



NOW - PAY LESS GET MORE SPACE!

Once again we are **TAKING THE LEAD** this time with a brand new approach to Australasia's **ONLY** canine Annual.

The reduced prices for this new format are, for example, a full page will be 15.6% less and a half page 20% less than previously at our best EARLY PAY rates.

We are now providing a print area of 50.3% extra compared to our previous Annuals.

Following the great support shown last year, we are again offering **PREMIUM/PRIORITY PAGE PLACEMENTS** for the first 21 pages.

These will be reserved upon receipt of booking and **MUST** be paid in full within seven (7) days.

Left hand pages

2	\$600
4	\$585
10	\$570
12	\$560
14	\$550
16	\$540
18	\$530
20	\$520

Right hand pages

1	\$700
3	\$685
5	\$670
9	\$655
11	\$640
13	\$625
15	\$610
17	\$595
19	\$580
21	\$565

*THE
Australasian Annual
THE
world renowned
benchmark*

Page specifications

Page size **330mm high x 260mm wide**
Full bleed **5mm** all around

print area

Full Page	310mm high x 244mm wide
Half page	150mm high x 244mm wide
Third page	100mm high x 244mm wide
Sixth Page	100mm high x 120mm wide

Front Cover	\$950	Outside Back	\$800
Inside Front	\$750	Inside Back	\$640



SIZE & SPECIFICATION	Book and pay before 27 OCTOBER 2008	SAVE	Book and pay before 1 DECEMBER 2008	SAVE	Book and pay before 11 JANUARY 2008	Black & white available only up until 31/12/2007	Late rates by 1 FEBRUARY 2009
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Full Page, right Print Area 310mm h x 244mm w	\$480	\$140	\$530	\$90	\$620	\$480	\$666
Each additional Full Page	\$420	\$60	\$440	\$40	\$480	\$420	\$515
Full Page, left	\$430	\$90	\$460	\$60	\$520	\$430	\$560
Half Page, right Print Area 150mm h x 244mm w	\$250	\$70	\$280	\$40	\$320	\$250	\$345
Half Page, left	\$220	\$50	\$245	\$225	\$270	\$220	\$290

One Third Page, right Print Area 100mm h x 244mm w	\$175	\$35	\$190	\$20	\$210	\$175	\$225
One Third Page, left	\$155	\$20	\$165	\$10	\$175	\$155	\$190
One Sixth Page Print Area 100mm h x 120mm w	\$100	\$10	\$105	\$5	\$110	\$85	\$118

REMEMBER

**A page in
OUR Annual is 50.3%
larger than a page
in a conventional
A4 Annual**

Thanks

*for the fantastic response
last year to our new format
and new rates!*

Join us again for maximum impact