

Distributed free to every household, this community newspaper services the popular tourism coastal areas of Albany, Denmark and Bremer Bay as well as the inland agricultural areas of Mt Barker, Frankland, Porongurup and Rocky Gully. This popular weekend newspaper includes the Great Southern's largest real estate and motoring liftout and a bumper trades and services directory. It also contains all the latest in local, business and sports news. The EXTRA is a complete weekend lifestyle package which reaches nearly 70 per cent of all people aged 18+. The regional population of more than 50,000 is boosted by more than 400,000 visitors annually who come to sample the excellent local wines, great fishing and magnificent forest and coastal scenery.

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CIRCULATION

19,971

Published every Friday
Delivered free to all households and businesses.

DISTRIBUTION AREA

Lower Great Southern, Albany, Mount Baker, Denmark, Walpole, Frankland and Bremer Bay.



ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$6.85)	\$7.54	per cm
1500cm	(\$6.52)	\$7.18	
2500cm	(\$6.23)	\$6.85	
5000cm	(\$5.96)	\$6.55	
10000cm	(\$5.71)	\$6.28	
20000cm	(\$5.48)	\$6.03	

CLASSIFIED ADVERTISING

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

EMPLOYMENT CLASSIFIEDS

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

LOADINGS

Page 1	100%	Page 7	20%
Page 2	25%	Backpage	40%
Page 3	45%	EGN	15%
Page 4	15%	RHP	20%
Page 5	30%	Specified	15%
Page 6	15%	Other	15%

Colour loadings: Spot 25%
Full 40%

DEADLINES

General Display	Mon Noon	COMPLETED AD COPY	Tue 4pm
Features	2 wks prior		2 wks prior
Class Display	Tue Noon		Tue Noon



(GST Exclusive rates shown in Red)