



Publication	Day of Publication	Circulation	Readership
Sun Newspapers	Wednesday	31,657*	41,000*

Sun Newspapers have been delivering news to the people of the Top End since 1993.

As the publisher of the Northern Territory's only free weekly community newspapers, they are an integral part of the community.

Published every Wednesday, their recognised Darwin Sun and Palmerston Sun titles, and the newly released Litchfield Sun, provide a weekly distribution of more than 31,500 hand-delivered and strategically bulk-dropped copies for a reach that extends throughout the city of Darwin, its northern suburbs, Winnellie and Berrimah, as well as the satellite city of Palmerston and into the thriving rural areas that the Litchfield municipality encompasses.

Combined they offer the widest midweek circulation of all newspapers in the Northern Territory.

### Suburb and Postcode Guide

Suburb	Postcode	Suburb	Postcode	Suburb	Postcode
Acacia Hills	0822	Gray	0830	McMinns Lagoon	0822
Adelaide River	0846	Girraween	0836	Millner	0810
Alawa	0810	Gunn	0832	Moil	0810
Anula	0812	Herbert	0836	Moulden	0830
Bakewell	0832	Howard Springs	0835	Nakara	0810
Batchelcr	0845	Holtze	0829	Nightcliff	0810
Bayview	0820	Humpty Doo	0835	Northlakes	0812
Berry Springs	0838	Jingili	0810	Noonamah	0837
Bees Creek	0822	Karama	0812	Palmerston	0831
Brinkin	0810	Knuckey Lagoon	0828	Parap	0820
Coconut Grove	0810	Kurringal	0820	RAAF Base Winnellie	0820
Coonawarra Naval Base	0820	Larrakeyah	0820	Rapid Creek	0810
Coolalinga	0835	Larrakeyah Army		Roseberry	0832
Coomalie	0822	Barracks	0820	Stuart Park	0820
Cullen Bay	0820	Leanyer	0812	The Chase	0832
Darwin	0800	Livingstone	0822	The Gardens	0820
Darwin River	0841	Ludmilla	0820	The Narrows	0820
Driver	0830	Lyons	0810	Tiwi	0810
Durack	0830	Malak	0812	Tipperary Waters	0820
Fairway Waters	0830	Manton	0837	Wagaman	0810
Fannie Bay	0820	Marrakai	0822	Wanguri	0810
Farrar	0830	Marrara	0812		

\*Roy Morgan Single Source Australia: July 2007 - June 2008.

\*Circulations Audit Board, March 2010.



## Display Advertising Rates (Including 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
<b>Discount from Casual Rate</b>	0%	2%	4%	6%	8%	10%	12%	14%	16%	18%	20%
Litchfield/Darwin Sun/ Palmerston Sun	\$169.81	167.25	\$164.51	161.95	\$159.39	\$156.83	154.08	\$151.53	\$148.97	\$146.22	\$143.67

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<b>Discount from Casual Rate</b>	0%	2%	4%	6%	8%	10%	12%	14%	16%	18%	20%
Litchfield/Darwin Sun/ Palmerston Sun	\$154.38	\$152.05	\$149.56	\$147.23	\$144.90	\$142.58	\$140.08	\$137.76	\$135.43	\$132.93	\$130.61

Rates are effective June 28, 2010.

## 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%	8MW
5	30%	8MW
6	20%	any
7	25%	any
Back	30%	any
Right hand	20%	any
TV (centre spread)	20%	60mm(H)x550mm(W)



# Classified Advertising Rates

## Line Classifieds

Line Classifieds	Inc. GST
per line (single column)* \$2.21	\$2.21*
attention getters \$9.00	\$9.00*

\*Or part thereof, minimum charge \$11.00 including GST (5 lines).

## Display Classifieds

Display Classifieds	Inc. GST
per line (single column)* \$7.15	\$7.86
attention getters \$8.19	\$9.00

\*Casual rate. Minimum depth 4cm. Display Classifieds include a border.

## Local Trades And Services Directory\*\*

### 4cm x 2column (40mm x 63.5mm)

Weeks	Inc. GST
1	\$62.92
2	\$61.66
3	\$60.40
4	\$59.14
6	\$56.62
13 week package*	\$52.85

### 6cm x 2column (60mm x 63.5mm)

Weeks	Inc. GST
1	\$94.38
2	\$92.48
3	\$90.60
4	\$88.71
6	\$84.94
13 week package*	\$79.27

### 8cm x 2column (80mm x 63.5mm)

Weeks	Inc. GST
1	\$125.84
2	\$123.32
3	\$120.8
4	\$118.29
6	\$113.25
13 week package*	\$105.71

Note:

Deadline for our Classifieds is midday Monday prior to insertion on the Wednesday.

