



2006/2007 Rate Card & Specification

Effective From July 2006 All Prices include GST

WESTERN AUSTRALIA'S NUMBER 1 YOUTH MAGAZINE

Columbia Press Suite 73/102 Railway Parade, City West Business Centre, West Perth, WA 6005

Tel: (08) 9213 2888 . Fax: (08) 9213 2882 . Email: advertising@xpressmag.com.au

Advertising Rates - Display

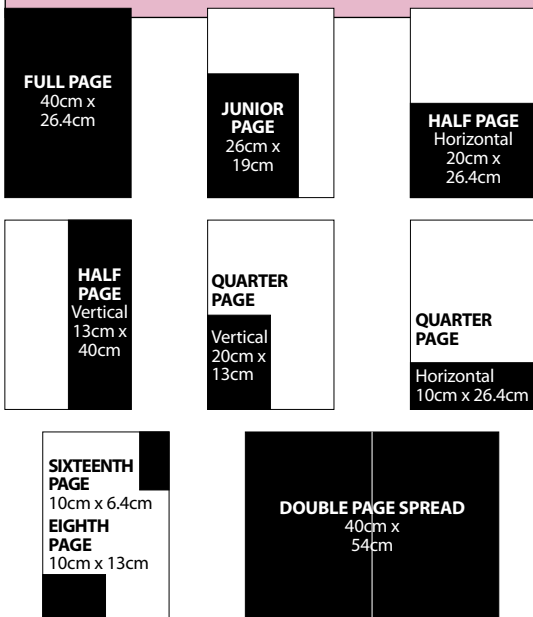
All Rates Inclusive GST

Advert Size	Level 1 1-3 insertions		Level 2 4-8 insertions		Level 3 9-12 insertions		Level 4 13-25 insertions	
	Colour	Mono	Colour	Mono	Colour	Mono	Colour	Mono
Cover Strips	545	-	490	-	463	-	436	-
Sixteenth Page	253	198	228	178	215	168	202	158
Eighth Page	402	319	361	287	341	271	321	255
Quarter Page	754	589	678	530	640	500	603	471
Half Page	1282	946	1153	851	1089	804	1025	757
Junior Page	1480	1084	1332	975	1258	921	1184	867
Full Page	2195	1606	1975	1445	1865	1365	1756	1285
Double Page	3718	2816	3346	2534	3160	2394	2974	2253
Discount	0%		10%		15%		20%	

Loadings	Artwork Charges	Display Deadlines	Classified/Employment and Online Deadlines
Back Page \$200	1/16 th - 1/8 th \$45	Bookings 5pm Monday	Bookings 12pm Tuesday
Pages 2 or 3 \$100	1/4 Page \$75	Copy to be set 5pm Monday	Copy to be set 12pm Tuesday
Other preferred \$75	1/2 Page \$120	Supplied Copy 5pm Tuesday	Supplied Copy 5pm Tuesday
	Full Page \$180	Cancellation 5pm Monday	Cancellation 12pm Tuesday
(Cancellations after this time incur a 50% penalty)			

Classified linage		Classified/Employment Display			Online Advertising		Inserts (MINIMUM 10,000)	
Size	Cost	Size	Mono	Colour	Size	Cost		
3 lines	\$15	5cm x 1 columns	\$35	\$50	Home Page - Weekly		A4 single sheet or smaller	\$75
4 lines	\$19	5cm x 2 columns	\$70	\$100	728 x 90 pixels	\$125	Multi Pages up to 4	\$85
5 lines	\$23	10cm x 2 columns	\$140	\$200	190 x 220 pixels	\$75	Catalogues (weight Restrictions)	\$95
6 lines	\$27	10cm x 4 columns	\$220	\$310	Other Pages - Weekly			
Each addition line	\$4	10cm x 8 columns	\$425	\$545	728 x 90 pixels	\$100		
		20cm x 4 columns	\$425	\$545	190 x 220 pixels	\$65		

Mechanical Specifications



Artwork supplied via e-mail, quickcut or on disk.

Email: Please e-mail artwork to art@xpressmag.com.au as a photoshop tif, high resolution jpg or pdf.

Disk: You can supply artwork on CD to:

Suite 73/102 Railway Parade
City West Business Centre
West Perth WA 6005.

Quickcut: Listed with Quickcut under Columbia Press, Xpress Magazine.

Resolution: 300 dpi
Density: 240 - 260% total ink coverage, highlights 0%
Under Colour Removal: 60 - 80%

Dot Gain: 30%

Text: Minimum 8pt, no black text out of four colour, reverse text minimum 12pt out of minimum 70% solid.

Filename: Please include client name, size, publication and run date e.g. Sony20x4XPR2706. Ad for Sony, 20cm x 4col to run in X-Press on the 27th June.

For further details e-mail: production@xpressmag.com.au or phone (08) 9213 2854.

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