

Inserts Work!

Why Regional Newspaper Inserts Work!!

YOU CAN'T **SELL IT** IF THEY DON'T **READ IT.**

OVER
317,000
COPIES*

- Proven Readership • Complete Market Penetration
- High Circulation • Low cost per thousand

Choose the market you want with confidence. You have the flexibility to choose newspapers from Western Australia's comprehensive regional newspapers network. Don't get lost in the letter box! Newspaper inserts get results and **will grow your business.**

DELIVERY TIME

One week prior to publication date.

SIZE OF INSERTS

Maximum : 420mm x 297mm

Minimum : 160mm x 75mm

The folded spine of the insert cannot exceed 420mm in length.

The width (non-spine edge) cannot exceed 289mm in length

For inserts over the maximum size, or below the minimum size, consultation with ColourPress Management will be necessary.

MAXIMUM INSERT THICKNESS

The nominal acceptable thickness is 8mm.

Acceptance of inserts above this thickness will require consultation with ColourPress Management.

As a guide, the following should be used –

4-8 pages : 100gsm 8 pages : 80gsm

12 pages : 65gsm 16 pages : 54gsm

SINGLE SHEET INSERTS

Minimum Thickness 80gsm Coated Paper

TABLOID INSERTS

4 and 8 page tabloid inserts must be quarter folded prior to delivery to ColourPress.

BINDING

It is preferable that inserts of less than 24 pages are not stapled. When using staples, they should not exceed the thickness of the product and be placed accurately within the fold of the product. A glued spine is preferred.

UNUSUAL INSERTS

Any card, envelope, perforated insert, or any other insert material of an unusual nature, dimension or fold, will require a dummy sample, or the product to be viewed by ColourPress Management, prior to acceptance of booking.

Concertina folded inserts cannot be inserted.

CONSEQUENCE OF UNSUITABLE INSERTS

An insert which has been delivered after deadline or does not meet the required specifications may not be inserted.

PRICING

Listed pricing is based on a single sheet. 4-8 pages add 5%,

9-12 pages add 10%,

13-24 pages add 15%,

25 plus pages add 20%.

BOOKING

When booking we require run date, product description, dimensions, paper stock (gsm), number of pages and total weight (grams per insert).

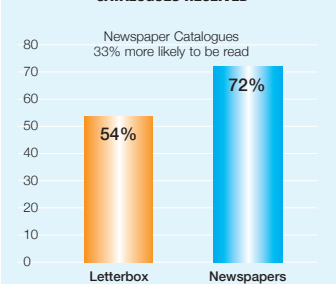
COLOURPRESS

MANAGEMENT CONTACT:

Telephone : 9361 5401

Facsimile : 9470 2785

PERCENTAGE OF CONSUMERS ACTUALLY READING CATALOGUES RECEIVED



Source: Quadrant Research Services 1999
Base: National telephone survey amongst 749 consumers 18+

NEWSPAPER	Dist Day	Print* Run	Cost
			Per 1000 GST Ex
Albany Advertiser	Tue.	6,400	105.00
Albany Advertiser	Thu.	7,800	105.00
Albany Extra	Fri.	20,000	105.00
Augusta Margaret River Times	Fri.	6,750	108.00
Broome Advertiser	Thurs.	8,000	205.00
Broome Happenings	Thurs.	9,000	205.00
Bunbury Herald	Tue.	28,750	108.00
Bunbury South Western Times	Thurs.	12,060	108.00
Busseton Dunsborough Times	Fri.	15,300	108.00
Countryman	Thurs.	10,200	147.00
Geraldton Guardian	Mon.	8,350	133.00
Geraldton Guardian	Wed.	8,600	133.00
Geraldton Guardian	Fri.	10,200	133.00
Goldfields Express	Fri.	15,000	125.00
Great Southern Herald (Flat Rate)	Wed.	2,000	325.00
Harvey-Waroona Reporter	Tue.	8,400	108.00
Kalgoorlie Miner	Mon.	6,500	125.00
Kalgoorlie Miner	Tue.	6,500	125.00
Kalgoorlie Miner	Wed.	7,000	125.00
Kalgoorlie Miner	Thurs.	6,500	125.00
Kalgoorlie Miner	Fri.	7,000	125.00
Kalgoorlie Miner	Sat.	11,000	133.00
Kimberley Echo	Thurs.	3,350	205.00
Manjimup-Bridgetown Times	Wed.	3,000	108.00
Midwest Times	Wed.	19,900	133.00
Narrogin Observer	Wed.	3,050	107.00
North West Telegraph	Wed.	7,700	205.00
Northern Guardian	Wed.	4,700	205.00
Pilbara News	Wed.	9,850	205.00
Sound Telegraph	Wed.	44,200	108.00

*Print run based on Colourpress notification. Valid June 2011 and subject to change.

Please contact West Regional Sales on 08 9482 9700