

Dear client

Thank you for your support in 2011. Please note that advertising rates will increase for all Star News Group, Mail Newspaper Group and Geelong Independent publications from 1 January 2012.

Please see below for details or contact your account executive for further information.

Best wishes for a safe and happy Christmas and prosperous 2012.



Paul Thomas
Managing Director

Advertising Rates

Rates effective 1 January 2012



Connecting people and communities... for over **102** years!

Display Advertising

Monetary Annual Contract Discount Levels

Single Paper Buys	Casual	250cm	500cm	1000cm	2500cm
Pakenham Gazette (PG)	11.33	7.87	7.54	6.77	6.38
Berwick News (BN)	13.15	7.81	7.21	6.60	5.94
Cranbourne News (CN)	11.17	6.71	6.00	5.67	5.17
Pakenham News (PN)	11.33	7.87	7.54	6.77	6.38
Greater Dandenong Star (DS)	15.46	9.41	8.31	8.03	7.37
Mountain Views Mail (MVM)	8.80	8.25	7.70	7.26	6.82
Upper Yarra Mail (UYM)	8.80	8.25	7.70	7.26	6.82
Ranges Trader Mail (RTM)	8.80	8.25	7.70	7.26	6.82
Ferntree Gully - Belgrave Mail (FBM)	8.80	8.25	7.70	7.26	6.82
Mount Evelyn Mail (MTE)	4.79	4.51	4.18	3.58	2.97
St Albans, Deer Park, Caroline Springs Star (STA)	11.17	6.71	6.00	5.67	5.12
Sunshine, Ardeer, Albion Star (SUN)	11.17	6.71	6.00	5.67	5.12
Keilor, Taylors Lakes, Sydenham Star (KES)	11.17	6.71	6.00	5.67	5.12
Footscray, Yarraville, Braybrook Star (FYS)	11.17	6.71	6.00	5.67	5.12
Williamstown, Altona, Laverton Star (WIL)	13.15	7.81	7.21	6.60	5.94
Werribee, Hoppers Crossing, Point Cook Star (WHC)	13.15	7.81	7.21	6.60	5.94
Hume Star (HUM)	5.94	4.84	4.57	3.96	3.58
Whittlesea, Mernda, Doreen (WHIT)	5.94	4.84	4.57	3.96	3.58
Wallan, Kilmore, Broadford Star (WALL)	5.94	4.84	4.57	3.96	3.58
South Eastern Star Real Estate (SESRE)	18.48	14.74	12.76	11.77	11.27
North West Star Real Estate (NWSRE)	18.48	14.74	12.76	11.77	11.27
Western Star Real Estate (WSRE)	18.48	14.74	12.76	11.77	11.27
Northern Star Real Estate (NSRE)	18.48	14.74	12.76	11.77	11.27
Geelong Independent (GI)	16.50	14.63	12.65	11.44	11.00
The Bellarine Independent (BI)	11.17	6.71	6.00	5.67	5.12
Torquay Independent (TI)	5.94	4.84	4.57	3.96	3.58

Weekly Contract Discount Levels

Single Paper Buys	Casual	4 weeks	8 weeks	13 weeks
Pakenham Gazette (PG)	11.33	7.87	7.54	6.77
Berwick News (BN)	13.15	7.81	7.21	6.60
Cranbourne News (CN)	11.17	6.71	6.00	5.67
Pakenham News (PN)	11.33	7.87	7.54	6.77
Greater Dandenong Star (DS)	15.46	9.41	8.31	8.03
Mountain Views Mail (MVM)	8.91	8.31	7.76	7.37
Upper Yarra Mail (UYM)	8.91	8.31	7.76	7.37
Ranges Trader Mail (RTM)	8.91	8.31	7.76	7.37
Ferntree Gully - Belgrave Mail (FBM)	8.91	8.31	7.76	7.37
Mount Evelyn Mail (MTE)	4.79	4.51	4.18	3.58
St Albans, Deer Park, Caroline Springs Star (STA)	11.17	6.71	6.00	5.67
Sunshine, Ardeer, Albion Star (SUN)	11.17	6.71	6.00	5.67
Keilor, Taylors Lakes, Sydenham Star (KES)	11.17	6.71	6.00	5.67
Footscray, Yarraville, Braybrook Star (FYS)	11.17	6.71	6.00	5.67
Williamstown, Altona, Laverton Star (WIL)	13.15	7.81	7.21	6.60
Werribee, Hoppers Crossing, Point Cook Star (WHC)	13.15	7.81	7.21	6.60
Hume Star (HUM)	5.94	4.84	4.57	3.96
Whittlesea, Mernda, Doreen (WHIT)	5.94	4.84	4.57	3.96
Wallan, Kilmore, Broadford Star (WALL)	5.94	4.84	4.57	3.96
South Eastern Star Real Estate (SESRE)	18.48	14.74	12.76	11.77
North West Star Real Estate (NWSRE)	18.48	14.74	12.76	11.77
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Geelong Independent (GI)	16.50	14.63	12.65	11.44
The Bellarine Independent (BI)	11.17	6.71	6.00	5.67
Torquay Independent (TI)	5.94	4.84	4.57	3.96

