

VIC classified advertising rates

t: 13 24 25

Advertising rates inclusive of GST. Effective until June 2005.

Publication names	Publication code	Circulation */**	Rate per single column centimetre (min 3 cms)		Rate per line (min 3 lines)
			1-3 weeks	13-51 weeks	1-12 weeks
The Journal **	DCJ	76,794	\$15.80	\$14.22	n/a
Berwick & District Journal, Pakenham Journal **	BDJ	59,157	\$4.53	\$4.08	\$2.60
Knox Journal *	KNO	53,743	\$12.61	\$11.35	\$3.16
Monash Journal **	MON	48,799	\$13.15	\$11.83	\$3.23
Maroondah Journal, Yarra Ranges Journal *	MYR	68,807	\$13.85	\$12.46	\$3.63
Peninsula Journal Weekender **	FRJ	50,000	\$5.60	\$5.04	\$2.77
Whitehorse Weekender **	WHI	42,199	\$5.60	\$5.04	\$2.77
Mail, Williamstown Advertiser, Altona-Laverton Mail *	FMA	59,825	\$9.43	\$8.48	n/a
Advocate, North West Advocate *	SAD	67,722	\$9.43	\$8.48	n/a
Werribee Banner *	WBA	34,813	\$8.49	\$7.64	n/a
Melton Express Telegraph, Bacchus Marsh Express Telegraph *	MBM	21,531	\$6.82	\$6.14	n/a
Macedon Ranges Telegraph, Sunbury Telegraph *	MRS	25,554	\$7.30	\$6.57	n/a
Moonee Valley Community News *	CMV	59,634	\$10.31	\$9.28	\$3.53
Moreland Community News *	CML	44,526	\$10.31	\$9.28	\$3.53

Discounted packages

Package name	Package code	Mastheads	Circulation */**	Rate per single column centimetre (min 3 cms)		Rate per line (min 3 lines)
				1-3 weeks	13-51 weeks	1-12 weeks
Group **	MWJ	21	713,104	\$86.59	\$77.93	\$27.29
North West *	WNC	12	313,605	\$40.35	\$36.32	\$12.41
South East **	EAS	9	399,499	\$46.23	\$41.61	\$14.88

Package inclusions

GROUP	Dandenong Journal, Berwick & District Journal, Pakenham Journal, Knox Journal, Monash Journal, Maroondah Journal, Yarra Ranges Journal, Peninsula Journal Weekender, Whitehorse Weekender, Mail, Williamstown Advertiser, Altona-Laverton Mail, Advocate, North West Advocate, Werribee Banner, Melton Express Telegraph, Bacchus Marsh Express Telegraph, Macedon Ranges Telegraph, Sunbury Telegraph, Moonee Valley Community News, Moreland Community News.
NORTH WEST	Mail, Williamstown Advertiser, Altona-Laverton Mail, Advocate, North West Advocate, Werribee Banner, Melton Express Telegraph, Bacchus Marsh Express Telegraph, Macedon Ranges Telegraph, Sunbury Telegraph, Moonee Valley Community News, Moreland Community News.
SOUTH EAST	Dandenong Journal, Berwick & District Journal, Pakenham Journal, Knox Journal, Monash Journal, Maroondah Journal, Yarra Ranges Journal, Peninsula Journal Weekender, Whitehorse Weekender.

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North/West Discounted packages

Package name	Package code	Mastheads	Circulation */**	Rate per single column centimetre (min 3 cms)		Rate per line (min 3 lines)
				1-3 weeks	13-51 weeks	1-12 weeks
Super West *	WNW	10	209,445	\$29.03	\$26.13	\$8.42
Multi West *	FWM	8	183,891	\$25.62	\$23.06	\$6.38
Maxi West *	SWR	7	149,620	\$24.03	\$21.63	\$7.10
West 4 *	FSW	6	162,360	\$21.88	\$19.69	\$5.54
West 5 *	WER	5	81,898	\$18.09	\$16.28	\$5.51
West 6 *	FMC	5	163,985	\$24.03	\$21.63	\$7.71
West 7 *	MRC	4	129,714	\$22.33	\$20.10	\$8.47
West 8 *	SAC	4	171,882	\$24.03	\$21.63	\$7.71
West 9 *	FWB	4	94,638	\$15.23	\$13.71	\$3.69
West 10 *	SME	4	89,253	\$13.81	\$12.43	\$3.53
West 11 *	FMV	4	119,459	\$16.77	\$15.10	\$5.19
West 12*	MRV	3	85,188	\$14.97	\$13.47	\$6.00
West 13 *	SAV	3	127,356	\$16.77	\$15.10	\$5.19
West 14 *	COM	2	104,160	\$17.52	\$15.77	\$6.00

PACKAGE INCLUSIONS

SUPER WEST Mail, Williamstown Advertiser, Altona-Laverton Mail, Advocate, North West Advocate, Werribee Banner, Melton Express Telegraph, Bacchus Marsh Express Telegraph, Macedon Ranges Telegraph, Sunbury Telegraph

