



SOUND/SOUTHERN

- A major urban centre of the south metropolitan area, Rockingham and surrounds offers all the conveniences of a city combined with some of the most magnificent marine-based natural experiences found along the WA coast. Popular with tourists and retirees.
- Rockingham - 47km south of Perth

SOUND TELEGRAPH – SOUTHERN TELEGRAPH

SOUND / SOUTHERN TELEGRAPH

PUBLISHED: Wednesday
DISTRIBUTION: Delivered free in distribution area
CIRCULATION: 54,447[†]
READERSHIP: 52,000*



[†]a CAB Audit (Mar 2016) *emma* (Mar 2016)

REGION COVERED BY SOUND TELEGRAPH

Rockingham, Kwinana, Orelia, Parmelia, Calista, Medina, Leda, Bertram, Wellard, Port Kennedy, Warnbro, Waikiki, Coo loongup, Safety Bay, Shoalwater, Hillman, Baldivis, Karnup, Secret Harbour, Golden Bay, Singleton.

REGION COVERED BY SOUTHERN TELEGRAPH

Madora Bay, Lakelands, San Remo, Silver Sands, Meadow Springs.



REGULAR FEATURES

- The Sound Magazine (monthly)
- Business update (monthly)
- Health & Beauty (monthly)
- Hey Big Spender Promotion (September)
- Chamber Connections (November and April)

DISPLAY ADVERTISING RATE

Size	Cost - GST Exl	Cost - GST Inc
Casual	13.58 per col. cm	14.93
1500cm	12.90	14.19
2500cm	12.22	13.44
5000cm	11.54	12.70
10,000cm	10.86	11.95
20,000cm	10.19	11.20

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

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

EMPLOYMENT CLASSIFIED

	GST Exl	GST Inc	
Display	14.54	16.00	per col. cm

CLASSIFIED ADVERTISING

Lineage	19.15	21.07	1st 3 Lines
	6.20	6.82	thereafter
Display	14.13	15.54	per col. cm

INSERTS

Paper	Day	Average Print Run	Cost per 1000	
			GST Exl	GST Inc
Sound - Southern Telegraph	Wednesday	55,000	84.27	92.70



ENQUIRIES: P: 08 9482 9700

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ADVERTISING COPY: wrscopy@wanews.com.au