

Advertising Rates



Everybody reads the **POST**

83,000 readers every week*

Exclusive Readership: Tens of thousands of POST readers are completely loyal. They choose not to read any other local paper, according to Morgan Research.

Full details on our website www.postnewspapers.com.au * Morgan Research April 2001 - March 2002



NEWSPAPERS Pty Ltd
ABN 50 008 917 717

Publishers of the Subiaco POST, Claremont - Nedlands POST, Mosman Park - Cottesloe POST and Cambridge POST. POST Down South, The Real Estate POST and Interiors & Gardens

What our advertisers and readers say about their POST...

"Accurate, precise, considerate, community minded, not afraid to expose questionable activity."

"Part of the family..."

"A good local paper such as the POST encourages strong local democracy."

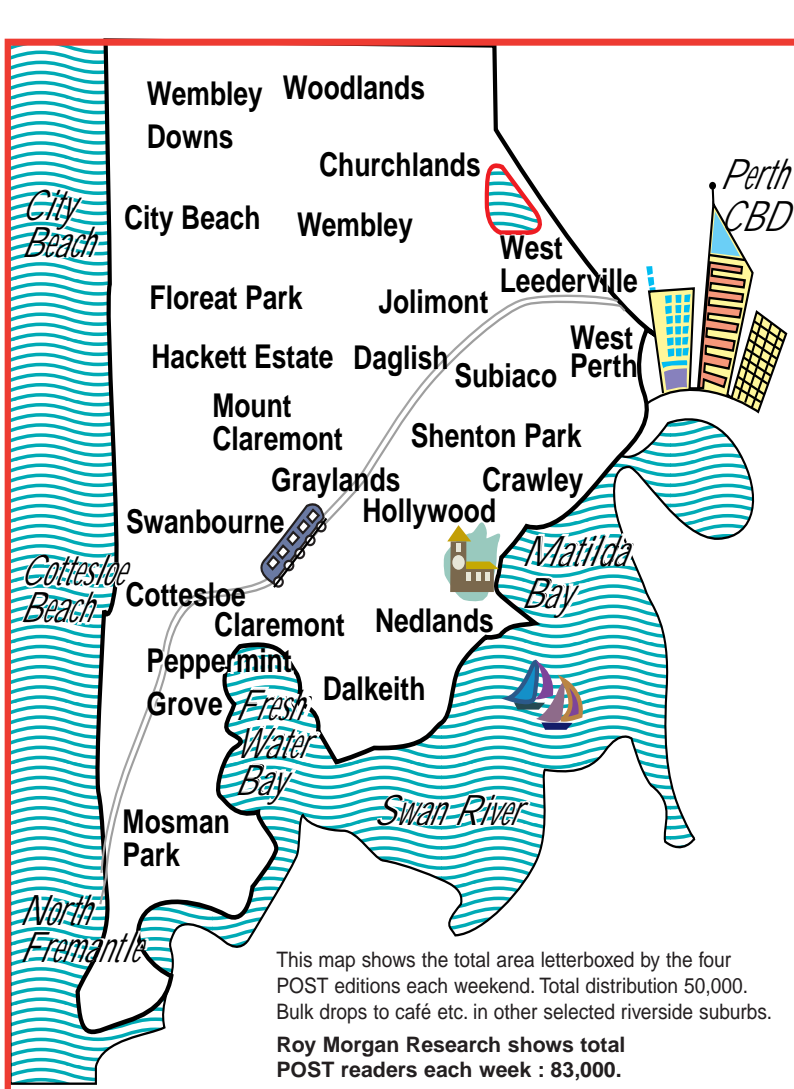
"A brilliant classified section."

"A paper highly relevant to living, working and enjoying our local area."

"The POST has good credibility, very good response to advertising. It hits the local market at a quality price. Excellent market penetration."

"You have helped our business get on its feet without busting the bank in advertising fees."

• **Originals of these written comments are available for inspection on request.**



Who are we?

The POST is an essential part of life in Perth's western suburbs. It's built on 25 years of quality journalism. The POST publishes accurate, relevant news that affects readers where they live. As a result, each issue of the paper is read thoroughly by an extremely high proportion of the population. Your advertisement is printed in a credible environment, making it effective and inexpensive.

Contents -

- ◆ News
- ◆ Community news
- ◆ Letters to the editor
- ◆ Real estate
- ◆ Arts/entertainment
- ◆ Fashion
- ◆ Outdoor sports
- ◆ Trades and services
- ◆ Classifieds
- ◆ Down South

