

# ADVERTISING RATES

Effective December 2008

# HEALTH SMART

<b>RUN-OF-BOOK</b>	<b>CASUAL</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
Full Page	\$5,500	\$5,280	\$5,060	\$4,840	\$4,620
Double Page Spread	\$10,505	\$10,085	\$9,665	\$9,244	\$8,824
Half Page*	\$3,300	\$3,168	\$3,036	\$2,904	\$2,772
Third Page Vertical	\$2,585	\$2,482	\$2,378	\$2,275	\$2,171

## PREMIUM POSITIONS

Inside Front Cover	\$6,600	\$6,336	\$6,072	\$5,808	\$5,544
Inside Front Cover Spread	\$12,650	\$12,144	\$11,638	\$11,132	\$10,626
Inside Back Cover	\$6,050	\$5,808	\$5,566	\$5,324	\$5,082
Inside Back Cover Spread	\$11,556	\$11,094	\$10,632	\$10,169	\$9,707
Outside Back Cover	\$7,150	\$6,864	\$6,578	\$6,292	\$6,006
Business Reply Cards	Rate on Application				

\*Horizontal or vertical. Advertorial rates on application.

## INSERTS/ONSERTS \$ PER THOUSAND

	2pp	4pp	8pp	12pp	16pp
	\$75	\$110	\$150	\$180	\$210

Minimum size 120mm x 120mm. Maximum size 255mm x 195mm

Rates exclude GST. Agency commission 10%