

# West Real Estate

REAL ESTATE in *The West Australian* offers the latest market information for housing and land, special features and property listings. The section is a major drawcard for readers and enjoys a high-profile within the paper – making it prime real estate for advertisers.

## Lineage Deadlines

### Booking/Cancellation:

#### Monday - Friday

4pm, one working day prior to publication

#### Saturday

1pm, two working days prior to publication

## Classifications

- Accommodation
- Business Sales
- City & Metro
- Commercial & Industrial
- Country Rentals
- Country Towns & Props
- Land
- Real Estate Auctions
- Retirement Housing
- Rural & Clearance
- To Let
- To Let Comm & Ind

## Lineage Packages

Lineage 3 + 1: Book 3 insertions, get a 4th insertion FREE  
Rep Ad Package: 6x1 ad incl colour logo, photo & text \$150

\*Contract discounts applicable

## Lineage Advertising Rate

Lineage (min 3 lines)	M - F	Sat
Accommodation, To Let, To Let Business & Commercial	\$8.05	\$9.45
All other classifications	\$8.05	\$6.10
Business Sales & Franchising	\$8.25	\$9.45

Upgrades	Mono	Colour
Attention Getters	\$20.65	\$33.85
Borders (minimum 18 lines)	\$13.20	\$26.40
Rep Ad Package		\$150
Mini Pic		\$25
Tint for Lineage Ads	+15%	+15%

Logo	Size	Mono	Colour
Accommodation	8-Line Mon-Fri	\$70.75	
	8-Line Sat	\$86.60	+\$13.20
	12-Line Mon- Fri	\$102.05	
To Let	12-Line Sat	\$123.50	
	8-Line Mon/Tue/Thu/Fri	\$71.00	
	8-Line Wed & Sat	\$54.85	+\$13.20
	12-Line Mon/Tue/Thu/Fri	\$102.40	
	12-Line Wed & Sat	\$67.10	
	8-Line Mon/Tue/Thu/Fri	\$71.00	
All other classifications	8-Line Wed & Sat	\$32.55	+\$13.20
	12-Line Mon/Tue/Thu/Fri	\$102.40	
	12-Line Wed & Sat	\$48.70	

