

PRINT RATES

Size	Casual
Double page spread	\$14,039
Full page	\$7,571
½ page	\$5,250
⅓ page	\$3,990
Strip (¼ or ⅙)	\$2,888

RATES EXCLUDE 10% GST. PREMIUM AD POSITIONS SUBJECT TO RATES LOADING.

MATERIAL SPECIFICATIONS

Size	Width	Height
Double page spread (trimmed)	440	297
Full page (trimmed)	220	297
½ page vertical	190	126
½ page horizontal	92	252
⅓ page vertical	90	84
⅓ page horizontal	63	252
¼ page horizontal	190	65
⅙ page horizontal	190	32

ALL SPECS ARE IN MM. PLEASE INCLUDE 5MM BLEED ON FULL PAGE AND DOUBLE PAGE SPREAD ADS.

DEADLINES

Issue	Booking	Material	Publication
-------	---------	----------	-------------

Annual

BRANDED CONTENT

Size	Newsletter + Newpage	Homepage Extra Day/s	Social Media Post
Full page	\$18,054	\$525	From \$1575
Double page	\$31,927	\$525	From \$1575
Digital	\$4,447	\$525	From \$1575
Digital	\$3,812	Includes digital version	Includes posting
Shorthand - rich branded content	\$8,694	Includes digital version	Includes posting

ADNEWS QUALITY CHECKS ALL BRANDED CONTENT SUBMISSIONS ENSURING RELEVANCE AND VALUE FOR OUR DISCERNING AUDIENCE NATIONALLY. THIS MEANS QUALITY ATTENTION TO YOUR BRANDED COMMUNICATIONS, WITH TRANSPARENCY AND DISCLOSURE ENSURING INFORMED RESPONSE.

WEBSITE RATES

Section	Size	Casual
Exclusive positioning	Premium page takeover	\$19,401
	Super billboard	\$6,429
	Billboard	\$3,430
	Extended Leaderboard	\$3,430
	Leaderboard	\$2,668
	Top Strapline	\$2,287
	LREC	\$3,812
	Top MREC	\$3,176
	MREC	\$2,668
	Skins	\$5,107
Run of site	TEADS Video	\$2,693
	TEADS Scroller	\$3,557
	Super Billboard	\$2,541
	Billboard	\$2,287
	Extended Leaderboard	\$1,779
	Leaderboard	\$1,271
	Skins	\$2,541
	Rails	\$1,562
	Strapline	\$1,271
	LREC	\$2,287
MREC	\$1,562	

* DOES NOT DISPLAY ON MOBILE SITE. RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS.

MATERIAL SPECIFICATIONS

Size	Width	Height
Background Skin*	1920	1200
Rails (x2)*	160	750
Super billboard	960	500
Billboard*	960	250
Extended Leaderboard	960	90
Strapline	960	40
Leaderboard	728	90
LREC	300	600
MREC	300	250
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS

ENEWSLETTER RATES

Size	Casual
Video	\$6,429
Top Banner	\$3,532
Top MREC/2nd Banner	\$2,897
Top Story Banner	\$3,532
Middle MREC/Banner	\$1,716

RATES EXCLUDE 10% GST. SURCHARGE APPLIES FOR CANCELLATIONS

MATERIAL SPECIFICATIONS

Size	Width	Height
Banner	580	120
MREC	300	250

ALL SPECS ARE IN PIXELS.

SOLUS EDM

	Size	Casual
Solus Blast (eDM)	All subscribers	100% \$9,680
	NSW + ACT	55% \$5,717
	VIC + TAS	22% \$3,812
	WA	2.5% \$473
Targeting by state	QLD	7% \$840
	SA + NT	2.5% \$473
	WA	2.5% \$473
	Advertising/Media Agency	34% \$5,844
Targeting by company type	Marketer/Manufacturer	27% \$5,082
	Media	23% \$2,625
	Other	16% Included

RATES EXCLUDE 10% GST. SURCHARGE APPLIES FOR CANCELLATIONS

Full material specifications for all digital advertising can be found at www.adnews.com.au/adspecs.

DEADLINES

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

CONTACT

Paul Carroll, Commercial

0408 251 359
paulcarroll@yaffa.com.au

Michelle Liebenberg, Advertising Production

9213 8301
michelleliebenberg@yaffa.com.au