



CAIRNS SUN

Every Wednesday, the Cairns Sun showcases its involvement in the community, bringing readers all they need to know about what's happening in Cairns. Distributed from Palm Cove to Gordonvale and west to Kuranda, the Cairns Sun offers clean, streamlined page layouts and features full colour on every page. With a circulation of nearly 57,000 every week, your business can achieve excellent reach into the Cairns market.

Display Advertising Rates

Usage Level (per module)	Rate (ex GST)	GST	Rate (incl GST)
Casual	\$175.12	\$17.51	\$192.63
30 Mods	\$170.42	\$17.04	\$187.46
60 Mods	\$168.55	\$16.85	\$185.40
90 Mods	\$163.88	\$16.39	\$180.27
150 Mods	\$157.31	\$15.73	\$173.04
300 Mods	\$152.65	\$15.26	\$167.91
450 Mods	\$148.90	\$14.89	\$163.79
600 Mods	\$145.15	\$14.52	\$159.67

*Cairns Sun is a full colour publication and all rates are colour inclusive.

Preferred Positions

Position	Maximum Size	% Loading
Page 1	7cm x 8 col	100%
Page 3	1/2 page	50%
Page 5	1/2 page	40%
Page 7	Full page	25%
Back Page	Full Page	30%

Casual Rates and Sizes (incl GST)

1M TOTAL \$ 187.00 90mm(h) x 63mm(w)	2MH TOTAL \$374.00 185mm(h) x 63mm(w)	2MW TOTAL \$374.00 90mm(h) x 130mm(w)	3MH TOTAL \$561.00 280mm(h) x 63mm(w)	3MW TOTAL \$561.00 90mm(h) x 197mm(w)	4M 1/4pg TOTAL \$748.00 185mm(h) x 130mm(w)	4MH TOTAL \$748.00 374mm(h) x 63mm(w)	4MW TOTAL \$748.00 90mm(h) x 264mm(w)	6MH TOTAL \$1,122.00 280mm(h) x 130mm(w)
6MW TOTAL \$1,122.00 185mm(h) x 197mm(w)	8MH 1/2pg TOTAL \$1,496.00 374mm(h) x 130mm(w)	8MW 1/2pg TOTAL \$1,496.00 185mm(h) x 264mm(w)	9M TOTAL \$1,683.00 280mm(h) x 197mm(w)	12MH TOTAL \$2,244.00 374mm(h) x 197mm(w)	12MW TOTAL \$2,244.00 280mm(h) x 264mm(w)	16M Full pg TOTAL \$2,992.00 374mm(h) x 264mm(w)	32M Double pg spread centrespread only TOTAL \$5,984.00 374mm(h) x 550mm(w)	

NOTE: Full Page ads are not available on pages 3 or 5. These pages are limited to Half Page advertising only. The earliest Full Page ad on the right is Page 7. The maximum size on Page 1 is 7cm x 8 col.



Trades and Services Rates (incl GST)								
Size	1 week		5 weeks (TOTAL PRICE)		13 weeks (TOTAL PRICE)		25 weeks (TOTAL PRICE)	
3 x 2 3cm x 6.5cm	\$53.10 \$64.50	Spot Colour Full Colour	\$234.00 \$292.50	Spot Colour Full Colour	\$534.30 \$690.30	Spot Colour Full Colour	\$742.50 \$1027.50	Spot Colour Full Colour
4 x 2 4cm x 6.5cm	\$70.80 \$86.00	Spot Colour Full Colour	\$312.00 \$390.00	Spot Colour Full Colour	\$712.40 \$920.40	Spot Colour Full Colour	\$990.00 \$1,370.00	Spot Colour Full Colour
5 x 2 5cm x 6.5cm	\$88.50 \$107.50	Spot Colour Full Colour	\$390.00 \$487.50	Spot Colour Full Colour	\$890.50 \$1,150.50	Spot Colour Full Colour	\$1,237.50 \$1,712.50	Spot Colour Full Colour
6 x 2 6cm x 6.5cm	\$106.20 \$129.00	Spot Colour Full Colour	\$468.00 \$585.00	Spot Colour Full Colour	\$1,068.60 \$1,380.60	Spot Colour Full Colour	\$1485.00 \$2,055.00	Spot Colour Full Colour
7 x 2 7cm x 6.5cm	\$123.90 \$150.50	Spot Colour Full Colour	\$546.00 \$682.50	Spot Colour Full Colour	\$1,246.70 \$1,610.70	Spot Colour Full Colour	\$1,732.50 \$2,397.50	Spot Colour Full Colour
8 x 2 8cm x 6.5cm	\$141.60 \$172.00	Spot Colour Full Colour	\$624.00 \$780.00	Spot Colour Full Colour	\$1,424.80 \$1,840.80	Spot Colour Full Colour	\$1,980.00 \$2,740.00	Spot Colour Full Colour
9 x 2 9cm x 6.5cm	\$159.30 \$193.50	Spot Colour Full Colour	\$702.00 \$877.50	Spot Colour Full Colour	\$1,602.90 \$2,070.90	Spot Colour Full Colour	\$2,227.50 \$3,082.50	Spot Colour Full Colour
10 x 2 10cm x 6.5cm	\$177.00 \$215.00	Spot Colour Full Colour	\$780.00 \$975.00	Spot Colour Full Colour	\$1,781.00 \$2,301.00	Spot Colour Full Colour	\$2,475.00 \$3,425.00	Spot Colour Full Colour
12 x 2 12cm x 6.5cm	\$212.40 \$258.00	Spot Colour Full Colour	\$936.00 \$1,170.00	Spot Colour Full Colour	\$2,137.20 \$2,761.20	Spot Colour Full Colour	\$2,970.00 \$4,110.00	Spot Colour Full Colour

Deadlines			
Booking Deadline	Ad Build Copy Deadline	Final Proof Return Deadline	Complete Supplied Material
Thursday 10am	Thursday 10am	Friday 4pm	Friday 2pm

*All rates are GST inclusive.