Western Australian Local Government

ADVERTISING BUYERS GUIDE

2009/2010 Press Rates

marketforce exPress

WALGA

Day-to-day Advertising, Print and Design Services

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The Right Choice for Local Government Advertising

In 2008, WALGA established its long standing Group Advertising Service as an independent arrangement for Local Government, moving away from our previous involvement with the State Government common use agreement for advertising.

The reason for this shift was simple – change was needed. The aggregated volume of Local Government advertising is now large enough to achieve independent media contracts that deliver optimal savings to our sector. Rather than continuing to use the advertising contract of the State Government – one that was established for State departments rather than Local Governments; we have negotiated stand-alone media contracts that are tailored to the specific requirements of Local Governments.

Further motivation for change was the fact that Local Government advertising requirements are vastly different to those of other sectors. Consistent feedback from Members confirmed the need for a specialised design and production service – one that was dedicated to Local Government advertising and which possessed proven experience and expertise in this area. Marketforce exPress is the only Western Australian agency with over a decade of proven performance in Local Government advertising and promotion. The final reason for change was the fact that most of the value-adds and benefits stemming from the State Government advertising contract were going to the State Government rather than to Local Governments. Under the Local Government Advertising Service, all value-adds and benefits are now received by the Local Government sector, for the benefit of all Members. There is more information about this on page 5.

The Local Government Advertising Service is the only advertising arrangement that has been specifically developed for all of Local Government's advertising needs. WALGA, as Principal to the various media contracts, is responsible for ensuring that all of the requirements of Local Governments are properly reflected in the advertising arrangements. WALGA is also responsible for all aspects of contract management, centralised billing and administration.

I am very pleased that media contracts were recently finalised with The West Australian, Community and Regional Newspapers, Independent Newspapers, The Sunday Times, The Australian and Seek, Careerone and Mycareer online recruitment websites. The media rates under these contracts are exclusive to Local Governments and will ensure that Members receive greater discounts on their advertising as well as increased security over media expenditure.

The greatest benefit from using the Local Government Advertising Service is that Local Governments can use Marketforce exPress for all of their advertising, promotion and creative design - both non-campaign advertising (recruitment, tenders and public notices) and campaign advertising (community events and festivals, promotions and special features). Marketforce exPress is the sole Preferred Supplier for Creative Advertising and by using Marketforce, Local Governments have a "one stop shop" for all of their advertising – a benefit that is unavailable elsewhere.

At the request of Members, WALGA has invested in the large-scale promotion of the sector over the past three years. This promotional activity has focused on improving community perceptions and understanding about Local Government, and increasing the interest in Local Government careers. Over $700,000 is invested every year into state-wide television campaigns ("Local Government Makes Your World Work"); Careers Expos and school promotions ("Get on Board"); special features in newspapers (the monthly President's Column in The West Australian); Local Government career inserts in The West Australian; and extensive public relations and advocacy campaigns. The continued use of the Local Government Advertising Service by Members enables this significant promotional activity to be sustained – for the benefit of all Local Governments.

I am confident that Members will enjoy a substantial range of benefits from the Local Government Advertising Service. WALGA and Marketforce exPress are committed to ensuring that the services delivered under this arrangement remain responsive to the current and emerging needs of all Members.

Ricky Burges
Chief Executive Officer

WALGA

Local Government and ADSplus, in 2009/2010 Marketforce exPress would like to ensure every council is getting the full benefits and cost savings through the introduction of ADSplus. If you are not already using ADSplus as your online portal to Marketforce exPress and want to get started today, then call Helen Jennings at Marketforce exPress on 9216 2014.

ADSplus

Your Online Advertising Solution

ADSplus is a unique Online Advertising Solution developed by Marketforce exPress to deliver an efficient, cost effective service for clients.

As well as the **62% saving in production** costs that ADSplus delivers, there are also a list of benefits that include:

- 24 Hour Access via the Internet
- Customised templates that guarantee brand consistency
- Create your own ads in a user friendly environment
- Change ad sizes and make alterations
- Generate instant PDF proofs
- Select and plan your media placement
- Ad tracking capability
- Full archive system of ad proofs and media instructions
- Integrated billing system

Create and edit your own ad proofs

Ensure consistency with corporate branding

Manage and track your media bookings

Simplify the billing and reconciliation process

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This document and its contents contain Commercial in Confidence information.

In receiving and applying the information contained in this buyer's guide, WALGA members are obligated to retain the information as Commercially Confidential material. This information should be stored and protected in accordance with other Contractual documentation.

The price tables and service terms outlined in the attached document are market sensitive. They should be applied to internal use only, and the passing of this information outside of the Local Government is strictly prohibited. Both the legal and ethical obligations associated with WALGA's Preferred Supplier Contracts must be preserved to retain the integrity and value that these arrangements deliver to the Local Government Sector.

The Local Government Advertising Service provides a direct relationship between WALGA and media providers. This facilitates the leveraging of a wide range of value-adding benefits to Members as a consequence of contractual negotiations.