* All rates above are per column centimetre and include GST.

Classified Advertising

Classified Display Rates

Single Paper Buys	Casual	4 weeks	8 weeks	13 weeks
PG	11.94	8.91	8.20	7.21
BN, CN, PN	16.06	11.44	10.78	9.19
STA, SUN, KES	17.00	11.44	9.79	9.24
FYS, WIL, WHS	18.92	14.41	12.43	11.99
SESRE	18.48	14.74	12.76	11.83
NWSRE	18.48	14.74	12.76	11.83
WSRE	18.48	14.74	12.76	11.83
NSRE	17.77	14.14	12.27	11.33
WHIT, WALL, HUM	7.10	5.94	4.79	3.63
DS	16.06	11.44	10.78	9.08
GI, BI, TI	17.00	11.44	11.22	11.00
RTM, FBM	9.02	8.36	7.87	7.26
MVM, UYM	9.02	8.36	7.87	7.26
MTE	4.79	4.51	4.18	3.58

* All rates above are per column centimetre and include GST.

Colour (additional charge)

Classified Linage Rates (inc. GST)

- Casual \$17.05 1st three lines \$3.19 per line thereafter
- 4 weeks \$15.95 1st three lines \$3.08 per line thereafter
- 8 weeks \$15.40 1st three lines \$2.97 per line thereafter
- 13 weeks \$14.85 1st three lines \$2.86 per line thereafter

Pakenham: Cnr Princes Highway and Army Road, Pakenham 3810 Telephone: 5945 0666 Facsimile: 5945 0777 Email: pakenham@starnewsgroup.com.au
Geelong: 1st Floor, 78 Moorabool Street, Geelong 3220 Telephone: 5249 6700 Facsimile: 5249 6799 Email: geelong@geelongindependent.com.au
Keilor Park: Cnr Keilor Park Drive and Thomsons Road, Keilor Park 3042 Telephone: 9933 4800 Facsimile: 9933 4844 Email: keilorpark@starnewsgroup.com.au
Kilmore: 71A Sydney Street, Kilmore 3764 Telephone: 5782 0516 Facsimile: 9933 4844 Email: kilmore@starnewsgroup.com.au
Berwick: 67 High Street, Berwick 3806 Telephone: 9796 1855 Facsimile: 9796 1690 Email: berwick@starnewsgroup.com.au
Healesville: Level 1, 244 Maroonah Highway, Healesville, PO Box 470 Healesville 3777 Telephone: 5957 3700 Facsimile: 5957 3777 Email: healesville@yvnews.com.au
Mount Evelyn: 2A York Road, Mount Evelyn, PO Box 434, Mount Evelyn 3796 Telephone: 9751 9300 Facsimile: 9751 9399 Email: mountevelyn@yvnews.com.au
Yarra Junction: 2457 Warburton Highway, Yarra Junction 3797 Telephone: 5967 2031 Facsimile: 5967 2132 Email: yarrajunction@yvnews.com.au
Werribee: Ballan House, Shop 1, 1 Duncans Road, Werribee 3030 Telephone: 9749 7056 Facsimile: 8742 3228 Email: werribee@starnewsgroup.com.au

Classified Advertising: Phone: 1300 666 808 Email: classifieds@starnewsgroup.com.au

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Mail Newspaper Group

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