

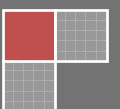
2010

EXPERIENCE THE POWERFUL BENEFITS OF THE POST

The Post Group of Newspapers provides advertisers with an array of powerful benefits ranging from the ability to deliver to specific audiences to the ability to drive sales.



It's LOCAL life!



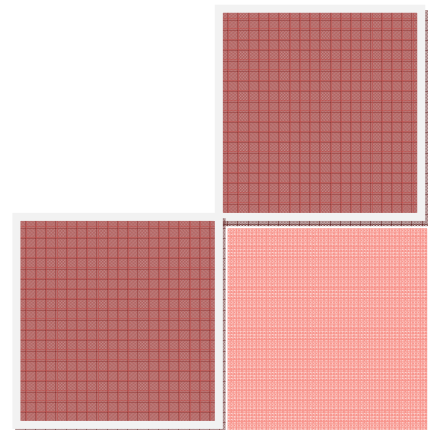
The Post is a free community newspaper distributed each Wednesday to 139,329 homes and businesses throughout Newcastle, Lake Macquarie and the Hunter.

DISTRIBUTION

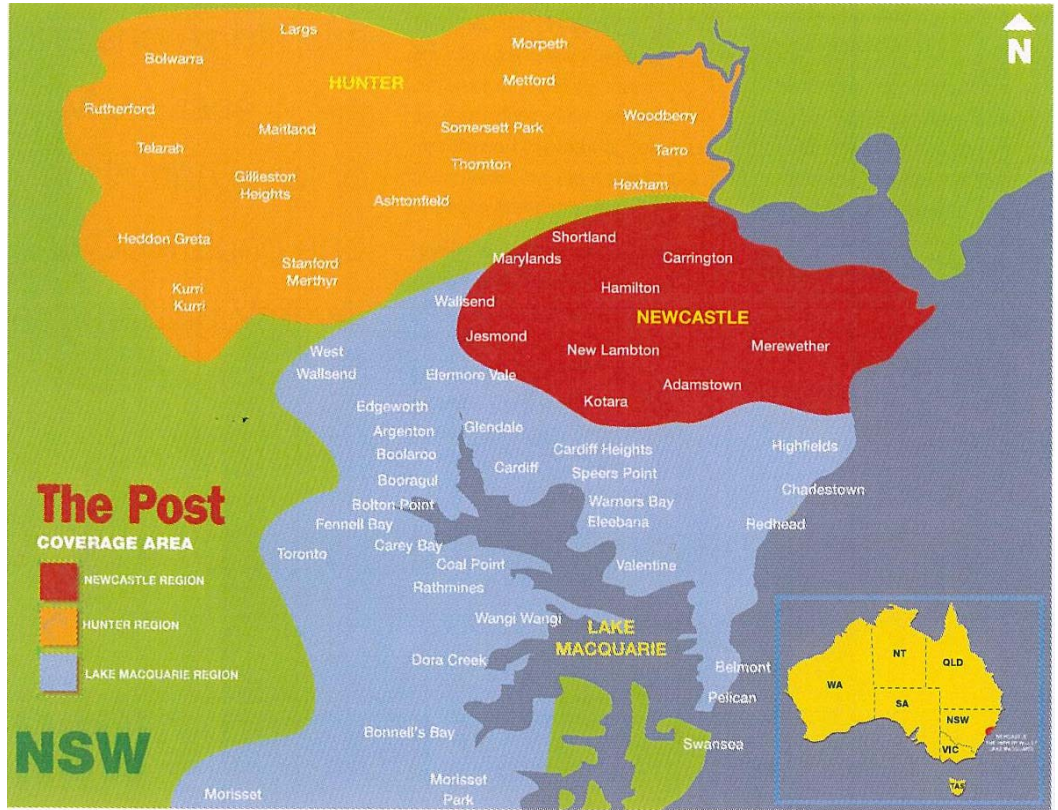
Adamstown	Adamstown Hts	Arcadia Vale
Argenton	Ashtonfield	Bar Beach
Barnsley	Belmont	Beresfield
Bolton Point	Bonnells Bay	Bolwarra
Boolaroo	Booragual	Blackalls Park
Broadmeadow	Buttaba	Cardiff
Carey Bay	Carrington	Caves Beach
Charlestown	Coal Point	Cooks Hill
Dora Creek	Dudley	East Maitland
Edgeworth	Eleebana	Elermore Vale
Fennell Bay	Fishing Point	Garden Suburb
Gateshead	Georgetown	Gilleston Heights
Glendale	Hamilton	Heddon Greta
Hexham	Highfields	Hillsborough
Holmesville	Islington	Jesmond
Jewells	Kahibah	Kilaben Bay
Islingworth	Kotara	Kurri Kurri
Lambton	Largs	Lochinvar
Macquarie Hills	Maitland	Marks Point
Maryland	Maryville	Mayfield
Merewether	Metford	Minmi
Morisset	Morpeth	Mt Hutton
New Lambton	Newcastle	Pelican
Rankin Park	Rathmines	Redhead
Rutherford	Shortland	Sommerset Park
Speers Point	Stanford Merthyr	Swansea
Tarro	Telarah	Tenambit
Teralba	The Junction	
Thornton	Tighes Hill	
Tingira Heights	Toronto	
Valentine	Wallsend	
Wangi Wangi	Waratah	
Warners Bay	West Wallsend	
Whitebridge	Wickham	
Windale	Woodberry	
Woodrising		