The Local Government Advertising Contract has made it possible for the following marketing and promotional campaigns to be conducted for the sector:

- **Local Government Inserts and Special Features** in The West Australian Newspaper that profile Local Government careers and Council contributions to their local communities. There are seven (7) inserts scheduled for 2009/2010, including five (5) regional and two (2) whole-of-State inserts
- Discounted television advertising rates, enabling the **"Local Government Makes Your World Work"** television campaigns to be extensively advertised throughout Western Australia. Last year alone, our state-wide television campaign was seen at least three (3) times by 93% of the State's 18+ population, with independent research confirming that this contributed to a 41% increase in community awareness about the services and facilities provided by Local Government and a 34% increase in people willing to consider Local Government as a career choice.
- **Monthly President's Column** on page 4 of The West Australian Newspaper at a heavily discounted rate. The column provides the sector with an avenue to influence both government policy and community perceptions.
- Periodic availability of **free advertising space** for the purpose of promoting Local Government, based on the number of bookings and advertising spend by respective Local Governments.

Aggregated expenditure through the Local Government Advertising Service also funds a range of specific media and advocacy campaigns for the sector. Examples include:

- **Roads and Library funding campaigns,** which resulted in substantial increases in recurrent funding to support local roads and public libraries.
- Opposing the previous State Government's shift to the P**roportional Preferential Voting system** for Local Government elections, a position that was eventually reversed.
- **Promoting career opportunities** in Local Government to redress the skills shortage.
- Educating the community about the services and facilities provided by Local Governments.
- Encouraging greater participation in electors at **Local Government elections** by highlighting the role of Councils and Elected Members.
- Establishing and defending the sector's position with the community on **sustainability and reform**.
- **Opposing cost shifting and increasing imposts on Local Government** and the community including the recent increases to landfill levies and role of Local Government in collecting State taxes and charges.

ADVERTISEMENT

Community to pay new tax to meet Budget targets

The West Australian

1/7/2009 – 30/6/2010

Display	Local Govt Contract Rate	Local Govt Promotion and Contract Management	Rebates and Discounts*	Invoice Rate
PA's Sat	**36.40**	10.57	17.73	**58.71**
Tenders M-F	**21.90**	6.36	7.64	**35.32**
Tenders Sat	**34.00**	9.87	14.43	**54.84**
Employment M-F	**22.10**	6.42	10.38	**35.65**
Employment Sat	**34.90**	10.13	16.07	**56.29**
Local Govt Vacancies M-F	**22.10**	6.42	10.38	**35.65**
Local Govt Vacancies Sat	**34.90**	10.13	16.07	**56.29**
Local Govt Tenders, Notices M-F	**21.90**	6.36	7.64	**35.32**
Local Govt Tenders Notices Sat	**34.00**	9.87	14.43	**54.84**
Lineage				
Employment M-F	**4.80**	1.16	1.54	**7.50**
Employment Sat	**6.90**	1.39	2.21	**10.50**
Local Govt Vacancies M-F	**4.80**	1.16	1.54	**7.50**
Local Govt Vacancies Sat	**6.90**	1.39	2.21	**10.50**
Local Govt Notices M-F	**4.40**	0.99	1.41	**6.80**
Local Govt Notices Sat	**6.40**	1.35	2.05	**9.80**
Colour Loading Professional Appointments & Employment				20%

* Rebates and discounts shown include upfront discounts off the casual rate, the prompt payment discount agreement and the end of year rebates.

As part of our contract with The West Australian Newspaper, WALGA receives an aggregated rebate for all Local Government advertising which is an average of 37% of the cost of media. From this rebate, approximately 8% ($200,000) is used to resource media rate negotiations, contract management and provide for centralised billing through WALGA. Approximately 30% ($700,000) is used to resource whole-of-sector promotional and marketing campaigns to benefit all Local Governments by improving community perceptions and understanding of the sector. Approximately 62% ($1.5 million) of the aggregated rebate is returned to Local Governments in the form of up-front discounts and year-end rebates.

The following chart highlights WALGA's expenditure on promotional and marketing initiatives for the Local Government sector during 2008/2009:

NOTE: Above rates are listed as GST exclusive

The requirements for most of the advertising needs within Local Governments can be achieved in 4 individual formats.

General Display Advertising

This form of advertising is used to get information across to the wider marketplace. The design tends to have a creative element to it so as to catch the readers' attention.

Classified Display Advertising

This form of advertising is used for recruitment, tender and notice advertising. The design is often kept to an economical or cost effective format that will still gain maximum exposure.

Lineage Ad with Logo

These ads are placed in the classified section of the paper and allow advertisers to get information published economically whilst still highlighting the Council placing the advert.

This is the most cost effective way for a council to advertise information within the Press. As straight text, this form of advertising lacks potential to target an audience.

