

Melbourne Weekly Magazine

(Published Sunday)

	Units									
	DPS	Full Page	1/2 Page	1/4 Page	9	8	6	4	2	
casual	\$12500.00	\$6720.00	\$3480.00	\$2480.00	\$1920.00	\$1530.00	\$1360.00	\$1020.00	\$680.00	\$340.00
x4 weeks	\$11875.00	\$6336.00	\$3288.00	\$2352.00	\$1824.00	\$1440.00	\$1280.00	\$960.00	\$640.00	\$320.00
x8 weeks	\$11281.00	\$6192.00	\$3216.00	\$2304.00	\$1740.00	\$1388.00	\$1216.00	\$912.00	\$608.00	\$304.00

Melbourne Weekly Bayside

(Published Wednesday)

	Units									
	DPS	Full Page	1/2 Page	1/4 Page	9	8	6	4	2	
casual	\$8900.00	\$4800.00	\$2400.00	\$1600.00	\$1200.00	\$900.00	\$800.00	\$600.00	\$400.00	\$200.00
x4 weeks	\$8455.00	\$4560.00	\$2280.00	\$1520.00	\$1140.00	\$855.00	\$760.00	\$570.00	\$380.00	\$190.00
x8 weeks	\$8010.00	\$4320.00	\$2160.00	\$1440.00	\$1080.00	\$810.00	\$720.00	\$540.00	\$360.00	\$180.00

City Weekly

(Published Thursday)

	Units									
	DPS	Full Page	1/2 Page	1/4 Page	9	8	6	4	2	
casual	\$8640.00	\$4560.00	\$2400.00	\$1645.00	\$1260.00	\$990.00	\$880.00	\$695.00	\$460.00	\$240.00
x4 weeks	\$8210.00	\$4330.00	\$2280.00	\$1565.00	\$1200.00	\$940.00	\$840.00	\$660.00	\$440.00	\$230.00
x8 weeks	\$7775.00	\$4105.00	\$2160.00	\$1480.00	\$1135.00	\$890.00	\$790.00	\$625.00	\$415.00	\$215.00

Emerald Hill Times

(Published Wednesday)

	Units									
	DPS	Full Page	1/2 Page	1/4 Page	9	8	6	4	2	
casual	\$5600.00	\$2800.00	\$1500.00	\$1030.00	\$790.00	\$600.00	\$530.00	\$420.00	\$280.00	\$150.00
x4 weeks	\$5320.00	\$2660.00	\$1400.00	\$975.00	\$750.00	\$570.00	\$500.00	\$400.00	\$265.00	\$140.00
x8 weeks	\$5040.00	\$2500.00	\$1300.00	\$925.00	\$710.00	\$540.00	\$475.00	\$375.00	\$250.00	\$130.00

The Melbourne Times

(Published Wednesday)

	Units									
	DPS	Full Page	1/2 Page	1/4 Page	9	8	6	4	2	
casual	\$9600.00	\$5280.00	\$2880.00	\$1960.00	\$1500.00	\$1200.00	\$1060.00	\$800.00	\$530.00	\$265.00
x4 weeks	\$9120.00	\$4750.00	\$2595.00	\$1765.00	\$1350.00	\$1080.00	\$955.00	\$720.00	\$480.00	\$240.00
x8 weeks	\$8640.00	\$4480.00	\$2450.00	\$1665.00	\$1275.00	\$1020.00	\$900.00	\$680.00	\$450.00	\$225.00

Rates are exclusive of GST. Rates effective until June 2005

VIC 2004/5 rate card

Masthead	Published	Casual Rate	500/2mpb	750/3mpb	1,000/4mpb	2,000/5mpb	3,000/6mpb	5,000/7mpb	7,500/8mpb	10,000/9mpb	12,500/10mpb
The Journal	Monday	\$14.50	\$14.05	\$13.65	\$13.05	\$12.70	\$12.30	\$11.95	\$11.60	\$10.90	\$10.15
Domain/New homes & Land	Monday	\$9.90	\$9.60	\$9.30	\$8.90	\$8.65	\$8.40	\$8.15	\$7.90	\$7.45	\$6.90
Berwick and District Journal, Pakenham Journal	Monday	\$7.80	\$7.60	\$7.35	\$7.00	\$6.85	\$6.65	\$6.45	\$6.25	\$5.85	\$5.45
Peninsula Journal Weekender	Thursday	\$8.50	\$7.90	\$7.65	\$7.35	\$7.15	\$6.90	\$6.70	\$6.50	\$6.10	\$5.95
Whitehorse Weekender	Thursday	\$8.50	\$7.90	\$7.65	\$7.35	\$7.15	\$6.90	\$6.70	\$6.50	\$6.10	\$5.95
Knox Journal	Wednesday	\$10.20	\$9.90	\$9.30	\$8.90	\$8.65	\$8.40	\$8.15	\$7.90	\$7.45	\$7.15
Monash Journal	Monday	\$10.20	\$9.90	\$9.30	\$8.90	\$8.65	\$8.40	\$8.15	\$7.90	\$7.45	\$7.15
Maroondah/Yarra Ranges Journal	Tuesday	\$11.50	\$10.75	\$10.45	\$10.00	\$9.70	\$9.45	\$9.15	\$8.90	\$8.30	\$8.05
Moonee Valley Community News (8 Column)	Tuesday	\$13.50	\$12.70	\$12.30	\$11.80	\$11.45	\$11.15	\$10.80	\$10.50	\$9.85	\$9.45
Moreland Community News (8 Column)	Tuesday	\$8.80	\$8.50	\$8.25	\$7.90	\$7.65	\$7.45	\$7.20	\$7.05	\$6.55	\$6.15
The Mail, Williamstown Advertiser, Altona-Laverton Mail	Wednesday	\$13.50	\$12.70	\$12.30	\$11.80	\$11.45	\$11.15	\$10.80	\$10.50	\$9.85	\$9.45
The Advocate, North West Advocate	Tuesday	\$13.50	\$12.70	\$12.30	\$11.80	\$11.45	\$11.15	\$10.80	\$10.50	\$9.85	\$9.45
Werribee Banner	Wednesday	\$10.50	\$10.20	\$9.30	\$8.90	\$8.65	\$8.40	\$8.15	\$7.90	\$7.65	\$7.35
Melton Express Telegraph, Bacchus Marsh Express Telegraph	Tuesday	\$7.80	\$7.60	\$7.35	\$7.00	\$6.85	\$6.65	\$6.45	\$6.25	\$5.85	\$5.45
Macedon Ranges Telegraph, Sunbury Telegraph	Tuesday	\$7.80	\$7.60	\$7.35	\$7.00	\$6.85	\$6.65	\$6.45	\$6.25	\$5.85	\$5.45

Annual centimetre/multi paper buy discount scale. Rates are exclusive of GST and are for mono advertising. Rates effective until June 2005