGISLATION

Advertisers are advised to submit to their legal advisers, advertisements relating to competitions which may infringe legislation such as the Lotteries Act and prospectuses relating to the issue of shares, debentures, etc. which must comply with the Corporations Law. Copy for advertisements which

are subject to the Corporations Law must be accompanied by a certificate signed by two directors of the company advertising confirming that the advertisement complies with the Corporations Law.

9. COPYRIGHT WARNING

- 9.1 Due to the Copyright Act 1968 advertisers are advised that the inclusion in advertisements of material (photographed, artist's illustrations and text) taken from any article published in a newspaper, magazine, periodical or similar publication is strictly prohibited without the written consent of the owner of the copyright.
- 9.2 It is the advertiser's responsibility to ensure that any material used in an advertisement is authorised for publication by the owner of the copyright to prevent the possibility of legal action being taken against the advertiser for any breach of the Copyright Act.
- 9.3 The acceptance of and publication of the advertisement or letter by the newspaper or publisher concerned is deemed to be consideration for the agreement to indemnify.

10. INDEMNITY AND WARRANTY

Advertisers and/or advertising agencies, by submitting or authorising material for publication by the publisher and in consideration of the publisher agreeing to publish the material:

- (a) Indemnify the publisher, its servants and agents against all actions, proceedings, claims and demands arising out of or in connection with the publication of the material including, without limiting the generality of the foregoing, all actions, proceedings, claims and demands relating to defamation, malicious falsehood, breach or infringement of copyright, trade mark or design, breach of the Trade Practices Act 1974, or breach of any other legal, equitable or statutory rights.
- (b) Warrant that publication of the material will not give rise to any legal, equitable or statutory rights against the publisher and will not breach any laws or regulations including, without being limited, the proscriptions relating to advertising in Part V of the Trade Practices Act 1974.

11. ADVERTISING RATE CLAUSE

GST will be applied on the gross amount of the invoice. The GST component does not count towards overall monetary order expenditure or rate card discount levels.

sections



(Click 'Forward' for multi paper buys)

(Click 'Forward' for multi paper buys)

(Click 'Forward' for multi paper buys)

BACK

FORWARD

Classifieds Rate Card 2010/2011

Contact Us

Classified Lineage, Display & Look Local

Phone: 13 20 13 or 9237 1300 from mobiles

Fax: 9237 1056

classifieds@communitynews.com.au

Workplace

Phone: 13 20 13 or 9237 1300 from mobiles

Fax: 9237 1488

workplace@communitynews.com.au

Inserts

Phone: 6330 9171

Fax: 6330 6156

insertsales@communitynews.com.au



sections



(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)



(Click 'Forward' for multi paper buys)



BACK

FORWARD