

Quick Reference Rates

ROP Display advertising rates (GST Exclusive rates shown in RED)

Newspaper	ABC/ CAB/ PS	Paid/ Free	Days	Casual	1500 cm	2500 cm	5000 cm	10,000 cm	20,000 cm	
Albany Advertiser	5,820	ABC	Paid	Tues & Thurs.	7.69 6.99	7.32 6.66	6.99 6.35	6.69 6.08	6.41 5.83	6.15 5.59
Albany Extra	19,971	CAB	Free	Frid.	7.54 6.85	7.18 6.52	6.85 6.23	6.55 5.96	6.28 5.71	6.03 5.48
Augusta Margaret River Times	6,734	CAB	Free	Frid.	7.47 6.79	7.11 6.47	6.79 6.17	6.49 5.90	6.22 5.66	5.98 5.43
Broome Advertiser	6,760	PS	Free	Thurs.	7.18 6.53	6.84 6.22	6.53 5.94	6.25 5.68	5.99 5.44	5.75 5.22
Bunbury Herald	28,749	CAB	Free	Tues.	7.83 7.12	7.46 6.78	7.12 6.47	6.81 6.19	6.53 5.93	6.27 5.70
Bunbury South Western Times	12,052	ABC	Paid	Thurs.	9.05 8.23	8.62 7.84	8.23 7.48	7.87 7.16	7.54 6.86	7.24 6.58
Busselton Dunsborough Times	15,080	CAB	Free	Frid.	7.47 6.79	7.11 6.47	6.79 6.17	6.49 5.90	6.22 5.66	5.98 5.43
Countryman	10,187	ABC	Paid	Thurs.	11.50 10.45	10.95 9.95	10.45 9.50	10.00 9.09	9.58 8.71	9.20 8.36
Geraldton Guardian	7,662	ABC	Paid	Mon./Wed./Fri.	8.95 8.14	8.53 7.75	8.14 7.40	7.79 7.08	7.46 6.78	7.16 6.51
Goldfields Express	15,000	PS	Free	Thurs.	5.94 5.40	5.66 5.14	5.40 4.91	5.17 4.70	4.95 4.50	4.75 4.32
Great Southern Herald	1,556	ABC	Paid	Wed.	6.73 6.12	6.41 5.83	6.12 5.56	5.85 5.32	5.61 5.10	5.39 4.90
Harvey-Waroona Reporter	8,383	CAB	Free	Tues.	8.49 7.72	8.09 7.35	7.72 7.02	7.38 6.71	7.08 6.43	6.79 6.18
Kalgoorlie Miner (Mon-Fri)	5,436	ABC	Paid	Mon.-Fri.	7.71 7.01	7.34 6.68	7.01 6.37	6.71 6.10	6.43 5.84	6.17 5.61
Kalgoorlie Miner (Sat)	10,800	PS	Paid	Sat.	8.15 7.41	7.76 7.06	7.41 6.74	7.09 6.44	6.79 6.18	6.52 5.93
The Kimberley Echo	2,835	PS	Paid	Thurs.	8.21 7.46	7.82 7.10	7.46 6.78	7.14 6.49	6.84 6.22	6.56 5.97
Manjimup-Bridgetown Times	2,987	ABC	Paid	Wed.	7.72 7.02	7.35 6.69	7.02 6.38	6.71 6.10	6.44 5.85	6.18 5.62
Midwest Times	19,780	CAB	Free	Thurs.	8.71 7.92	8.30 7.54	7.92 7.20	7.58 6.89	7.26 6.60	6.97 6.34
Narrogin Observer	2,374	ABC	Paid	Wed.	6.91 6.28	6.58 5.98	6.28 5.71	6.01 5.46	5.76 5.23	5.53 5.02
North West Telegraph	7,512	CAB	Free	Wed.	7.66 6.96	7.29 6.63	6.96 6.33	6.66 6.05	6.38 5.80	6.12 5.57
Northern Guardian	4,647	CAB	Free	Wed.	7.66 6.96	7.29 6.63	6.96 6.33	6.66 6.05	6.38 5.80	6.12 5.57
Pilbara News	9,840	PS	Free	Wed.	7.66 6.96	7.29 6.63	6.96 6.33	6.66 6.05	6.38 5.80	6.12 5.57
Sound Telegraph	41,702	CAB	Free	Wed.	12.13 11.03	11.56 10.50	11.03 10.03	10.55 9.59	10.11 9.19	9.71 8.82
York Community Matters	7,000	PS	Free	Mthly 1st Fri.	7.81 7.10	7.44 6.76	7.10 6.45	6.79 6.17	6.51 5.92	6.25 5.68

