

Advertising Rates 2017

Multiple Booking Bonus

- › Advertisers who book for two (2) or more editions enjoy a discounted rate per advertisement.
- › Advertisers who book for four (4) editions (12 months) have the benefit of utilising editorial space to an equal or greater size of the advertisement in one (1) edition. Applies to 1/2 page and full page advertisements. Subject to space available and publisher's discretion.

Monthly Repayment Option

- › Advertisers who book for four (4) editions (12 months) can choose to have easy monthly repayments automatically deducted from their **credit card** for cashflow management and convenience (please note monthly payments apply only to credit cards).

Advertising Rates

Size	1 Edition	2 Editions	3 Editions	4 Editions	4 Editions Easy Pay
Full Page	\$1940	\$1880 (x2)	\$1760 (x3)	\$1700 (x4)	\$570/month
1/2 Page	\$1160	\$1100 (x2)	\$1040 (x3)	\$970 (x4)	\$325/month
1/4 Page	\$730	\$660 (x2)	\$640 (x3)	\$600 (x4)	\$200/month

The above rates include GST.

Rates include complimentary artwork design and photography for first advertisement, if required. Advertisers have the opportunity to make changes to their artwork for each edition (if artwork was designed by CWL, future alterations are charged on a time basis).

Dates & Deadlines

Dates may be subject to change. These dates do not apply to Town Feature ads.

Edition	Publication Date	Booking Deadline	Material Deadline	
			Artwork Requiring Design	Artwork Supplied
17 - Winter 2017	1 June 2017	10 March 2017	10 March 2017	31 March 2017
18 - Spring 2017	1 September 2017	9 June 2017	9 June 2017	30 June 2017
19 - Summer 2017	1 December 2017	8 September 2017	8 September 2017	30 September 2017
20 - Autumn 2018	1 March 2018	8 December 2017	8 December 2017	16 December 2017
21 - Winter 2018	1 June 2018	9 March 2018	9 March 2018	30 March 2018

Contact

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Central West LIFESTYLE

Advertising Booking Form

Business Name Date

Business Address

Suburb Postcode

Postal Address

Contact Name Position

(Contact name must be a person with authority to approve advertising)

Phone Fax Mobile

Email Website

- Artwork will be:**
- Supplied by Advertiser** (to be received print ready and by deadline as per our specifications)
 - Designed and produced by Central West Magazine** (ad content and images due within 7 days of ad booking, or by the booking deadline, whichever occurs first)

Ad Size	Starting Issue	No. Editions	Rate (per ad)	Total
Total (inc GST)				

Payment Options

Electronic Funds Transfer Account Name - Central West Magazine BSB - 032 646 Account Number - 538 893 Westpac, Dubbo
Please include your business name or invoice number as your deposit reference.

Cheque by Mail Payable to: Central West Magazine Mail to: Central West Magazine PO Box 1050 Dubbo NSW 2830

I understand that I will be invoiced 50% of payment of my first ad at time of booking, and that the final 50% payment will be invoiced upon magazine publication. Payment for further ads will continue this 50% / 50% method. All invoices require payment within 14 days.

Credit Card Please select: Visa Mastercard
Card Number: / / Expiry: /
Name on Card:

I authorise 50% payment to be debited from my credit card at time of advertisement booking and the remaining 50% to be debited from my credit card within 14 days following the publication of the edition of the magazine my advertisement appears in. Total amount payable: \$.....

OR

BOOKINGS FOR 4 EDITIONS ONLY: I authorise my credit card to be debited with monthly repayments for 12 months. 12 x monthly payments of: \$.....

Please note: The monthly repayment option is available only for CREDIT CARD (monthly option not available if paying by direct debit or cheque).

I acknowledge that I have read this document fully and agree to abide by all the terms and conditions stated therein and authorise credit card payment as above (if applicable).

Signature Date