The Sunday Times

1/7/2009 – 30/6/2010

General News, Sport, MainGame, body+soul, Travel	$40.42
All General News Preferred Page Loading	20%
Guaranteed Right Hand Page	10%
Spot Colour Loading	20%
Full Colour Loading	30%

Classifieds	
General Display, Real Estate, Employment, Cars guide	$42.75
Home magazine (per unit)	$237.25

For Sale	$6.31
To Let	$6.38
Employment	$7.76
Real Estate	$5.09

STM	
Full Page	$12,350.52
1/2 Page	$6,792.79
1/3 Page	$4,940.21

STM Entertainment	
Cost per ccm	$52.74

Full Page Colour	$9,933.50
Half Page Colour	$6,963.41
Quarter Page Colour	$3,979.09

NOTE: Above rates are listed as GST exclusive.

COMMUNITY PAPER LIST |

Council	Paper
Shire of GinGin	Advocate
Shire of Chittering	**Advocate**
City of Fremantle	Fremantle Gazette, Western Suburbs Weekly
Town of East Fremantle	**Fremantle Gazette**
City of Cockburn	Cockburn Gazette
City of Stirling	**Stirling Times, Eastern Reporter, Guardian Express**
Town of Vincent	Guardian Express
City of Perth	**Guardian Express, Western Suburbs Weekly**
City of Melville	Melville Times
City of Canning	**Canning Times**
City of Gosnells	Comment News
City of Armadale	**Comment News**
Shire of Serpentine Jarrahdale	Comment News
Town of Bassendean	**Eastern Reporter**
City of Bayswater	Eastern Reporter, Guardian Express
City of Swan	**Midland Reporter, Advocate, Hills Gazette, Eastern Reporter**
Shire of Mundaring	Hills Gazette, Midland Reporter
Shire of Kalamunda	**Kalamunda Reporter, Hills Gazette**
Northam, Toodyay, York	Hills Gazette – bulks only
City of Joondalup	**Joondalup Times, Weekender, North Coast Times (Kinross & Burns Beach only)**
City of Wanneroo	Wanneroo Times (Tuesday), North Coast Times, Weekender
City of Mandurah	**Mandurah Coastal Times**
Shire of Murray	Pinjarra-Murray Times
City of Rockingham	**Weekend Courier, Mandurah Coastal Times (part)**
Town of Kwinana	Kwinana Courier
City of Belmont	**Southern Gazette**
Town of Victoria Park	Southern Gazette
City of South Perth	**Southern Gazette**
Town of Cambridge	Western Suburbs Weekly
City of Nedlands	**Western Suburbs Weekly**
City of Subiaco	Western Suburbs Weekly
Town of Mosman Park	**Western Suburbs Weekly**
Town of Claremont	Western Suburbs Weekly
Town of Cottesloe	**Western Suburbs Weekly**
Shire of Peppermint Grove	Western Suburbs Weekly

In 2009/2010 the smartest and most cost effective way to communicate with your local residents is through the newly developed Local Government rate structure through Community Newspapers.

These newly developed rate structures are only available to Councils through the Local Government Advertising Service and offer greater value for money than any other rate structure.

Local Government now have the opportunity to buy three papers within their boundaries at a special three paper buy rate, this offers significant savings on normal rates. Councils who only fall into small areas of a newspapers boundary can now also get an additional discount commensurate with the area coverage they require.

We also understand that you sometimes need to get a message out or promote an event across the entire metropolitan area to accommodate this Councils now only pay $45 per column centimetre (including colour) to get coverage across all 17 papers in the Community Newspapers stable. There has never been a more cost effective solution to cover the entire metropolitan area in colour.

To discover the most cost effective solution for your Council when placing ads within the Community Newspapers, contact Max Wilson or Craig Sadler at Marketforce exPress on 9216 2000.

1/7/2009 – 30/6/2010

Publication	Day	Local 3 Paper Buy	Single Paper
The Advocate	Thurs	$3.75	$4.17
Canning Community	Tue	$4.40	$4.87
Comment News	Tue	$8.15	$8.81
Eastern Reporter	Tue	$8.08	$9.35
Fremantle Cockburn Gazette	Tue	$5.70	$6.34
Guardian Express	Tue	$5.40	$5.84
Hills Gazette	Sat	$5.84	$6.50
Mandurah Coastal Times	Wed	$3.50	$3.88
Melville Times	Tue	$5.20	$5.70
Midland Kalamunda Reporter	Tue	$5.81	$6.47
Western Suburbs Weekly	Tue	$4.80	$5.00
Southern Gazette	Tue	$8.16	$8.83
Stirling Times	Tue	$7.89	$8.43
Wanneroo Times (Tue)	Tue	$8.56	$9.07
Joondalup/Wanneroo Weekender (Thur)	Thurs	$10.32	$13.13
North Coast Times	Tue	$3.83	$4.06
Weekend Courier	Fri	$6.20	$6.70
Community Newspapers Group Buy – All 17 papers			$45.00 INCLUDING COLOUR

