

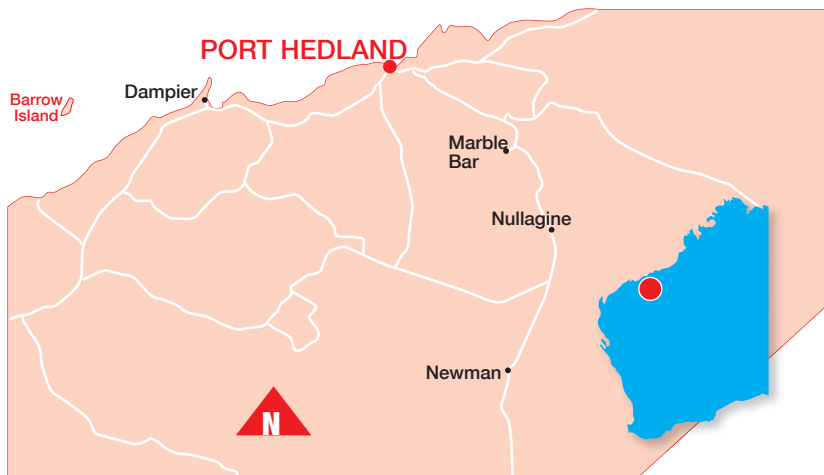


The North West Telegraph covers the resource rich Pilbara region. It is located in the North West's major port town, Port Hedland, some 1761 kilometres from the State's capital, Perth. The North West Telegraph services the mining towns of Port Hedland, Newman, Marble Bar and Nullagine. All major towns in the circulation area benefit from the enormous wealth of the mining and associated industries, with average incomes in the area exceeding \$60,000 per annum and one of the most buoyant real estate markets in the country. The North West Telegraph keeps the community informed with local news, views, letters to the editor, sports, real estate and motoring sections, classifieds and a big out and about pictorial roundup of social events. The newspaper also carries vital information for the community from local, State and Commonwealth governments.

Shop 4,  
The Boulevard Shopping Centre  
Port Hedland WA 6721  
Phone: **08 9482 9700**  
Fax: **08 9482 9715**  
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**westregionalsales@wanews.com.au**  
Advertising Copy:  
**wrscopy@wanews.com.au**  
Editorial:  
**news@northwesttelegraph.com.au**

**SPECIAL PUBLICATIONS**

**2012 Port Hedland Tide Book - December 2011**  
Distributed with North West outlets  
Circulation 9,000  
Size A5 Magazine - Full Colour  
Booking deadline Mid October 2011



**CIRCULATION**  
**7,512**

Published every Wednesday and distributed free to most homes and businesses.

**DISTRIBUTION AREA**

Port & South Hedland, Marble Bar, Newman, Nullagine, Wedgefield and surrounding region.

**ADVERTISING RATES AND INFORMATION**

**DISPLAY ADVERTISING**

Casual	(\$6.96)	\$7.66	per cm
1500cm	(\$6.63)	\$7.29	
2500cm	(\$6.33)	\$6.96	
5000cm	(\$6.05)	\$6.66	
10000cm	(\$5.80)	\$6.38	
20000cm	(\$5.57)	\$6.12	

**CLASSIFIED ADVERTISING**

Lineage	(\$12.37)	\$13.61	first 3 lines,
	(\$4.47)	\$4.92	thereafter
Display	(\$9.34)	\$10.27	p.c.c.

**EMPLOYMENT CLASSIFIED**

Lineage	(\$12.37)	\$13.61	first 3 lines,
	(\$4.47)	\$4.92	thereafter
Display	(\$9.90)	\$10.89	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	Wed 4pm	COMPLETED AD COPY	Fri 4pm
Features	2 wks prior		2 wks prior
Class Display	Fri Noon		Fri Noon
Class Lineage	Fri Noon		Fri Noon
Service Directory	Wed 4pm		Fri Noon
Real Estate	Wed 4pm		Thurs 5pm

Real Estate Adverts are General Display sizing.

(GST Exclusive rates shown in Red)