MULTI WEST Mail, Williamstown Advertiser, Altona-Laverton Mail, Advocate, North West Advocate, Werribee Banner, Melton Express Telegraph, Bacchus Marsh Express Telegraph

MAXI WEST Advocate, North West Advocate, Werribee Banner, Melton Express Telegraph, Bacchus Marsh Express Telegraph, Macedon Ranges Telegraph, Sunbury Telegraph

WEST 4 Advocate, North West Advocate, Werribee Banner, Mail, Williamstown Advertiser, Altona-Laverton Mail

WEST 5 Werribee Banner, Melton Express Telegraph, Bacchus Marsh Express Telegraph, Macedon Ranges Telegraph, Sunbury Telegraph

WEST 6 Mail, Williamstown Advertiser, Altona-Laverton Mail, Moonee Valley Community News, Moreland Community News

WEST 7 Macedon Ranges Telegraph, Sunbury Telegraph, Moonee Valley Community News, Moreland Community News

WEST 8 Advocate, North West Advocate, Moonee Valley Community News, Moreland Community News

WEST 9 Mail, Williamstown Advertiser, Altona-Laverton Mail, Werribee Banner

WEST 10 Advocate, North West Advocate, Melton Express Telegraph, Bacchus Marsh Express Telegraph

WEST 11 Mail, Williamstown Advertiser, Altona-Laverton Mail, Moonee Valley Community News

WEST 12 Moonee Valley Community News, Macedon Ranges Telegraph, Sunbury Telegraph

WEST 13 Moonee Valley Community News, Advocate, North West Advocate

WEST 14 Moonee Valley Community News, Moreland Community News

South/East Discounted packages

Package name	Package code	Mastheads	Circulation */**	Rate per single column centimetre (min 3 cms)		Rate per line (min 3 lines)
				1-3 weeks	13-51 weeks	1-12 weeks
Super East **	BDM	6	288,493	\$36.17	\$32.56	\$11.54
Multi East **	POW	5	213,548	\$33.90	\$30.51	\$9.59
Maxi East **	MDF	3	175,593	\$27.63	\$24.87	\$8.59
East 4 **	KDF	3	180,537	\$27.20	\$24.48	\$8.53
East 5 **	KWW	3	144,741	\$25.08	\$22.57	\$7.33
East 6 **	XWW	4	164,749	\$25.64	\$23.08	\$7.65
East 7 **	DBF	4	185,951	\$20.74	\$18.67	\$8.08
East 8 **	KXW	2	95,942	\$15.47	\$13.93	\$5.04
East 9 **	MWH	2	90,998	\$15.93	\$14.34	\$5.11
East 10 **	MYW	3	111,006	\$16.35	\$14.88	\$5.44
East 11 **	DBK	4	189,694	\$26.35	\$23.71	\$8.39
East 12**	DBJ	3	135,951	\$17.28	\$15.55	\$6.23

PACKAGE INCLUSIONS

SUPER EAST Dandenong Journal, Berwick & District Journal, Pakenham Journal, Peninsula Weekender Journal, Monash Journal, Knox Journal

MULTI EAST Monash Journal, Maroondah Journal, Yarra Ranges Journal, Knox Journal, Whitehorse Weekender

MAXI EAST Dandenong Journal, Peninsula Weekender Journal, Monash Journal

EAST 4 Dandenong Journal, Peninsula Weekender Journal, Knox Journal

EAST 5 Monash Journal, Knox Journal, Whitehorse Weekender

EAST 6 Maroondah Journal, Yarra Ranges Journal, Knox Journal, Whitehorse Weekender

EAST 7 Dandenong Journal, Berwick & District Journal, Pakenham Journal, Peninsula Weekender Journal

EAST 8 Knox Journal, Whitehorse Weekender

EAST 9 Monash Journal, Whitehorse Weekender

EAST 10 Maroondah Journal, Yarra Ranges Journal, Whitehorse Weekender

EAST 11 Dandenong Journal, Berwick & District Journal, Pakenham Journal, Knox Journal

EAST 12 Dandenong Journal, Berwick & District Journal, Pakenham Journal

ADDITIONAL CHARGES

Colour Charges: SPOT: \$17.82, FULL COLOUR: \$41.64, FULL COLOUR (2 or more columns): \$59.46 All colour charges include GST. Due to production we cannot guarantee colour in any circumstance
 Border Charge: \$5.50 (Flat rate for new ads, excluding Trades Advertisers) PHONE: 13 24 25 or 03 9238 7770 FAX: 03 9238 7676 ABN 77 000 310 654

Rates are per line or per cm, per insertion Discounts: For length of run - 4-12wks 5%, 13-51wks 10%, 52wks* 20% *Combined circulation CAB audit Apr 03 - Sep 03. ** Publisher's estimate
 Discounts: For packages: 2 publications 15%, 3 publications 20%, 4 publications 25%, 5 publications 30%, 6 or more 35% (All discounts already applied to above rates)