NOTE: Above rates are listed as GST exclusive

workplace
live local work local

1/7/2009 – 30/6/2010

Publication	Day	Display
The Advocate	Thurs	$4.23
Canning Community	Tue	$10.02
Comment News	Tue	$10.59
Eastern Reporter	Tue	$10.85
Fremantle Cockburn Gazette	Tue	$10.67
Guardian Express	Tue	$10.22
Hills Gazette	Sat	$9.54
Mandurah Coastal Times	Wed	$6.07
Melville Times	Tue	$10.85
Midland Kalamunda Reporter	Tue	$10.22
Western Suburbs Weekly	Tue	$10.22
Southern Gazette	Tue	$10.59
Stirling Times	Tue	$10.59
Wanneroo Times (Tue)	Tue	$10.76
Joondalup/Wanneroo Weekender (Thu)	Thurs	$11.07
North Coast Times	Tue	$4.38
Weekend Courier	Fri	$9.82
Workplace Group Buy Rates		**2009-2010**
17 Papers		$40.73
9 North		$22.23
8 South		$20.65
Any 8		$20.74
Any 3		$17.52
Midland Kalamunda & Hills Gazette		$13.84
Mandurah Coastal Times & Weekend Courier		$16.26
Workplace Colour loadings = 25%		

NOTE: Above rates are listed as GST exclusive

Community newspaper group

1/7/2009 – 30/6/2010 Loadings

Process Colour per half page or larger	
1 Paper	$665
Centre Spread	$815
2 Papers	$560
3 Papers	$465
4 Papers	$365
5-11 Papers	$330
12-16 Papers	$300

NOTE: Costings for half page up to full page size

Multi Paper Buy	Process Colour Broken Space 140 col cm or smaller Rate per col cm
1 paper	$4.50
2 Papers	$3.83
3 Papers	$3.61
4 Papers	$3.40
5-11 Papers	$2.98
12-16 Papers	$2.76
All 17 Papers	$2.55

NOTE: For broken space up to a half page

marketforce
digital

ABOUT US WEBSITE DESIGN E-NEWSLETTERS ONLINE ADVERTISING CONTACT US

www.marketforce.com.au

Marketforce Digital is a digital strategic planning and creative implementation division of the Marketforce Group offering a combined 25 years of expertise in the digital medium.

A Strategic Partner.

It is no longer acceptable to only be in the digital space. More important is what you do in the digital space. A sound stratergy is the basis of a successful plan. What is your business offering? How does it work with your marketing initiative? How does your online marketing work with your overall operations?

Marketforce Digital provides analysis of your digital strategies and then becomes your partner moving forward. We assist with digital planning, to ensure your business is effective on line. We offer creative expertise, contemporary online design, strategic analysis and project management to implement your digital strategies.

Services.

Newsletters:

We specialise in designing, managing and implementing digital email newsletters and electronic direct mail. Our email system allows trackable custom email communications which are accessible for clients to edit and deploy at an in-house level.

Websites:

Our strategic approach assists in the design and development of a website that meets your business' goals. Whether it is a campaign specific micro-site or a corporate website, we provide an overall scope via trackable deliverables to ensure a strong online presence.

Online Advertising:

The web is cluttered with ads. It is essential that your ads stand out. Our expertise combined with a client relationship (via Marketforce exPress) allows us to create online ads that are cut through, while meeting specific business deliverables.

FREMANTLE • MELVILLE HERALD

Fremantle, Cockburn & Melville Herald Editions

1/7/2009 – 30/6/2010

Saturday Weekly	Col cm Rate	Full Page Rate	Four Colour/ Spot Colour ccm Rate	Full Page Four Colour	Full Page Spot Colour
Fremantle Herald (All Four Editions)	$11.78	$8.96	$3.00	$672.00	$360.00
Fremantle & Cockburn Editions	$6.60	$4.48	$2.00	$420.00	$180.00
Melville Editions (North & South)	$6.60	$4.48	$2.00	$420.00	$180.00

POST

1/7/2009 – 30/6/2010

	Col cm Rate	Full Page Rate	Four Colour/ Spot Colour ccm Rate	Four Colour Full Page	Spot Colour Full Page
Saturday Weekly	$7.21	$4.33	$2.45	$400.00	$100.00

The Perth Voice

1/7/2009 – 30/6/2010

	Col cm Rate	Full Page Rate	Four Colour/ Spot Colour ccm Rate	Full Page Four Colour	Full Page Spot Colour
Saturday Weekly	$6.40	$4.36	$2.00	$420.00	$180.00

EXAMINER

1/7/2009 – 30/6/2010

	Col cm Rate	Full Page Rate	Four Colour/ Spot Colour	Full Page Four Colour	Full Page Spot Colour
Thursday Weekly	$7.43	$5.65	$2.60	$295.00	$180.00

THE ECHO NEWSPAPERS Always in front!

