

# TABLELANDS NEWSPAPERS



## THE TABLELANDS ADVERTISER

Published every Friday, The Tablelands Advertiser's primary distribution area covers the Cairns hinterland, Atherton Tablelands, Gulf Country and through to far northern coastal areas. Also aerial delivery services extend through to Croydon, Normanton and to cattle stations and isolated settlements on the Peninsula right through to the Heathlands.



## TABLELANDER

The Tablelander circulates every Tuesday in the rapidly expanding Tablelands Regional Council, north to Cook Shire, west to the inland shires of Etheridge and Croydon and further west to the Carpentaria Shire and the Gulf towns of Normanton and Karumba - an area totalling more than 245,000 square kilometres, with a population of 50,000.

Display Advertising Rates		
TABLELANDS ADVERTISER/ TABLELANDER		
Usage Level (cms)	% Discount	Rate
Casual	0%	\$7.45
500	10%	\$6.70
1,000	14%	\$6.40
2,500	21%	\$5.90
5,000	25%	\$5.60
7,500	29%	\$5.30
10,000	31%	\$5.15
20,000	35%	\$4.85

Display Advertising Rates		
TODAY'S FARMER		
Usage Level (cms)	% Discount	Rate
Casual	0%	\$8.20
500	18%	\$7.45
1,000	13%	\$7.15
2,500	20%	\$6.55
5,000	24%	\$6.25
7,500	28%	\$5.90
10,000	30%	\$5.75
20,000	34%	\$5.40

Deadlines	
TABLELANDS ADVERTISER	
Booking deadline	Tuesday, 12 noon
Ad build copy deadline	Tuesday, 5pm
Complete supplied material	Wednesday, 1pm
Final proof return deadline	Thursday, 11am
TABLELANDER	
Booking deadline	Thursday, 5pm
Ad build copy deadline	Friday, 12 noon
Complete supplied material	Monday, 10am
Final proof return deadline	Monday, 3pm

Colour Charges	
Level	Rate
One Spot	\$170.00
Two Spot	\$287.00
Process	\$631.00

Inserts		
Type	Rate	Total Cost
Full run (19,000)	\$93.30	\$1,772.70
Split run	\$102.50	N/A

Page Loadings		
Position	Maximum Size	% Loading
Page 1	Small Strip	100%
Page 3	Horizontal 1/2 Page	50%
Backpage	Full Page	33%
Other Requests	Full Page	25%

Classified Rates		
CMS	Rate per line	Total Cost
Display cms (Min 3cm x 1 col)	\$7.45	\$22.35
Lineage (Min 3 lines)	\$3.50	\$10.50

\*All rates are GST inclusive.