



**ALBANY**

- A busy port city, the commercial and service hub for the Great Southern region and a significant tourist destination
- Albany is located 418km south of Perth

# ALBANY ADVERTISER



**PUBLISHED:** Tuesday & Thursday  
**DISTRIBUTION:** Paid Sales  
**CIRCULATION:** 4390<sup>^</sup>  
**READERSHIP:** 17,000\*



### REGION COVERED

Albany, Borden, Bremer Bay, Cranbrook, Jerramungup, Katanning, Mt Barker, Narrikup, Ravensthorpe, Tambellup, Tenterden, Wagin, Walpole.

### REGULAR FEATURES

- My Block
- Prime Beef
- Regional Lifestyle

### DISPLAY ADVERTISING RATE

Size	Cost - GST Exl	Cost - GST Inc
Casual	7.83 per col. cm	8.61
1500cm	7.43	8.18
2500cm	7.04	7.75
5000cm	6.65	7.32
10,000cm	6.26	6.89
20,000cm	5.87	6.45

### LOADINGS

Colour	40%	Page 7	30%
Page 1	100%	Page 9	30%
Page 2	75%	Back page	75%
Page 3	75%	EGN	15%
Page 4	20%	RHP	20%
Page 5	50%	Specified	15%
Page 6	15%	Other	15%

### DEADLINES - TUESDAY

	Bookings	Complete Ad Copy
General Display	12pm Thursday	12pm Friday
Classified Display	4pm Friday	4pm Friday
Classified Lineage	4pm Friday	4pm Friday
Real Estate Liftout	N/A	N/A

### DEADLINES - THURSDAY

	Bookings	Complete Ad Copy
General Display	12pm Monday	2pm Monday
Classified Display	4pm Tuesday	4pm Tuesday
Classified Lineage	4pm Tuesday	4pm Tuesday
Real Estate Liftout	12pm Friday	12pm Monday

### EMPLOYMENT CLASSIFIED

	GST Exl	GST Inc	
Display	12.56	13.81	per col. cm

### CLASSIFIED ADVERTISING

	17.66	19.42	1st 3 Lines
Lineage	5.62	6.18	thereafter
Display	10.87	11.95	per col. cm

### INSERTS

Day	Average Print Run	Cost per 1000	
		GST Exl	GST Inc
Tuesday	4600	84.27	92.70
Thursday	6200	84.27	92.70

<sup>^</sup> ABC Audit (Dec 2015) \*emma\* (Mar 2016)