1/7/2009 – 30/6/2010

	Col cm Rate	Full Page Rate	Four Colour/ Spot Colour	Full Page Four Colour	Full page Spot Colour
Saturday Weekly	$7.82	$6.24	$2.50	$400.00	$195.00

CANNING EXAMINER NEWSPAPERS

Thursday Weekly	Display	Full Page/cm	Colour ccm Rate	Full Page Full Colour	Full Page Spot Colour
	$5.15	$3.20	$2.00	$295.00	$180.00

Marketforce exPress

More than just ads

Marketforce exPress is widely recognised for delivering cost effective, efficient advertising solutions. However our service extends far beyond the booking and production of press advertising.

Marketforce exPress has a specialist team dedicated to design and print of any communication materials ranging from stationery and brochures through to larger scale publications such as annual reports and corporate profiles.

Our **exPress Design** team provides a wide range of services such as logo design, stationery development, creative marketing campaigns, displays/expos and out-of-home advertising. As a full service agency, we take care of the entire process, from concept development and the design and production of artwork, through to print management and the printing and delivery of the final product.

The Marketforce exPress full service includes:

- Full service advertising
- Strategic planning
- Brand development
- Market research management
- Media planning and buying
- Consumer and channel planning
- Digital and e-marketing services
- Experiential marketing
- Relationship marketing
- 2D design
- 3D design
- PR management

Marketforce exPress can provide market-leading expertise in every facet of the commercial communications. Our creativity in the print and design area, together with a strong project management and client service focus, makes us the obvious choice for all marketing requirements. Whatever your need, whatever size the project, we can deliver a product that can best communicate your message, **so give Max Wilson a call today on 08 9216 2033.**

Creative marketing campaigns

Inspired designs and a fresh, unique approach to your marketing campaign. Achieve results by delivering your message in a way that is remembered.

Displays/ Expos

Taking your message to your audience in a large scale collaboration of resources.

Publications

Ensuring your publications exude a professional appearance with consistent design, accuracy in content, and an overall attractive presentation.

Logo design

Developing an identity to visually represent your organisation whilst reflecting its values in a professional and creative manner.

Stationery

Creating an original design, maintaining brand consistency, and offering ease and convenience in producing, ordering and re-printing stationery items.

Out-of-home advertising

Opening up a whole world of marketing possibilities; and bringing your message to a wider audience than you had ever thought possible.

HarveyBeef WESTERN AUSTRALIA

CleanRun Let's drive down emissions

reduce reuse recycle it's easy

Donnybrook Balingup

CCTV AlarmAssist

Rockingham connect Community Transport

home building society

WASO West Australian Symphony Orchestra

DOMAIN CORPORATE OFFICE

1/7/2009 – 30/6/2010

Publication	Day	Display	4-7 Paper Buy	Classified
Albany & Great Southern Weekender	Thurs	$4.50	$4.18	$5.65
Augusta-Margaret River Mail	Wed	$4.10	$3.88	$10.20
The Advocate (Avon Valley Advocate)	Wed	$4.10	$4.00	$13.00
Bunbury Mail	Wed	$4.15	$4.15	$11.05
Busselton-Dunsborough Mail	Wed	$4.20	$3.88	$10.30
Central Midlands & Coastal Advocate	Thurs	$3.90	$3.34	$10.20
Collie Mail	Thurs	$3.75	$3.75	$10.10
Donnybrook-Bridgetown Mail	Tue	$2.95	$2.95	$9.35
Esperance Express	Tue, Thurs	$4.15	$4.15	$6.15
Harvey Mail	Fortnightly Wed	$3.10	$2.96	$9.75
Mandurah Mail	Thurs	$4.15	$4.15	$10.85
Merredin Wheatbelt Mercury	Wed	$3.55	$3.55	$10.95
Midwest Times	Thurs	$3.90	$3.90	$6.25
Murray Mail	Fortnightly Thurs	$3.00	$2.96	N/A
Sun City News	Fortnightly Wed	$3.15	$3.15	$3.92
Pilbara Echo	Sat	$4.65	$4.65	$3.30
Wagin Argus	Thurs	$3.85	$3.08	$9.45

NOTE: Above rates are listed as GST exclusive
LOADINGS: Full colour $200, Spot Colour $ 100

