



The Mid West is one of the fastest growing regions in WA. With shire amalgamations well underway the region and its major towns are positioning for phenomenal growth in every sector from farming to mining and alternative energy sources. Stretching from Jurien Bay in the south, to Meekatharra in the East and Kalbarri in the north, the Mid West is a vast and strongly populated area – some 40,000 inhabitants. The Mid West Times is a free weekly paper distributed to every household and business and has been continuously published since 1992. Everyone reads the Mid West Times and if they miss out on a copy, they certainly let us know. The paper was revamped in January 2010 with a strong new look including a bigger bolder masthead, an expanded editorial team and new advertising sections and opportunities. The sports section has been substantially upgraded and now strongly covers junior and regional sport – a highly popular change to the paper.

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**CIRCULATION**  
**19,780**



Published Thursday

**DISTRIBUTION AREA**

Geraldton, Walkaway, Greenough, Port Denison, Eneabba, Dongara, Northampton, Mullewa, Useless Loop, Yalgoo, Kalbarri, Tenindewa, Shark Bay, Tardun, Coral Bay, Perenjori, Coorow, Morowa, Mount Magnet, Meekatharra, Carnamah, Cue, Three Springs, Moonyoonooka, Chapman Valley, Mingenew, Jurien and Leeman.



**ADVERTISING RATES AND INFORMATION**

**DISPLAY ADVERTISING**

Casual	<b>(\$7.92)</b>	\$8.71	per cm
1500cm	<b>(\$7.54)</b>	\$8.30	
2500cm	<b>(\$7.20)</b>	\$7.92	
5000cm	<b>(\$6.89)</b>	\$7.58	
10000cm	<b>(\$6.60)</b>	\$7.26	
20000cm	<b>(\$6.34)</b>	\$6.97	

**CLASSIFIED ADVERTISING**

Lineage	<b>(\$10.94)</b>	\$12.03	first 3 lines,
	<b>(\$6.01)</b>	\$6.61	thereafter
Display	<b>(\$10.17)</b>	\$11.19	p.c.c.

**EMPLOYMENT CLASSIFIEDS**

Lineage	<b>(\$10.94)</b>	\$12.03	first 3 lines,
	<b>(\$6.01)</b>	\$6.61	thereafter
Display	<b>(\$10.37)</b>	\$11.41	p.c.c.

**LOADINGS**

Page 1 . . . .	100%	Page 7 . . . .	20%
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**DEADLINES**

General Display	Fri 9am	COMPLETED AD COPY	Mon Noon
Class Display	Mon 4pm		Tues 9am
Class Lineage	Mon 4pm		Tues 9am



(GST Exclusive rates shown in Red)