Note: Countryman rates are based on dollar value spent. Key to circulation codes: PS - Publisher's Statement - Not Audited (Print figures as at 31st March 2011). CAB - Circulation Audit Bureau - (October 2010 - March 2011). ABC - Audit Bureau of Circulations - July - Dec, 2010.

CLASSIFIED ADVERTISING RATES (GST Exclusive rates shown in RED)

Newspaper	Lineage				General Display		Employment Display		Applicable to both ROP and Classifieds	
	1st 3 lines	thereafter						Colour Full	Loadings Spot	
Albany Advertiser	17.51 15.92	5.57 5.07			10.78 9.80		12.46 11.33	40%	25%	
Albany Extra	17.51 15.92	5.57 5.07			10.78 9.80		12.46 11.33	40%	25%	
Augusta Margaret River Times	17.02 15.48	5.60 5.09			10.84 9.85		11.63 10.57	40%	25%	
Broome Advertiser	17.02 15.48	5.60 5.09			10.95 9.95		11.85 10.77	40%	25%	
Bunbury South Western Times	17.63 16.03	5.77 5.25			11.19 10.17		12.13 11.03	40%	25%	
Bunbury Herald	17.63 16.03	5.77 5.25			11.19 10.17		12.13 11.03	40%	25%	
Busselton Dunsborough Times	17.02 15.48	5.60 5.09			10.84 9.85		11.63 10.57	40%	25%	
Countryman	8.36 7.60	2.79 2.53			9.27 8.43		9.63 8.75	40%	25%	
Geraldton Guardian	21.02 19.11	6.61 6.01			11.19 10.17		11.41 10.37	40%	25%	
Goldfields Express	16.93 15.39	5.66 5.14			9.53 8.66		9.53 8.66	40%	25%	
Great Southern Herald	17.50 15.91	5.70 5.18			11.26 10.24		11.98 10.89	40%	25%	
Harvey-Waroona Reporter	13.36 12.15	4.41 4.01			9.20 8.36		9.38 8.53	40%	25%	
Kalgoorlie Miner (Mon-Fri)	16.93 15.39	5.66 5.14			9.53 8.66		9.53 8.66	40%	25%	
Kalgoorlie Miner Sat	16.93 15.39	5.66 5.14			9.53 8.66		9.53 8.66	40%	25%	
The Kimberley Echo	16.71 15.19	3.84 3.49			10.95 9.95		11.85 10.77	40%	25%	
Manjimup-Bridgetown Times	17.98 16.35	5.89 5.35			10.92 9.93		11.54 10.49	40%	25%	
Midwest Times	12.03 10.94	6.61 6.01			11.19 10.17		11.41 10.37	40%	25%	
Narrogin Observer	17.98 16.35	5.89 5.35			11.26 10.24		11.98 10.89	40%	25%	
Northern Guardian	14.14 12.86	4.92 4.47			10.45 9.50		10.76 9.78	40%	25%	
North West Telegraph	13.61 12.37	4.92 4.47			10.27 9.34		10.89 9.90	40%	25%	
Pilbara News	14.27 12.97	4.92 4.47			10.27 9.34		10.89 9.90	40%	25%	
Sound Telegraph	17.27 15.70	5.60 5.09			12.74 11.58		13.11 11.92	40%	25%	
York Community Matters	6.75 6.14	1.36 1.24			8.04 7.31		8.20 7.45	40%	25%	