WEST REGIONAL SALES
Western Australia's Regional Newspaper Network

1/7/2009 – 30/6/2010

Publication	Day	Display	Classified	Employment
Albany Advertiser	Tues, Thurs	$3.60	$6.10	$6.60
Albany Weekend Extra	Fri	$3.50	$6.00	$5.85
Augusta Margaret River Times	Fri	$3.80	$5.60	$6.05
Broome Advertiser	Thurs	$3.15	$5.85	$5.70
Bunbury Herald	Tues	$4.25	$6.35	$6.20
Bunbury South West Times	Thurs	$4.60	$6.15	$6.60
Busselton-Dunsborough Times	Thurs	$3.95	$5.85	$6.30
Countryman	Thurs	$7.75	$5.55	$5.45
Geraldton Guardian	Mon, Wed, Fri	$4.15	$6.00	$5.90
Goldfields Express	Wed	$3.50	$6.10	$5.95
Great Southern Herald	Wed	$2.75	$6.60	$7.10
Harvey Reporter	Tue	$4.70	$5.90	$5.75
Kalgoorlie Miner	Mon-Fri	$3.40	$5.70	$5.60
Kalgoorlie Miner	Sat	$3.50	$5.90	$5.75
Kimberley Echo	Thurs	$3.95	$7.35	$7.20
Manjimup-Bridgetown Times	Wed	$4.30	$6.40	$6.90
Narrogin Observer	Wed	$4.00	$4.50	$4.85
North West Telegraph	Wed	$3.40	$4.20	$4.10
Northern Guardian	Wed	$2.95	$5.30	$5.15
Pilbara News	Wed	$3.55	$4.35	$4.25
Sound Telegraph	Wed	$6.90	$8.30	$8.15
York Community News	Last Wed of month	$3.85	$7.20	$7.05

NOTE: Above rates are listed as GST exclusive

THE AUSTRALIAN

1/7/2009 – 30/6/2010

The national daily broadsheet, The Australian is published Monday through Friday and The Weekend Australian on Saturday.

EGN, Business and Sport are published each day, Property appears Tues, Wed, Thurs, Sat. Recruitment advertising can be placed in EGN. State only spaces are available on enquiry.

The Weekend Australian Magazine, a high quality, glossy news and general interest magazine is included in The Weekend Australian. Western Australia only pages are available on a limited basis.

Weekend Primespace liftout, Culture Club (Saturday) and Entrepreneur (Friday) appear monthly. WISH, a glamorous glossy magazine appears 1st Friday of the month.

Monday – Thoroughbreds
Tuesday – Computers, Recruitment, Product, Exec Tech (tabloid)
Wednesday – Higher Education, Wealth (tabloid), Automotive
Thursday – Media
Friday – Arts, Aviation, Legal Affairs and Appointments, Fashion
Saturday – Weekend Business, Personal Investment, Prestige Residential, Travel and Indulgence, Review (tabloid)

Weekend Classifieds	$84.71
Weekday Classifieds	$49.09
Spot Colour	20%
Full Colour	30%

1/7/2009 - 30/06/2010

Job Ad Placement		
Standard Ad		$60.00
Job Packages	25 Job Pack (5 Bonus Ads)	$1,500.00
	50 Job Pack (10 Bonus Ads)	$3,000
	100 Job Pack (20 Bonus Ads)	$6,000

1/7/2009 - 30/06/2010

Seek		$110.00
Seek IT		$110.00
Seek Executive		$290.00
Job Packages	10 Ad Pack	$1,056.00
	20 Ad Pack	$1,947.00
	30 Ad Pack	$2,846.00
Profile		$165.00 per month
Seek Banner Advertising		$40.00 cpm

If you're not online, you're missing out!

With Australians now spending more time online than watching television, online advertising is fast becoming the preferred way to reach your target audience.

Australia has over 18 million internet users, making it one of the world's most developed and fast growing markets and providing an enormous audience of potential employees. The three leading Job Boards (Seek, CareerOne and My Career) alone reach approximately 4.5 million unique browsers each month, with each site having large exclusive audiences.

Internet Job Boards have grown to be sophisticated, well targeted and cost effective. Job seekers appreciate the ease and convenience of searching for jobs online, particularly as most sites offer an email alert system to advise of relevant jobs as soon as they are listed. Online recruitment advertising now accounts for a third of all recruitment advertising, with more than 50% of people agreeing they prefer to search for a job online.

Getting your jobs online is easy!

Online media works perfectly as part of an integrated advertising solution. The benefits of placing your job ad online include:

- The opportunity to advertise your position in a relevant category or categories to make it easy for the potential candidate to find and apply.
- Access to statistics to see how many people have viewed the role and applied.
- Ability to upload or remove jobs from the sites almost immediately.
- Options for placing branding advertising, using video content or placing a company profile, all to help maximise response.

Online advertising can easily be accessed by contacting the team at Marketforce exPress in your usual way.

Maximum exposure, minimum cost

WALGA has negotiated a rate for members that brings great value and efficiency to the process, which can be accessed through booking via Marketforce exPress. Marketforce exPress also advise the purchase of Job Packs for multiple bookings which offer cost savings, enhanced search options, personalised advertisement templates, links to your own site, video images and more.

TO FIND OUT MORE AND TO TAKE ADVANTAGE OF THE ONLINE RECRUITMENT REVOLUTION CONTACT THE TEAM AT MARKETFORCE EXPRESS.

