

# GoAutoNews Advertising Rates


General News (GN)  
**\$233**  
plus \$23.30 GST



### VERTICAL advert

100mm deep  
x 55 mm wide


General News (GN)  
**\$385**  
plus \$38.50 GST



### STRIP advert

55mm deep  
x 175 mm wide


General News (GN)  
**\$525**  
plus \$52.50 GST



### SMALL advert

75mm deep  
x 175 mm wide


General News (GN)  
**\$665**  
plus \$66.50 GST



### MEDIUM advert

95mm deep  
x 175 mm wide

General News (GN)  
**\$805**  
plus \$80.50 GST



### LARGE advert

115mm deep  
x 175 mm wide

General News (GN)  
**\$945**  
plus \$94.50 GST



### SUPER advert

135mm deep  
x 175 mm wide

General News (GN)  
**\$1113**  
plus \$111.30 GST



### FULL advert

265mm deep  
x 175 mm wide

GoAutoNews Advertising Rates 2008									
Advert Details	General News			Early GN		Premium EGN	Cover	Advert Dimensions	
Inserts >	1 X	4 X	12 X	1 X	4 X	1 X	49 X	Column/cm	mm
Discount >		-10%	-15%		-10%		-15%		
Position >	Pages 12 - 25			Pages 7 - 11		Pages 2 - 6	Page 1		
Advert Sizes							Add 10% GST		
Cover Earpiece†							150.00	Special	42W x 21D
Cover Footert†	Add 10% GST			Add 10% GST		Add 10% GST	150.00	Special	175W x 20D
Full Page	1113.00	1001.00	946.00	N/A	N/A	N/A		3 x 26.5	175W x 265D
Super	945.00	850.00	803.00	1039.00	935.00	N/A		3 x 13.5	175W x 135D
Large	805.00	724.00	684.00	885.00	796.00	925.00		3 x 11.5	175W x 115D
Medium	665.00	598.00	565.00	731.00	657.00	764.00		3 x 9.5	175W x 95D
Small	525.00	472.00	446.00	577.00	519.00	603.00		3 x 7.5	175W x 75D
Strip	385.00	346.00	327.00	423.00	380.00	442.00		3 x 5.5	175W x 55D
Vertical	233.00	209.00	198.00	N/A	N/A	N/A		1 x 10	55W x 100D

GoAutoNews Advertising Rate: \$23.35 per column/cm

- Bookings essential. Space subject to availability.
- All prices are plus GST.
- Rates are non-commissionable by Agencies.
- Deadline for art and bookings is Friday 5pm week prior. (Out each Wednesday.)

† Cover Page Advert space sold by 49x.

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