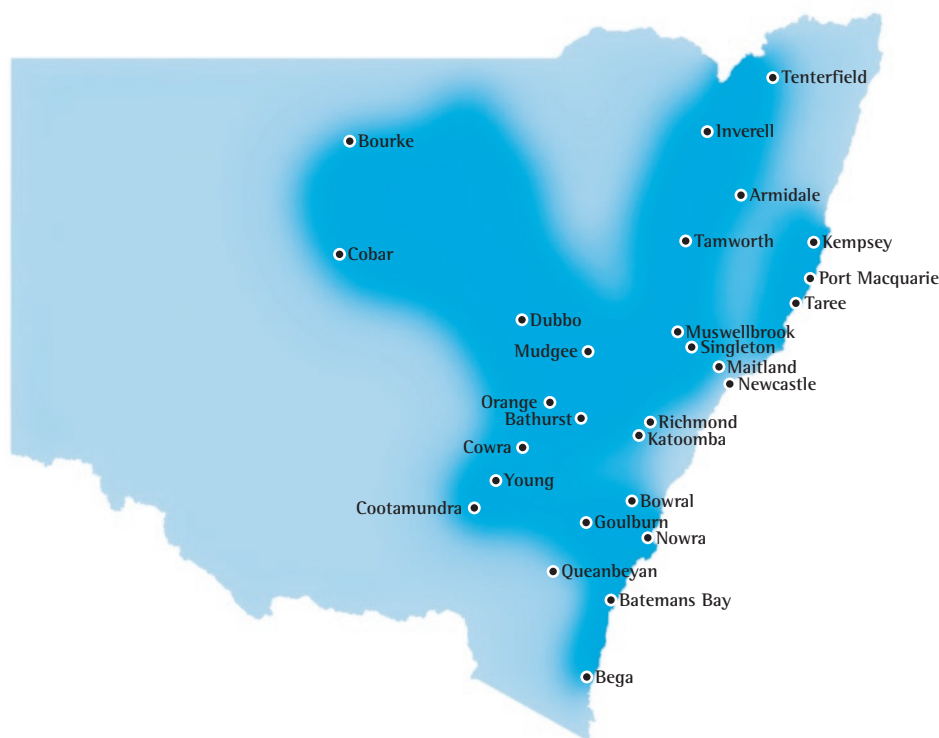


boarding schools OF AUSTRALIA 2012

A SPECIAL EDUCATION SUPPLEMENT PUBLISHED BY FAIRFAX REGIONAL MEDIA



The Regional Media Division of Fairfax Media has been publishing education and careers supplements for many years. The 2012 edition of Boarding Schools of Australia, a boarding school specific publication, will be inserted into 24 major NSW newspapers with a readership in excess of 700,000. As you are aware, most boarders originate from regional and rural areas (NSW, with a regional population of 2.8 million is the largest) and include not only those from the land, but more significantly those from the large number of cities and towns throughout NSW who make up over 90% of the regional population. Our vast regional newspaper network covers both these prospect regions.

The boarding accommodation at your school may be fully booked for next year and perhaps the year after, however there will be a time when this situation may not apply and the resolution of this **cannot** be immediate. Most parents plan and book their children into boarding schools many years in advance. By appearing in this special supplement your school will be included in the selection process and you will also reach your major target audience.

We concede that the majority of boarders whose families reside in NSW enrol in NSW schools. However there are many that attend school in Victoria and Queensland as parents want the best education for their children, even if it necessitates an interstate relocation.

To be published in the week commencing February 6, 2012 when scholarships, bursaries and 2011 HSC results available, this is an outstanding opportunity for your school to be included in what is the leading boarding school directory in Eastern Australia.

By making one booking your advertisement will appear in these 24 regional newspapers week commencing February 6, 2012

- Armidale Express
- Batemans Bay Post
- Bathurst Western Advocate
- Bega District News
- Bowral Southern
- Highland News
- Central Western Daily (Orange)
- Cootamundra Herald
- Cowra Guardian
- Dubbo Daily Liberal
- Goulburn Post
- Hawkesbury Courier
- Inverell Times
- Macleay Argus (Kempsey)
- Maitland Mercury
- Manning River Times (Taree)
- Mudgee Guardian
- Muswellbrook Chronicle
- Newcastle Star
- Northern Daily Leader
- Port Macquarie News
- Singleton Argus
- South Coast Register
- Tenterfield Star
- Young Witness

PLEASE SEE REVERSE FOR
DETAILS AND SPECIFICATIONS

border to border coverage
in one simple step!

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DATE PUBLISHED

Week commencing February 6, 2012. The Boarding Schools of Australia 2012 edition will be inserted into the highest circulation day of each paper.

DEADLINES: BOOKING MATERIAL

January 26, 2012. Please do not hesitate to provide us with editorial submissions. These submissions will be used at the editor's discretion.

BOTTOM LINE

\$70.00 per column cm (exclusive GST). **\$77.00** per column cm (inclusive GST)
FULL COLOUR LOAD: \$595.00 (exclusive GST). **\$654.50** (inclusive GST).

The rate for this liftout represents an enormous saving of over 70% from the regular combined 24 paper casual rate of (\$224 per column cm)

MECHANICAL DETAILS

Tabloid format. Positioning will be determined by the editor - No loadings. Early nominations will be given preference.

FULL PAGE : 38cm x 7 columns

ELECTRONIC: We prefer to receive artwork as high resolution press optimised PDFs. Ensure all fonts are embedded in the document and resolution of greyscale images is NO LESS THAN 150dpi. Ensure resolution of monochrome bitmapped images is NO LESS THAN 635dpi. Advertisements can also be supplied on disc as Macintosh Quark Xpress 6.5 or earlier. All fonts and graphics used in the document are to be included on the disk. Illustrator CS files can be supplied with all graphics used and all fonts converted to outlines. Limit halftone black to 85%. All scanned images should be supplied with GCR.

Word documents do not constitute finished art.

Email to art@ruralpress.com

COLUMN SIZES

Columns	Centimetres	ONE column	3.5cm
TWO column	7.2cm	THREE column	10.9cm
FOUR column	14.6cm	FIVE column	18.3cm
SIX column	22.4cm	SEVEN column	26cm

EXAMPLE

A 14cm (vertical) x 4 column (14.6cm horizontal) full colour advertisement

COST: 14x4 = 56cm x \$70.00 + \$595 exclusive GST
(56cm x \$77.00 + \$654.50 inclusive GST)
= \$4515 exclusive GST (\$4967 inclusive GST)
Minimum ad size 12cm x 3 column (10.9cm)



CONTACT

For further information and to place bookings, contact:

TONY GLYNN on (02) 9478 1200 Fax (02) 9906 7871

Fairfax Regional Media, 68 Chandos Street ST LEONARDS 2065 NSW

Email: tony.glynn@ruralpress.com

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