MyCareer

1/7/2009 – 30/6/2010

		Enhanced Recruitment Essentials			Enhanced Recruitment Plus		
Job Pack	Number of Ads	Price per ad (ex GST)	Job Pack Price (ex GST)	Job Pack Price (inc GST)	Price per ad (ex GST)	Job Pack Price (ex GST)	Job Pack Price (inc GST)
Casual Ad	1	$80	$80	$88	$90	$90	$99
Job Pack 5	5	$75	$375	$412.50	$85	$425	$467.50
Job Pack 10	10	$70	$700	$770	$80	$800	$880
Job Pack 20	20	$65	$1300	$1430	$75	$1500	$1650
Job Pack 50	50	$60	$3000	$3300	$70	$3500	$3850
Job Pack 100	100	$55	$5500	$6050	$65	$6500	$7150

Standard Recruitment Plus Package includes:

- A yellow band surrounding the ad in the search results listing
- Up to 2 logos in each search results listing
- Up to 3 bullet points on the search results page
- Placement of the advert in 1 sector/subsector
- No 7 day Auto Refresh

Enhanced Recruitment Plus Package includes:

- 7 Day Auto-Refresh
- Multi-categorisation (place your ad in up to three different sectors/subsectors)
- A yellow band surrounding the ad in the search results listing
- Up to 2 logos in each search results listing
- Up to 3 bullet points on the search results page

Professional Options	Price (ex GST)	Price (inc GST)
Job Ad Template (each)	$200 (Free with initial Job Pack 5 Purchase)	$220
Company Profile (each)	$200 per month	$220 per month

MEDIA DEADLINES

Please find below a list of newspaper and Marketforce exPress booking deadlines. Please note that if you are unable to submit your bookings on or before the Marketforce exPress deadline, we cannot guarantee placement of your ad due to the time involved for internal processes at our end required to book your ad.

	Publication Day	Submission Deadline	Approval Deadline
West Australian			
Employment, Notices, Tenders	Wednesday, Saturday	12noon 2 days prior	9am day prior
Professional Appts	Saturday	5pm Wednesday	9am Friday

		GENERAL NEWS		CLASSIFIED DISPLAY	
Community Newspapers		**Submission Deadline**	**Approval Deadline**	**Submission Deadline**	**Approval Deadline**
Bullsbrook Gingin Advocate	Wednesday	4pm Wednesday	12noon Monday	11am Friday	9am Monday
Canning Community	Tuesday	4pm Wednesday	12noon Friday	10am Friday	5pm Friday
Comment News	Tuesday	4pm Wednesday	12noon Friday	10am Friday	5pm Friday
Eastern Reporter	Tuesday	4pm Wednesday	9am Friday	4pm Thursday	2pm Friday
Fremantle Cockburn Gazette	Tuesday	4pm Wednesday	9am Friday	4pm Thursday	2pm Friday
Guardian Express	Tuesday	4pm Wednesday	12noon Friday	4pm Thursday	2pm Friday
Hills Gazette	Saturday	12noon Wednesday	1pm Thursday	4pm Wednesday	2pm Thursday
Joondalup/Wanneroo W/ender	Thursdays	3pm Monday	1pm Tuesday	10am Tuesday	5pm Tuesday
Mandurah Coastal Times	Wednesday	4pm Wednesday	12noon Friday	11am Friday	10am Monday
Melville Times	Tuesday	4pm Wednesday	12noon Friday	10am Friday	5pm Friday
Midland Kalamunda Reporter	Tuesday	1pm Wednesday	10am Friday	4pm Thursday	2pm Friday
North Coast Times	Tuesday	4pm Wednesday	12noon Friday	11am Friday	5pm Friday
Southern Gazette	Tuesday	1pm Wednesday	10am Friday	5pm Thursday	2pm Friday
Stirling Times	Tuesday	4pm Wednesday	10am Friday	5pm Thursday	2pm Friday
Wanneroo Times	Tuesday	4pm Wednesday	12noon Friday	12noon Friday	10am Monday
Weekend Courier	Friday	4pm Monday	1pm Wednesday	10am Wednesday	5pm Wednesday
Western Suburbs Weekly	Tuesday	4pm Wednesday	12noon Friday	5pm Thursday	2pm Friday
Hogan Media Services					
Albany & Grt Southern W/Ender	Thursday	12noon Thursday	1pm Monday	12noon Monday	9am Tuesday
Augusta Margaret River Mail	Wednesday	12noon Thursday	1pm Friday	12noon Friday	9am Monday
Avon Valley Advocate	Wednesday	12noon Wednesday	1pm Friday	12noon Thursday	10am Friday
Bunbury Mail	Wednesday	5pm Thursday	12noon Monday	4pm Friday	1pm Monday

