

The West Australian



BUSINESS BOOSTER

Businesses receive a big boost.

The West Australian – WA's highest selling, best read print media – is giving your business a well-earned boost.

In March and April, *The West Australian* is offering some amazing cost effective ways to target your prospects and get your tills ringing through West Weekend Magazine.

In West Weekend Magazine we can offer a solution that's tailored to your business.

Please see below for further details:

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013.

March and April BUSINESS BOOSTER packages!

West Weekend Magazine, as part of *The West Australian*, is offering special March and April bonus advertising packages.

Package 1 – Full Pages

- Minimum 2 full pages in West Weekend in March or April 2014.
- Bonus 25 cm x 4 col ad in *The West Australian* on Monday in March or April.
- 2 Full Page Ad package cost - \$18,000
- **2 Full Page Ad package + bonus ads value – \$30,000**
- Material positioned BEST
- Restricted Inventory Offer
- All costs quoted GST exclusive

Package 2 – Half pages

- Minimum 2 half pages in West Weekend in March or April 2014
- Bonus 20 cm x 4 col ad in *The West Australian* on Monday in March or April.
- 2 Half Page Ad package cost - \$9000
- **2 Half page Ad package + bonus ads value – \$18,600**
- Material positioned BEST
- Restricted Inventory Offer
- All costs quoted GST exclusive