



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. With full colour on every page, gone is the struggle to secure full colour advertisements in your chosen environment. With streamline page layouts, a variety of sections and features - advertisers have the benefit of targeting their chosen audience. Distributed throughout the Cairns region, from Ellis Beach in the north to Mission Beach in the south and west to Kuranda the Cairns Sun can offer you maximum readership penetration.

Display Advertising Rates	
Usage Level (per module)	Rate
Casual	\$182.00
30 Mods	\$177.00
60 Mods	\$174.00
90 Mods	\$170.00
150 Mods	\$163.00
300 Mods	\$158.00
450 Mods	\$154.00
600 Mods	\$150.00

Preferred Positions			
Position	Maximum Size	% Loading	Total Maximum Price
Page 1	7cm x 7 col	100%	\$1,068.20
Page 3	1/2 page	50%	\$2,184.00
Page 5	1/2 page	40%	\$2,038.40
Page 7	Full page	25%	\$3,640.00

*All rates are based on casual, inclusive of full colour and positional loadings.

CASUAL RATES & SIZES

1M TOTAL \$ 182.00 90mm(h) x 63mm(w)	2MH TOTAL \$364.00 185mm(h) x 63mm(w)	2MW TOTAL \$364.00 90mm(h) x 130mm(w)	3MH TOTAL \$546.00 280mm(h) x 63mm(w)	3MW TOTAL \$546.00 90mm(h) x 197mm(w)	4M 1/4pg TOTAL \$728.00 185mm(h) x 130mm(w)	4MH TOTAL \$728.00 374mm(h) x 63mm(w)	4MW TOTAL \$728.00 90mm(h) x 264mm(w)	6MH TOTAL \$1,092.00 280mm(h) x 130mm(w)
6MW TOTAL \$1,092.00 185mm(h) x 197mm(w)	8MH 1/2pg TOTAL \$1,456.00 374mm(h) x 130mm(w)	8MW 1/2pg TOTAL \$1,456.00 185mm(h) x 264mm(w)	9M TOTAL \$1,638.00 280mm(h) x 197mm(w)	12MH TOTAL \$2,184.00 374mm(h) x 197mm(w)	12MW TOTAL \$2,184.00 280mm(h) x 264mm(w)	16M Full pg TOTAL \$2,912.00 374mm(h) x 264mm(w)	32M Double pg spread centrespread only TOTAL \$5,824.00 374mm(h) x 550mm(w)	

NOTE: We do not allow Full Page ads 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 7 col.

*All rates are GST inclusive.



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Trades and Services Rates								
Size	1 week		5 weeks (TOTAL PRICE)		13 weeks (TOTAL PRICE)		25 weeks (TOTAL PRICE)	
3 x 2 3cm x 6.5cm	\$50.10	Spot Colour	\$220.50	Spot Colour	\$503.10	Spot Colour	\$697.50	Spot Colour
	\$60.90	Full Colour	\$277.50	Full Colour	\$651.30	Full Colour	\$967.50	Full Colour
4 x 2 4cm x 6.5cm	\$66.80	Spot Colour	\$294.00	Spot Colour	\$670.80	Spot Colour	\$930.00	Spot Colour
	\$81.20	Full Colour	\$370.00	Full Colour	\$868.40	Full Colour	\$1,290.00	Full Colour
5 x 2 5cm x 6.5cm	\$83.50	Spot Colour	\$367.50	Spot Colour	\$838.50	Spot Colour	\$1,162.50	Spot Colour
	\$101.50	Full Colour	\$462.50	Full Colour	\$1,085.50	Full Colour	\$1,612.50	Full Colour
6 x 2 6cm x 6.5cm	\$100.20	Spot Colour	\$441.00	Spot Colour	\$1,006.20	Spot Colour	\$1,395.00	Spot Colour
	\$121.80	Full Colour	\$555.00	Full Colour	\$1,302.60	Full Colour	\$1,935.00	Full Colour
7 x 2 7cm x 6.5cm	\$116.90	Spot Colour	\$514.50	Spot Colour	\$1,173.90	Spot Colour	\$1,627.50	Spot Colour
	\$142.10	Full Colour	\$647.50	Full Colour	\$1,519.70	Full Colour	\$2,257.50	Full Colour
8 x 2 8cm x 6.5cm	\$133.60	Spot Colour	\$588.00	Spot Colour	\$1,341.60	Spot Colour	\$1,860.00	Spot Colour
	\$162.40	Full Colour	\$740.00	Full Colour	\$1,736.80	Full Colour	\$2,580.00	Full Colour
9 x 2 9cm x 6.5cm	\$150.30	Spot Colour	\$661.50	Spot Colour	\$1,509.30	Spot Colour	\$2,092.50	Spot Colour
	\$182.70	Full Colour	\$832.50	Full Colour	\$1,953.90	Full Colour	\$2,902.50	Full Colour
10 x 2 10cm x 6.5cm	\$167.00	Spot Colour	\$735.00	Spot Colour	\$1,677.00	Spot Colour	\$2,325.00	Spot Colour
	\$203.00	Full Colour	\$925.00	Full Colour	\$2,171.00	Full Colour	\$3,225.00	Full Colour
12 x 2 12cm x 6.5cm	\$200.40	Spot Colour	\$882.00	Spot Colour	\$2,012.40	Spot Colour	\$2,790.00	Spot Colour
	\$243.60	Full Colour	\$1,110.00	Full Colour	\$2,605.20	Full Colour	\$3,870.00	Full Colour

Deadlines			
Booking Deadline	Ad Build Copy Deadline	Final Proof Return Deadline	Complete Supplied Material
Friday 12 noon prior to publication	Friday 9am prior to publication	Monday 5pm prior to publication	Monday 3pm prior to Publication

*All rates are GST inclusive.