	Publication Day	GENERAL NEWS		CLASSIFIED DISPLAY	
Hogan Media Services *Cont.*		Submission Deadline	Approval Deadline	Submission Deadline	Approval Deadline
Busselton Dunsborough Mail	Wednesday	12noon Thursday	1pm Friday	4pm Friday	1pm Monday
Central Midlands Advocate	Thursday	12noon Thursday	1pm Friday	3pm Friday	12noon Monday
Collie Mail	Thursday	2pm Friday	1pm Monday	1pm Monday	10am Tuesday
Donnybrook Bridgetown Mail	Tuesday	12noon Wednesday	12noon Thursday	12noon Thursday	9am Friday
Esperance Express	Wednesday & Friday	12noon 4 days prior	9am 3 days prior	5pm 3 days prior	12noon 2 days prior
Harvey Mail	Wednesday fortnightly	12noon Tuesday	12noon Friday	5pm Wedneaday	2pm Thursday
Mandurah Mail	Thursday	2pm Friday	12noon Monday	1pm Monday	10am Tuesday
Merredin Wheatbelt Mercury	Wednesday	12noon Wednesday	1pm Thursday	5pmThursday	2pm Friday
Midwest Times	Wednesday	10am Wednesday	1pm Friday	5pm Thursday	2pm Friday
Murray Mail	Tuesday fortnightly	12noon Friday	9am Thursday	12noon Friday	9am Thursday
Pilbara Echo	Saturday	12noon Tuesday	10am Thursday	12noon Wednesday	10am Thursday
Sun City News	Wednesday fortnightly	12noon Tuesday	9am Wednesday	12noon Tuesday	9am Wednesday
Wagin Argus	Thursday	12noon Thursday	1pm Friday	12noon Friday	10am Monday
West Regional Sales					
Albany Advertiser	Tuesday & Thursday	5pm 4 days prior	9am 2 days prior	10am 3 days prior	9am 2 days prior
Albany Weekend Extra	Friday	12noon Friday	10am Tuesday	12noon Monday	10am Tuesday
Augusta Margaret River Times	Friday	4pm Friday	5pm Tuesday	10am Tuesday	9am Wednesday
Broome Advertiser	Thursday	12noon Friday	9am Friday	4pm Thursday	12noon Friday
Bunbury South West Times	Thursday	12noon Friday	1pm Tuesday	10am Tuesday	5pm Tuesday
Bunbury Herald	Tuesday	12noon Wednesday	1pm Friday	4pm Thursday	1pm Friday
Busselton-Dunsborough Times	Friday	4pm Friday	5pm Tuesday	10am Tuesday	5pm Tuesday
Geraldton Guardian	Monday, Wednesday & Friday	12noon 4 days prior	9am 2 days prior	12noon 2 days prior	10am day prior
Goldfields Express	Friday	12noon Thursday	9am Wednesday	12noon Tuesday	9am Wednesday
Great Southern Herald	Wednesday	1pm Wednesday	9am Friday	12noon Friday	1pm Monday
Harvey Reporter	Tuesday	12noon Tuesday	9am Friday	4pm Thursday	1pm Friday
Kalgoorlie Miner	Monday - Saturday	12noon 4 days prior	9am day prior	10am 3 days prior	5pm 2 days prior
Kimberley Echo	Thursday	12noon Friday	9am Monday	12noon Friday	9am Monday
Manjimup Bridgetown Times	Wednesday	12noon Thursday	10am Monday	10am Monday	5pm Monday
Narrogin Observer	Wednesday	1pm Wednesday	9am Friday	12noon Friday	1pm Monday

	Publication Day	GENERAL NEWS		CLASSIFIED DISPLAY	
West Regional Sales *Cont.*		**Submission Deadline**	**Approval Deadline**	**Submission Deadline**	**Approval Deadline**
North West Telegraph	Wednesday	4pm Tuesday	9am Friday	12noon Thursday	9am Friday
Northern Guardian	Wednesday	4pm Tuesday	1pm Friday	12noon Thursday	9am Friday
Pilbara News	Wednesday	9am Tuesday	9am Friday	12noon Thursday	9am Friday
Sound Telegraph	Wednesday	10am Tuesday	1pm Friday	4pm Thursday	1pm Friday
York Community News	1st week month	Last Tuesday Month	Last Wednesday Month	Last Tuesday Month	Last Wednesday Month
Independents					
Countryman	Thursday	12noon Tuesday	1pm Friday	3pm Friday	1pm Monday
Farm Weekly	Thursday	4pm Wednesday prior	2pm Monday	3pm Friday	2pm Tuesday
Post Newspapers	Saturday	10am Tuesday	12noon Wednesday	10am Tuesday	12noon Wednesday
Herald Newspaper Group (Fremantle)	Saturday	12noon Friday	2pm Tuesday	12noon Monday	2pm Tuesday
The Perth Voice	Saturday	12noon Friday	2pm Tuesday	12noon Monday	2pm Tuesday
Midland Echo	Saturday	12noon Friday	2pm Tuesday	12noon Friday	2pm Tuesday
Weekend Examiner	Thursday	12noon Friday	2pm Tuesday	12noon Friday	2pm Tuesday

PLEASE NOTE:
In the event of national, state holidays and long weekends etc deadlines may vary according to the publishers' discretion. Should clients require their advertisement to be copywritten, a further 12 hours for writing and approval should be added to the production schedule.

Deadlines may vary between lineage, display, and classified sections within each publication.

All publishers reserve the right to amend deadlines without notice and the above is intended as a guideline only.

All times are listed as Western Standard Times (WST).

marketforce
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