

# INSERT your CATALOGUE inside *The West Australian*

Housed in the newspaper environment, your advertising insert is taken inside the home, enjoys high visibility and is a welcome and expected part of the total information package^.

By having your insert in *The West Australian*, you are able to reach 'no junk mail' houses and create high-impact press adverts pointing to your insert. It will be protected from the weather due to being housed within the paper and you can see assured delivery quantities are audited regularly by an independent body.



^The Newspaper Works Inserted Advertising Survey August 2015.

DESCRIPTION		0-24 PAGES	28-48 PAGES	52+ PAGES
Random Insert	Mon – Fri	\$100 per 1000	\$120 per 1000	Price on Application
North/South/Targeted	Mon – Fri	\$100 per 1000	\$120 per 1000	
Metro	Mon – Fri	\$110 per 1000	\$130 per 1000	
Statewide	Mon – Fri	\$110 per 1000	\$130 per 1000	
Metro	Sat	\$135 per 1000	\$155 per 1000	
Statewide	Sat	\$135 per 1000	\$155 per 1000	

\*Contract Rates available. Prices may differ for heavier stock. Prices exclusive of printing costs. Prices are exclusive of GST. Minimum quantity for random and targeted inserts is 50,000.

## DEADLINES:

### BOOKINGS:

Bookings must be made a minimum of 20 working days prior to publication and are subject to availability.

### CANCELLATIONS:

Cancellations must be notified a minimum of 20 working days prior to publication.

Acceptance of cancellations after this deadline will incur a cancellation fee equivalent to 50% of the total scheduled price.

### DELIVERY DEADLINE:

Delivery of inserts to be made five working days prior to publication.



*The West Australian*

*The Weekend West*