

Aviation Trader Display Advertising Rates 2010/11*

Exclusive of GST

	2 Columns (7.3 cm)		3 Columns (11.1 cm)		4 Columns (14.9 cm)		5 Columns (18.7cm)		7 Columns (26.3cm)	
	Mono	Full Colour	Mono	Full Colour	Mono	Full Colour	Mono	Full Colour	Mono	Full Colour
1 cm					41.6	72.6	52.1	90.9	71.1	125.4
2 cm	40.8	71.8	62.0	108.5	80.5	142.5	101.2	178.7	137.7	246.2
3 cm	61.1	107.6	90.1	159.8	120.9	213.9	151.8	268.0	206.6	369.3
4 cm	79.0	141.0	120.1	213.1	156.1	280.1	196.0	351.0	266.4	483.4
5 cm	98.8	176.3	145.3	261.6	195.2	350.2	244.9	438.6	333.0	551.8
6 cm	118.4	211.4	174.4	313.9	234.1	420.1	284.1	516.6	385.9	648.4
7 cm	133.9	242.4	203.5	366.2	264.1	481.1	331.5	550.3	450.3	732.0
8 cm	153.3	277.3	232.5	418.5	301.8	501.8	378.7	628.7	496.3	818.3
9 cm	172.0	311.5	261.6	470.8	339.6	564.6	411.6	692.9	558.4	826.1
10 cm	191.1	346.1	281.1	513.6	377.3	627.3	457.3	744.8	609.0	906.5
11 cm	210.2	380.7	309.1	515.4	400.8	675.8	485.2	801.5	669.9	958.7
12 cm	229.4	415.4	337.2	562.2	437.3	713.3	529.4	874.4	717.1	1032.1
13 cm	248.5	450.0	365.4	609.2	473.6	772.6	573.5	849.7	777.0	1072.7
14 cm	258.8	475.8	380.1	642.6	492.1	814.1	606.2	903.7	820.8	1139.3
15 cm	277.3	509.8	407.1	688.4	527.2	872.2	649.5	968.3	879.4	1220.6
16 cm	295.7	495.7	434.4	710.4	562.3	834.3	692.8	992.8	919.8	1227.8
17 cm	314.3	526.8	461.4	754.7	586.6	875.6	722.4	1041.1	977.2	1304.4
18 cm	332.7	557.7	488.7	799.2	621.1	927.1	764.8	1102.3	1014.3	1360.8
19 cm	351.3	588.8	497.6	825.3	655.6	940.6	792.0	1100.7	1070.6	1436.4
20 cm	369.7	619.7	523.7	868.7	690.1	990.1	833.7	1158.7	1104.2	1454.2
21 cm	374.9	637.4	549.8	817.5	724.5	1039.5	875.3	1216.6	1135.5	1503.0
22 cm	392.8	667.8	576.1	856.6	744.9	1074.9	899.2	1201.7	1189.6	1574.6
23 cm	410.6	675.1	591.2	884.4	778.8	1077.8	940.1	1256.3	1217.4	1619.9
24 cm	428.5	704.5	616.8	922.8	797.1	1109.1	980.9	1310.9	1270.4	1690.4
25 cm	446.3	733.8	642.7	961.4	830.4	1155.4	1001.6	1345.4	1323.2	1760.7
26 cm	464.1	763.1	668.3	960.8	863.5	1201.5	1041.7	1399.2	1376.2	1831.2
27 cm	482.0	792.5	694.0	997.8	896.8	1193.8	1059.9	1431.1	1398.4	1870.9
28 cm	484.1	806.1	706.3	1021.3	912.0	1220.0	1099.1	1449.1	1450.2	1940.2
29 cm	500.0	833.5	731.5	1057.7	944.5	1263.5	1114.9	1477.4	1502.0	2009.5
30 cm	516.6	861.6	756.8	1094.3	977.0	1307.0	1153.4	1528.4	1554.1	2079.1
31 cm	533.8	797.3	782.0	1084.2	989.6	1330.6	1191.8	1579.3	1570.3	2112.8
32 cm	551.1	823.1	791.8	1103.8	1021.5	1373.5	1230.2	1630.2	1620.9	2180.9
33 cm	568.2	848.7	816.4	1138.2	1053.3	1416.3	1242.0	1654.5	1671.6	2249.1
34 cm	585.5	874.5	841.2	1172.7	1063.4	1403.4	1279.5	1704.5	1722.2	2317.2
35 cm	598.9	896.4	866.0	1207.2	1094.7	1444.7	1317.2	1754.7	1733.0	2345.5
36 cm	613.2	919.2	890.7	1187.7	1126.0	1486.0	1354.8	1804.8	1782.6	2412.6
37 cm	629.0	943.5	897.7	1203.0	1133.4	1503.4	1392.5	1855.0	1832.1	2479.6
38 cm	642.5	927.5	922.0	1235.5	1164.0	1544.0	1399.3	1874.3	1881.6	2546.6

Featured Aircraft Section 2010/11*

Exclusive of GST

Size	Cost
A: 85x85mm	\$245.55
B: 85x125mm	\$362.72

Classified Advertising Rates 2010/11*

Exclusive of GST

Price per line: \$9.60
Minimum charge: \$28.80
(minimum 3 lines)

Colour photo: \$72.73 extra

No of Lines	Total cost
3	\$28.80
4	\$38.40
5	\$48.00
6	\$57.60
7	\$67.20
8	\$76.80
9	\$86.40
10	\$96.00
11	\$105.60
12	\$115.20
13	\$124.80
14	\$134.40
15	\$144.00

Please note: 15 lines is the maximum manageable size for classifieds. See display section for further advertising options.

All prices are exclusive of GST.
For a confirmed quote please call:

(02) 6622 2133
or 1800 025 776

For pricing involving spot colours please contact our production team.

*Quoted rates remain current to June 2011 issue. A new rate card will take effect from the July 2011 issue.

Important Note:

Aviation Trader is printed on a web press that includes an automated on line stapling and trimming process. This enhances the presentation of the finished product. We have authorized our printers to reduce the image size of our pages post transmission by approximately 4% to meet their prescribed minimum trim tolerances and to preserve the integrity of the image space. This will result in advertisements appearing marginally smaller than quoted dimensions in the final print product.