

North West Farmer

Rate Card Information (effective July 1, 2022)

Modular Display Rates

Casual \$40.00 plus GST

	Single edition	12 edition Discount package	Discount
Full Page (T84)	\$900	\$600	(33%)
Half Page (T44)	\$600	\$450	(25%)
1/4 Page (T24)	\$400	\$320	(20%)
1/4 Page (T42)	\$400	\$320	(20%)

Rates exclude 10% GST

N.B. All advertising packages include a print and digital component
(Mrec or Leaderboard)

LOADINGS

Full Colour	25% up to \$300
Spot Colour	10% up to \$100
Front Page (T24)	50%
Back Page (T84)	25%

PUBLISHED:

Monthly (From 3rd Friday each month)

The Guardian - Friday

Sunraysia Daily - Saturday

Gannawarra Times - Tuesday

DEADLINES

Booking: 11am, Friday prior to Friday publication

Material: 10am, Wednesday prior to Friday publication

PRINT CIRCULATION AND READERSHIP

The Guardian

Average Print Run Friday

4,900

Sunraysia Daily

Average Print Run Saturday

6,900

GANNAWARRA Times

Average Print Run Tuesday

2,061

North West Farmer Total Print Run

Average Readership

37,600

Thousand



Classified Advertising Rates and Dimensions

Classified Display Rates (minimum 4cm)

NWF \$14.30 (ex GST) per column centimetre

Liftover \$3.00 (ex GST) per column centimetre

Classified Lineage Rates (minimum 5 lines)

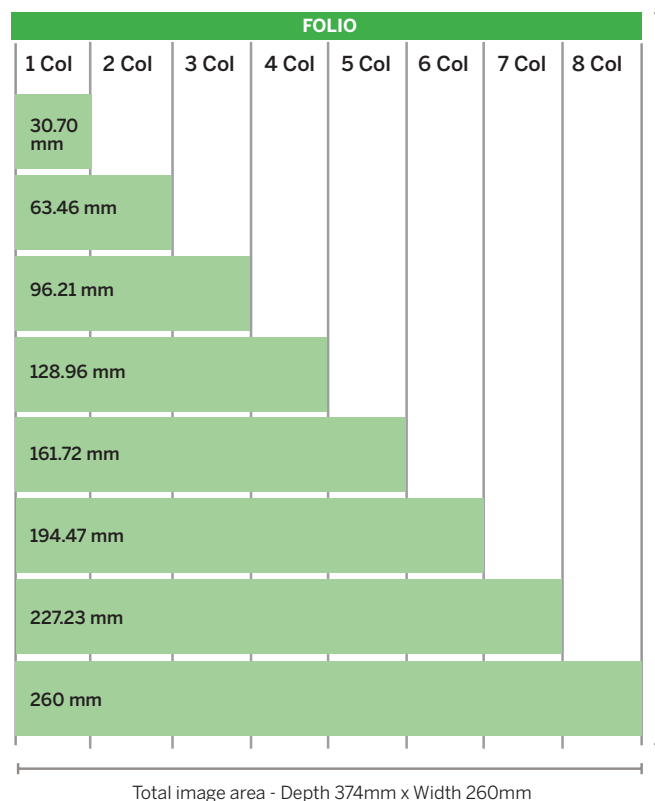
NWF \$5.10 (ex GST) per line

Liftover \$0.50 (ex GST) per line

N.B. A fixed digital charge will be added to each classified booking as follows:

Situations Vacant (Employment) advertising: \$4 (plus GST)

Classified Display: \$2 (plus GST) Classified Lineage: \$1 (plus GST)



REPRESENTATION

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