

# The Shire Life

## ADVERTISING RATE SHEET

**Mail:** Box 254 PO Sutherland NSW 1499  
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### 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.

36,000 Copies	CASUAL		3X (5%disc)		6X (10%disc)		12X (20%disc)	
	MONO	COL	MONO	COL	MONO	COL	MONO	COL
<b>FULL PAGE</b>	675	900	641.25	855	607.50	810	540	720
<b>HALF PAGE</b>	450	600	427.50	570	405	540	360	480
<b>LARGE</b>	393.75	525	374.06	498.75	354.38	472.50	315	420
<b>MEDIUM</b>	225	300	213.75	285	202.50	270	180	240
<b>SMALL</b>	112.50	150	106.88	142.50	101.25	135	90	120
<b>MINI</b>	56.25	75	53.44	71.25	50.63	67.50	45	60
<b>BASIC UNIT</b>	28.13	37.50	26.72	35.63	25.32	33.75	22.50	30

### 36,000 copies of Shire Life

are distributed each month in the Sutherland, Como/Jannali, Engadine and Menai districts 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.

*Current sponsorships include: Hazelhurst Regional Gallery, Menai District Business Awards and Menai Sports Awards.*

An **on-line** version of the paper can be read on our website at [www.shirelife.com](http://www.shirelife.com)

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

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



### 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

PRICES AS AT 1.01.10

### 2010 Deadlines:

Edition	Advert.	Del.	Edition	Advert.	Del.
February	Jan 13	Jan 23	August	Jul 14	Jul 24
March	Feb 10	Feb 20	September	Aug 18	Aug 28
April	Mar 17	Mar 27	October	Sep 15	Sep 25
May	Apr 14	Apr 24	November	Oct 13	Oct 23
June	May 19	May 29	December	Nov 17	Nov 27
July	Jun 16	Jun 26	Feb 2011	Jan 19	Jan 29

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