



For 40 years the Sound Telegraph has been delivering news and advertising to residents of Rockingham and Kwinana.

The well recognised free newspaper is distributed each Wednesday, providing updated local news, lifestyle features, motoring and sports information along with a comprehensive real estate liftout.

With the newly-opened Kwinana Freeway extension, Kwinana and Rockingham has become a desirable region to live, work and play, especially for young families, business operators and people seeking careers.

The Kwinana Industrial Strip located next to the Australian Marine Complex offers a selection of employment options, along with the newly-refurbished Rockingham Shopping Centre. Rockingham Beach winning the 2010 Cleanest Beach in WA award, the proposed Cape Peron Marina and the huge investment in the redevelopment of the Kwinana town site, add to the exciting business opportunities and popular tourist attractions. Schools, universities, marine parks, bushwalking activities and an abundant of water sports create a beautiful, inviting and friendly environment.

The Sound Telegraph reaches all markets and is an ideal way to get any business message delivered.

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CIRCULATION
41,702



Published every Wednesday
Delivered free to all households and businesses

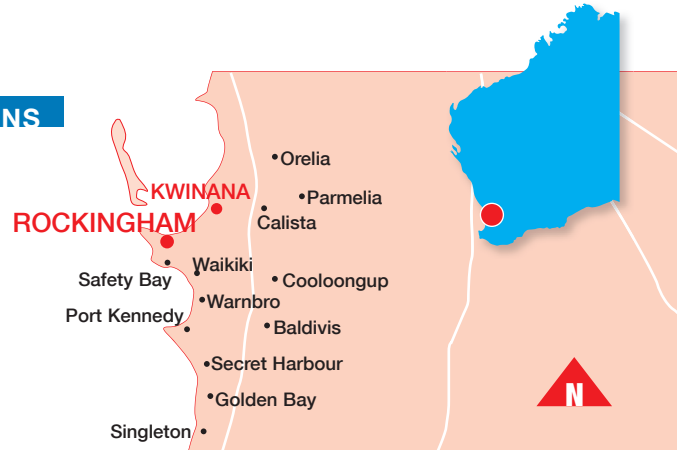
DISTRIBUTION AREA

Delivered to households and businesses in all suburbs of Rockingham and Kwinana including Safety Bay, Waikiki, Warnbro, Port Kennedy, Secret Harbour, Baldivis, Karnup, Golden Bay and Singleton, Calista, Medina, Parmelia, Orelia, Bertram, Leda, Wellard, Casuarina and Naval Base.

SPECIAL PUBLICATIONS

Chamber Connections
September 2011 & April 2012
Circulation 44,500
Size Tabloid
Booking deadline 2 weeks prior

Living with Industry
May 2012
Circulation 44,500
Size Tabloid
Booking deadline 2 weeks prior



ADVERTISING RATES AND INFORMATION

DISPLAY ADVERTISING

Casual	(\$11.03)	\$12.13	per cm
1500cm	(\$10.50)	\$11.56	
2500cm	(\$10.03)	\$11.03	
5000cm	(\$9.59)	\$10.55	
10000cm	(\$9.19)	\$10.11	
20000cm	(\$8.82)	\$9.71	

LOADINGS

Page 150%	Page 720%
Page 220%	Backpage	. . .40%
Page 340%	EGN15%
Page 415%	RHP20%
Page 525%	Specified	. . .15%
Page 610%	Other15%

CLASSIFIED ADVERTISING

Lineage	(\$15.70)	\$17.27	first 3 lines,
	(\$5.09)	\$5.60	thereafter
Display	(\$11.58)	\$12.74	p.c.c.

Colour loadings: Spot 25%
Full 40%

EMPLOYMENT CLASSIFIEDS

Lineage	(\$15.70)	\$17.27	first 3 lines,
	(\$5.09)	\$5.60	thereafter
Display	(\$11.92)	\$13.11	p.c.c.

DEADLINES

General Display	Wed 10am	Fri 4pm
Features	Tues prior	Wed prior 4pm
Class Display	Fri 4pm	Fri 4pm
Class Lineage	Mon 2pm	2pm



(GST Exclusive rates shown in Red)