



228 North Terrace, Adelaide, South Australia, 5000
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Program Guide Rates 2005

rates are inclusive of GST

The Program Guide

Advertising space is now available in our Program Guide giving you direct access to over 2,000 subscribers, sponsors, retailers, university /TAFE campuses, concert venues, festivals, libraries, galleries and other select high-profile outlets in Adelaide.

With a print run of 2,500 copies, this glossy, A4 colour booklet contains detailed program information and news about station events and activities.

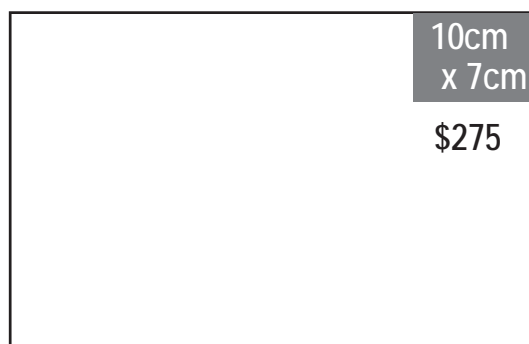
The Guide at a Glance

This glossy A3 centre spread comes in all 2,500 copies of the Program Guide booklet and can be used as a lift-out poster - designed for people to pin up at home or work to keep track of what's on Radio Adelaide for the season. An additional 500 are distributed as a handy pocket size guide for people on the move - 3,000 copies in all.

One exclusive full color 10cm x 7cm advert prominently displayed in the top right hand corner is \$275.

Full Page \$341 Inside Front or Back \$374 Rear Cover \$473	1/4 Page \$143 (9 cm x 13 cm)
	1/2 Page \$209 (19 cm x 13 cm*)

1/2 page ads can be portrait or landscape



There are 4 quarterly issues of the Program Guide:

1. Dec/Jan/Feb
2. March/April/May
3. June/July/August
4. Sept/Oct/Nov

Inserts

(Direct Mailout to Subscribers, sponsors, etc.)

1,500 Inserts - \$385*
2,500 Inserts - \$451*

*Rate may vary due to weight of insert

For bookings and enquiries contact
Max Hicks ph 08 8303 5000
email: max.hicks@adelaide.edu.au

Booking Deadline: 8th of the month prior to publication.
Finished Artwork Deadline: 12th of the month prior.

Please provide print ready artwork as a single electronic file, plus a hard copy proof.

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