ADVERTISING RATES

Effective July 1, 2002

Rates include placement in all four POST Newspapers

MONO	Rate	Incl.GST	Incl.GST	FULL COLOUR
Casual		\$7.90 col cm	\$8.69	\$10.40\$11.44
Over 150 col cm		\$7.65 col cm	\$8.42	\$10.15\$11.17
Over 300 col cm		\$7.45 col cm	\$8.20	\$9.95\$10.95
Over 500 col cm		\$7.25 col cm	\$7.98	\$9.75\$10.73
Over 800 col cm		\$7.05 col cm	\$7.75	\$9.55\$10.50
Over 1500 col cm		\$6.85 col cm	\$7.54	\$9.35\$10.29
Over 2500 col cm		\$6.60 col cm	\$7.26	\$9.10\$10.01
Over 5000 col cm		\$6.40 col cm	\$7.04	\$8.90\$9.79
HALF PAGE (horizontal)				FULL COLOUR
		\$6.10 col cm	\$6.71	\$8.25\$9.08
		(\$939.40 incl. GST)		(\$1271.20 incl.GST)
FULL PAGE	\$4.25	\$4.68		
Casual		\$1222	\$1344.20	\$1796\$1975.60
4 insertions		\$1183	\$1301.30	\$1757\$1932.70
6 insertions		\$1134	\$1247.40	\$1708\$1878.80
8 insertions		\$1101	\$1211.10	\$1675\$1842.50
12 insertions		\$1085	\$1193.50	\$1659\$1824.90
20 insertions		\$1072	\$1179.20	\$1646\$1810.60
26 insertions		\$1062	\$1168.20	\$1636\$1799.60
50 insertions		\$1016	\$1117.60	\$1590\$1749.00

DOWN SOUTH

Real Estate Post & Interiors & Gardens

POST Down South, distributed in the POST and in the South-West, full colour panels \$132 each or any multiples (incl. production)

Real Estate POST full colour panels \$132 each or any multiples (incl. production)

Preferred page loadings: Page 3 & back page: 50%. Page 5: 30%. Up to and including page 11: 25%. Any other requested page: 10% 10% discount applies for pre-payment, providing account has nil balance.

Production charge: \$2.20 per single column centimetre. Standard full page: \$154

TRADES AND SERVICES DIRECTORY \$6.93 per col. cm. (incl. GST). Minimum size 2cm. Minimum order six consecutive weeks.

BOOKING DEADLINES WEDNESDAYS 12noon. MATERIAL WEDNESDAYS 5pm. CANCELLATION WEDNESDAYS 10am.

Delivered **free** every weekend...

All homes and businesses in Perth's western suburbs receive the POST, with additional copies delivered to cafes, waiting rooms and restaurants.



MATERIAL REQUIREMENTS

The POST accepts completed artwork via Quickcut service. POST specifications are embedded in this copy delivery service which are searchable under POST Newspapers or under any of our six published titles.

Electronic format is preferred.

Mac format only; QuarkXpress 4, Photoshop 6, Illustrator 10.

Files may also be supplied on CD ROM, Zip Disc with full supporting files, screen and printer fonts required. Print quality: PDF, TIFF or EPS files are also acceptable.

e-mail: production@postnewspapers.com.au

MECHANICAL SPECIFICATIONS

Column width 36mm. Full page artwork to measure 410mm x 265mm.

Panel sizes for POST Down South and POST Real Estate available on request or via Quickcut.

Reproduction: Rotary Offset. Mono screen ruling up to 85LPI, colour 100LPI (200DPI - 300DPI)

Camera ready artwork: Corrected typeset material along with any line illustrations, screened bromides, halftones or repro material fixed in position for final presentation and requiring no further typesetting, corrections, half-tone screening or re-sizing. No responsibility for re-screened artwork.

CONDITIONS

ALL ACCOUNTS ARE STRICTLY THIRTY (30) days. Forwarding an order is construed as an acceptance of all rates and conditions under which advertising space is sold by the publisher. The publisher is not responsible for orders, cancellations or corrections given over the telephone. Written confirmation of orders, cancellations or corrections must be received in time to follow.

CANCELLATIONS: All cancellations must be received before booking deadline and confirmed in writing. Cancellations received after booking deadline may be charged at the value of the space order cancelled.

The publisher assumes no financial responsibility for typographical errors in advertisements but, if at fault, will reprint that part of an advertisement in which such error has occurred. Credits for errors in advertisements allowed for the first insertion only. Claims for errors in advertisements not allowed unless publishers are notified in writing within five days. Advertising to imitate news may be set in body type but news heads not permitted and will carry the words

"Advertisement" or "Advt." All advertising conditional on strikes, fires, acts of God or any cause not subject to the control of the publisher. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and also assume responsibility for any claim arising therefrom made against the publisher. The publisher reserves the right to refuse any advertisement without assigning a reason. Contracts not completed will be back-charged to the applicable date. Preferred positions are guaranteed only if space is available and with agreed payment of the applicable loading rate. All contract orders are subject to variation as to the rate payable. Approved advertising agents will receive ten (10) per cent commission.

WARRANTY AND INDEMNITY: Every care will be exercised but no responsibility is taken for any loss arising from the failure of any advertisement to appear as ordered. By lodging material with the newspaper, the advertiser or his agent indemnifies the publisher against all liability for the matter contained therein.

The POST circulates in Perth's richest socio-economic areas, areas with a heavy concentration of managers, executives and professionals, socio ABs and high income families.



NEWSPAPERS Pty Ltd
ABN 50 008 917 717

2 Keightley Road East, Subiaco, Western Australia 6008.

Telephone: (08) 9381 3088, Fax: (08) 9388 2258

web site: www.postnewspapers.com.au

e-mail: advertising@postnewspapers.com.au

Material accepted by Quickcut