



DISPLAY ADVERTISING RATES

Display Advertising Rates (Excluding GST) (Per Module)

Publications	Casual	\$2,750	\$5,500	\$8,250	\$11,000	\$16,500	\$22,000	\$38,500	\$44,000	\$77,000	\$110,000
Discount from Casual Rate	0%	2%	4%	6%	8%	10%	12%	14%	16%	18%	20%
Litchfield/Darwin Sun/ Palmerston Sun	\$156.71	\$153.57	\$150.44	\$147.30	\$144.17	\$141.03	\$137.90	\$134.77	\$131.63	\$128.50	\$125.36

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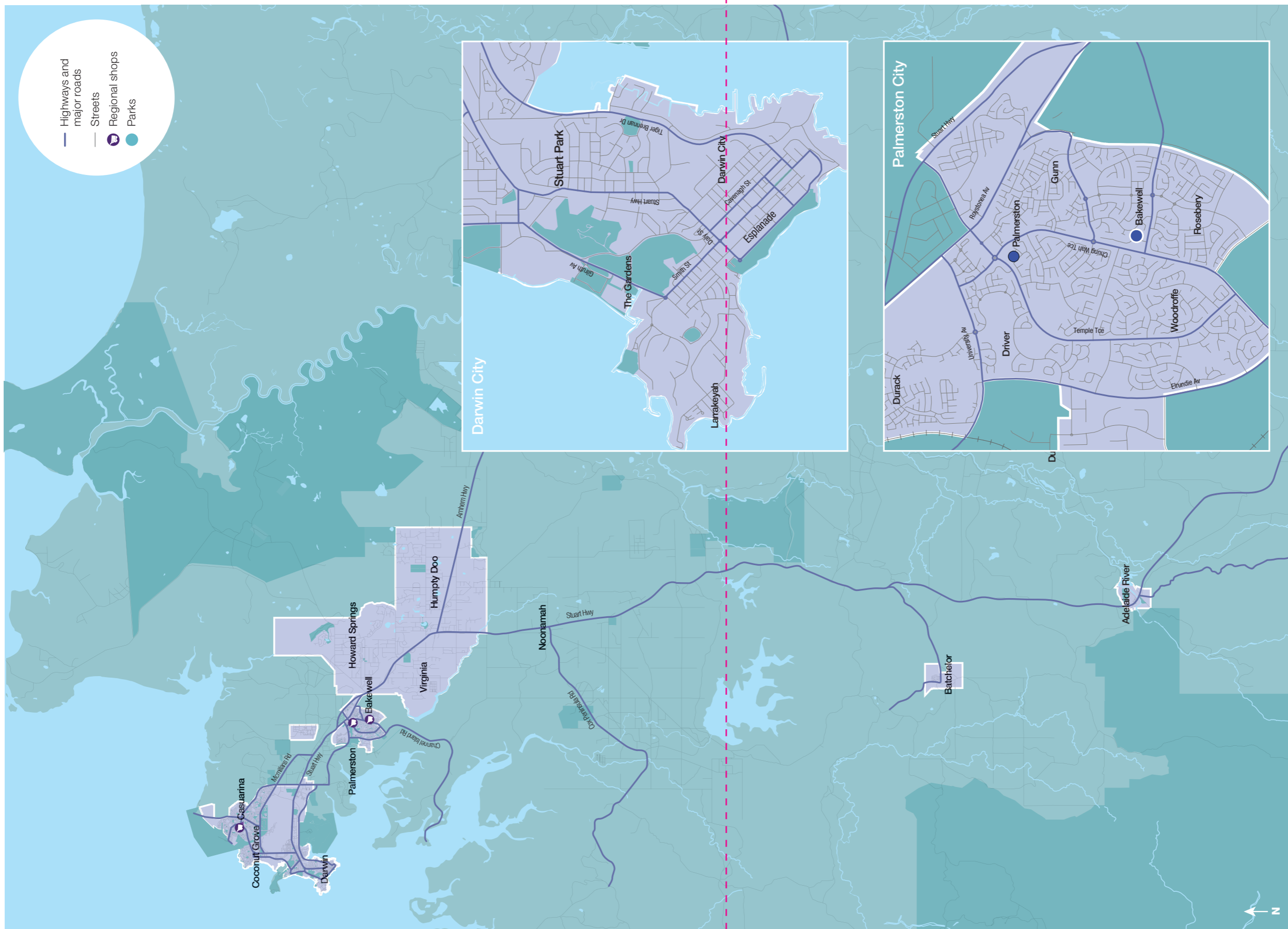
Publications	Casual	\$2,750	\$5,500	\$8,250	\$11,000	\$16,500	\$22,000	\$38,500	\$44,000	\$77,000	\$110,000
Discount from Casual Rate	0%	2%	4%	6%	8%	10%	12%	14%	16%	18%	20%
Litchfield/Darwin Sun/ Palmerston Sun	\$172.38	\$168.93	\$165.48	\$162.03	\$158.58	\$155.14	\$151.69	\$148.24	\$144.79	\$141.35	\$137.90

Please note: Booking deadline is midday Friday prior to publication date and material deadline is 5pm Friday prior to publication date.
Advertising feature deadlines are Tuesday prior to publication date and material deadline is 5pm Friday prior to publication date.
Rates are effective July 4, 2011.

Display Position Loading

All ads booked at 34cm or 36cm deep will be costed at 38cm.

Page no.	Loading	Max. Size
1	100%	4MW
2	25%	8MH
3	50%	8MW
4	20%	16M
5	30%	8MW
6	20%	any
7	25%	any
Back	30%	any
Right hand	20%	any
TV (centre spread)	20%	60mm(H) x 263.525mm(W)



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