

Albany, 400 kilometres south of Perth, is the jewel in the crown of WA's Great Southern region. Since 1888 the Albany Advertiser has been the newspaper of record for Albany and the region.

Published every Tuesday and Thursday, the newspaper is growing in strength and keeping pace with the region's development. As the journal of record it keeps the local community fully informed on all developments and issues that affect their daily lives. Supporting its strong local news coverage, the Albany Advertiser's regular features include real estate and motoring liftouts, entertainment, business and magazine pages, and a weekly TV magazine. There are also special advertising and editorial promotions year round and the paper is a major sponsor of all leading sports, arts and community activities. REV is a motoring section with some serious grunt. It represents all the major players in the Albany motoring market and appears in every edition in Albany – Tuesday, Thursday and The Extra, providing unparalleled coverage of the Lower Great Southern with the reach of more than 30,000 papers every week.

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CIRCULATION
5,820 (Ave)

DISTRIBUTION AREA

Albany, Kojonup, Mt Barker, Ongerup, Denmark, Tambellup, Redmond, Cranbrook, Tenterden, Nyabing, Borden, Bremer Bay, Frankland, Gnowangerup, Elleker, Pingrup, Katanning, Youngs Siding, Lake Grace, Porongurup, Jerramungup, Kendenup and Narrikup.



ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$6.99)	\$7.69	per cm
1500cm	(\$6.66)	\$7.32	
2500cm	(\$6.35)	\$6.99	
5000cm	(\$6.08)	\$6.69	
10000cm	(\$5.83)	\$6.41	
20000cm	(\$5.59)	\$6.15	

CLASSIFIED ADVERTISING

Lineage	(\$15.92)	\$17.51	first 3 lines,
	(\$5.07)	\$5.57	thereafter
Display	(\$9.80)	\$10.78	p.c.c.

EMPLOYMENT ADVERTISING

Lineage	(\$15.92)	\$17.51	first 3 lines,
	(\$5.07)	\$5.57	thereafter
Display	(\$11.33)	\$12.46	p.c.c.

LOADINGS

Page 1100%	Page 720%
Page 225%	Backpage40%
Page 345%	EGN15%
Page 415%	RHP20%
Page 530%	Specified15%
Page 615%	Other15%

Colour loadings: Spot **25%**
Full **40%**

DEADLINES

General Display	3 days prior	COMPLETED AD COPY	Noon
Features	2 wks prior		Fri & Tue
Class Display	4pm 2 days prior		
Real Estate	Fri Noon		Mon Noon



(GST Exclusive rates shown in Red)