\*\*Trades prices quoted are per week costs

The 13-week package includes one FREE editorial and photograph. Furthermore, each month we provide a \$200 voucher to one lucky reader to be spent at one of the businesses featured in our Local Services Directory. The Pick a Business and Win Competition attracts thousands of entries each month and helps ensure that our readers sit up and take notice of those businesses that advertise in our Local Services Directory.

## Sun Classified Measures

Number of Columns	Size
1	31.044mm
2	64.205mm
3	97.366mm
4	130.527mm
5	163.688mm
6	196.850mm
7	230.011mm
8	263.172mm

## Sun Community Newspapers Insert Rates

Insert Type	Price per 1000	GST	Including GST	Mechanics
A4 up to 8 pages	\$81.49	\$8.14	\$89.63	Manual
A4 8 to 20 pages	\$97.79	\$9.77	\$107.56	Manual
A4 20 to 24 pages	\$105.94	\$10.59	\$116.53	Manual
A4 24-plus	POA			Manual

- Oversize options are available on negotiation - conditions apply.
- Number of insertions subject to availability for all states.

## Delivery Deadlines

Booking deadline is Wednesday prior to publication.

## Delivery Details

All material to be delivered to the back docks of our printers, the Northern Territory News, 3 Printers Place, Darwin by COB on the Friday prior to insertion on the Wednesday.

**Phone:** David Wightman 08 8931 3122

## Pallet Identification

**At least two sides of the pallets must show the following information:**

1. Name of the publication for which the insert is intended.
2. Client's name, address and contact phone number.
3. Issue date and distribution requirements.
4. Copies per bundle.
5. The estimated weight of the pallet and total quality.
6. Bundles / boxes must be consistent in size, not weigh more than 13kg and all bundles must be cross strapped.

## Commercial Wrap Rates

Paper	4 Page Wrap Inc GST	4 Page Wrap Ex GST
Sun Newspapers*	\$10,175	\$9,250

\*Price Includes wraps for: Darwin Sun, Palmerson Sun, Litchfield Sun.

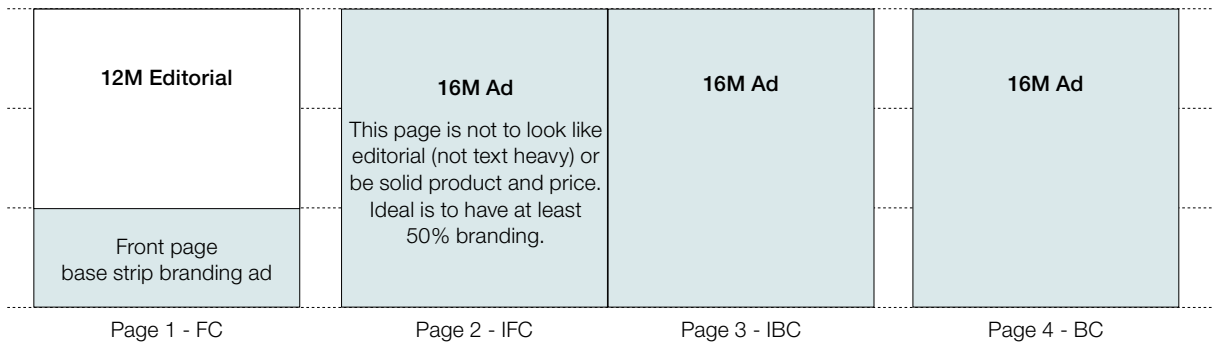
First four pages means (front page, inside front, back page and inside back page).

Minimum charge subject to Ad Director or Category Manager approval.

Ad Wraps must be booked four weeks in advance prior to the display deadlines.

For display deadlines please refer to your state sections. Rates are effective June 28, 2010.

## Ad Wrap Page Plan



## Key cover positions on our titles

The 'Commercial AdWrap' is a format that allows you to have exclusive advertising content on the cover section of the paper.

## Ad Wrap Content Guidelines

Ad Wraps are to be sold to a single client.

Pages 2, 3 and 4 are to have the words "Advertisement" clearly across the top.

### Page 1

- Front page base strip – not deeper than 100mm
- Branding only
- Not text heavy
- Not product and price

### Page 2

- 16M
- Has the word "Advertisement" clearly at the top
- Not to look like editorial
- Not to have fonts similar to those used by editorial
- Not busy or cluttered
- Not text heavy
- Not 100% product and price
- At least half the page needs to be clean and preferably branding
- Some product and price, preferably the bottom half, can be product and price - but not more than eight products.

### Page 3 and 4

- 16M on each page
- The content guidelines on these pages are more flexible.
- Must have "Advertisement" at the top of each page
- They can be 100% product and price