



The Bunbury Herald is the first paper in the week to be delivered free to the residents of Bunbury and the surrounding communities and is the region's largest circulating free newspaper.

Published every Tuesday, the Herald breaks news from the weekend, gives readers a wrap of the weekend sport and publishes valuable community information in the "what's on" guide and the "Top ten things to do this week" section.

The Bunbury Herald's real estate liftout is a sought-after supplement while the motoring liftout keeps readers informed of the latest automotive trends.

All this is presented in a reader-friendly, modular design newspaper with quality photographs and reproduction.

Surrounded by water and 180km south of Perth, Bunbury is among the fastest growing regional areas in Australia, according to the Australian Bureau of Statistics, with Greater Bunbury's population now exceeding 60,000.

The new Perth-to-Bunbury Highway is making the region even more accessible and popular for tourists and new residents.

Proffitt Street, Bunbury
WA 6230

Phone: **08 9482 9700**

Fax: **08 9482 9715**

Advertising Bookings:
westregionalsales@wanews.com.au

Advertising Copy:
wrscopy@wanews.com.au

Editorial:
editor@swtimes.com.au



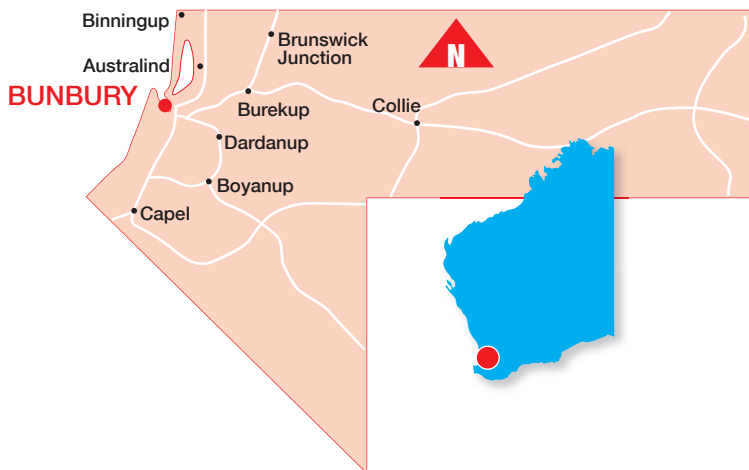
CIRCULATION

28,749

Published every Tuesday
Delivered free to all households and businesses and is available for sale outside distribution area.

DISTRIBUTION AREA

Bunbury, Eaton, Clifton Park, Australind, Leschenault, Gelorup and Dalyellup.
Available for sale in Brunswick, Donnybrook, Collie and Harvey, Boyanup, Dardanup and Capel.



ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$7.12)	\$7.83	per cm
1500cm	(\$6.78)	\$7.46	
2500cm	(\$6.47)	\$7.12	
5000cm	(\$6.19)	\$6.81	
10000cm	(\$5.93)	\$6.53	
20000cm	(\$5.70)	\$6.27	

CLASSIFIED ADVERTISING

Lineage	(\$16.03)	\$17.63	first 3 lines,
	(\$5.25)	\$5.77	thereafter
Display	(\$10.17)	\$11.19	p.c.c.

EMPLOYMENT CLASSIFIEDS

Lineage	(\$16.03)	\$17.63	first 3 lines,
	(\$5.25)	\$5.77	thereafter
Display	(\$11.03)	\$12.13	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	Thur Noon	COMPLETED AD COPY	Fri 4pm
Features	Wed prior		Thur prior
Class Display	Fri 4pm		Fri 4pm
Class Lineage	Mon 11am		Mon 11am
Service Directory	Fri 4pm		Fri 4pm
Wheels	Wed Noon		Thur 5pm

* Wheels, Real Estate & Service Directory sections are common to South Western Times.



(GST Exclusive rates shown in Red)