

The Shire Life

ADVERTISING RATE SHEET

Mail: Box 254 PO Sutherland NSW 1499
Phone: 02 9526 6199 Fax: 02 9524 1661
Web: www.shirelife.com
email: editor@shirelife.com

Published by Shirelife Publications a division of
 Bungoona Technologies P/L ABN 36 069 740 576

Supporting your local community

Since March 1997, **Shire Life** has been providing affordable and effective advertising for local businesses while supporting the local community and promoting events and activities available in the Sutherland Shire.

22,000 copies of Shire Life

are distributed each month throughout Alford's Point, Bangor, Barden Ridge, Bonnet Bay, Como, Illawong, Jannali, Loftus, Menai, Oyster Bay, Sutherland, and Woronora using local walkers.

Extra copies are left at libraries, local clubs and some corner stores throughout the area.

Many community groups benefit from the sponsorships and free advertising provided by Shire Life - all made possible by the many business advertisers in the paper.

An **on-line** version of the paper can be read on our website at www.shirelife.com

22,000 Copies	CASUAL		3X (5%disc)		6X (10%disc)		12X (20%disc)	
	MONO	COL	MONO	COL	MONO	COL	MONO	COL
FULL PAGE	750	900	712.50	855	675	810	600	720
HALF PAGE	500	600	475	570	450	540	400	480
LARGE	400	480	380	456	360	432	320	384
MEDIUM	200	240	190	228	180	216	160	192
SMALL	100	120	95	114	90	108	80	96
MINI	50	60	47.50	57	45	54	40	48
BASIC UNIT	25	30	23.75	28.50	22.50	27	20	24

*** All prices shown are prepaid monthly amounts and include GST ***

FRONT COVER – Subject to availability
 LGE 65mmx260mm **\$350** SML 110mmx62mm **\$175**
Back Page \$1050

Standard Display ad sizes (millimetres):	
Full page:	• 375H x 260W
Half page:	• vertical 375H x 128W
Large (approx. 1/2 page):	• horizontal 138H x 260W
Medium (approx. 1/4 page)	• standard 138H x 128W; • horizontal 68H x 260W
Small (approx. 1/8 page)	• horizontal 67H x 128W; • vertical 138H x 62W
Mini	• 67H x 62W
Basic Unit (and directories)	• 32H x 62W

**Affordable
Advertising for
Local
Businesses**

2012 Deadlines

PRICES AS AT 1.01.12

Current sponsorships

*Hazelhurst Regional Gallery:-
Corporate Partner since November
2000.*

*Menai District Business Awards since
September 2001*

*Menai District Sports Awards since
November 2004*

Edition	Advert.	Del.
February	Jan 18	Jan 28
March	Feb 15	Feb 25
April	Mar 14	Mar 24
May	Apr 18	Apr 28
June	May 16	May 26
July	Jun 13	Jun 23
August	Jul 18	Jul 28
September	Aug 15	Aug 25
October	Sep 12	Sep 22
November	Oct 17	Oct 27
December	Nov 14	Nov 24
Feb 2013	Jan 16	Jan 26

Enquiries: Graeme Booth 9526 6199
Mobile: 0409 905 011 Fax: 9524 1661