

Advertising Rates

| EFFECTIVE UNTIL DEC 2007 | SIZE | DIMENSIONS (H/W) | RATE (INCLUDES GST) |
|--------------------------|---------------------------------|--------------------|---------------------|
| FULL COLOUR | Double page spread | 235mm x 350mm | \$10,200.00 |
| | Full page | 235mm x 177mm | \$6,000.00 |
| | Vertical Two thirds page | 235mm x 110mm | \$4,800.00 |
| | One third page | 235mm x 55mm | \$2,420.00 |
| | One sixth page | 115mm x 55mm | \$1,200.00 |
| | Quarter page | Not available | |
| Horizontal | Half page | 115mm x 177mm | \$3,630.00 |
| | One third page | 75mm x 177mm | \$2,420.00 |
| | Quarter page | 55mm x 177mm | \$1,800.00 |
| | Classifieds | 34mm x 55mm | \$250.00 |
| Page trim | | 260 x 205mm | |

| LOADINGS | DISCOUNTS | BOOKING DEADLINES | SUPPLY DEADLINES | DISTRIBUTION DATES |
|-------------------------|------------------------------|--------------------------|--------------------------|-------------------------|
| RIGHT PAGE: +10% | (unavailable for classified) | Summer Dec 8 | Summer Dec 12 | Summer Jan 31 |
| BACK/INSIDE COVERS +15% | 2 bookings: -5.0% | Easter Feb 01 | Easter Feb 09 | Easter Mar 08 |
| | 3-4 bookings: -7.5% | Winter Apr 13 | Winter Apr 17 | Winter May 20 |
| | 5 bookings: -10.0% | Spring June 24 | Spring June 28 | Spring Aug 16 |
| | | Christmas Sept 21 | Christmas Sept 27 | Christmas Oct 25 |

Supply specifications:

Adobe PDF (press ready) format. By email (max 10MB) or CD.
Mail or fax a laser proof hard copy of the advertisement.

Press ready:

Must be CMYK not RGB. Convert all type to outlines. PDFs must not be created in Microsoft Word.
Adobe software or QuarkXpress can be used to create the Press ready PDF files.

Design service:

A design and layout service is available at a charge of \$60 per hour.
Final copy requiring layout to be emailed as a Word .rtf document.
Authors changes to original text are chargeable. Ads not supplied to specification incur a layout charge.
If linked images or logos are attached, they must be 300dpi.
They can be QXP, InDesign (preferred), Illustrator or Photoshop CS tif, eps or bmp files.

Contact:

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