It's LOCAL life!



DISTRIBUTION MAP



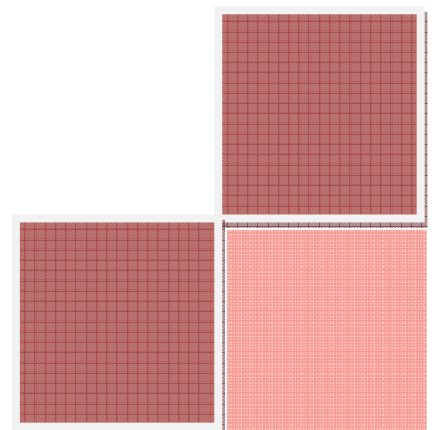
TOTAL DISTRIBUTION: 139,329

Newcastle & Lake Macquarie Edition: 114,781

Hunter Edition: 24,548



Source: CAB Audit period September 09



WEEKLY SECTIONS & LIFTOUTS

EARLY GENERAL NEWS

Early general news (EGN), the first section of the paper, contains all your local news to keep you informed about what's happening in Newcastle, Lake Macquarie and the Hunter. EGN also includes special features, exciting giveaways and more!



REAL ESTATE

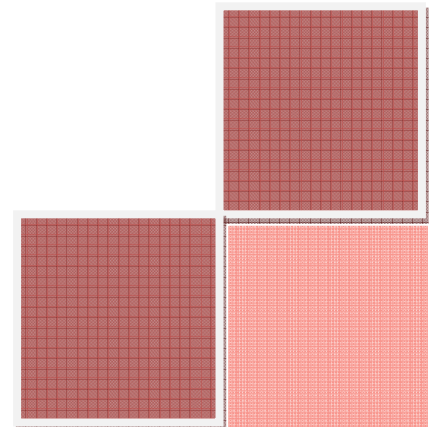
The Post Real Estate is an attractive, full colour tabloid lift-out incorporating property, new home designs and more.

Whatever the region... Newcastle, Lake Macquarie or the Hunter, readers will be sure to find what they're looking for.



SPORT

If you're looking for local comprehensive coverage of the latest sporting triumphs, tragedies, twists and turns - The Post has it! We are giving readers what they want – more sport, more results and more insights.



WEEKLY SECTIONS & LIFTOUTS continued...

TE THAT'S ENTERTAINMENT

TE - That's Entertainment, is a progressive entertainment lift-out used by thousands of Novocastrians to plan their weekly entertainment and leisure activities. Complete with film reviews, music, theatre, gig guide, coming events ranging from rock concerts and stage shows, TE is sure to inform readers about what's happening in and around Newcastle and the Hunter.



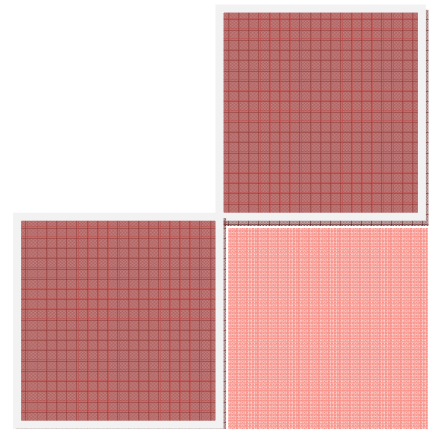
POST LOCAL CLASSIFIEDS **BUY, TELL, SELL, SWAP!**

Whether you're looking for something to buy, pre-loved goods to sell, an announcement to make, or you have a hobby of collecting items, The Post Local Classifieds is the place to look!



TV GUIDE

The Post publishes a handy sized full page TV Guide each week to keep you informed about your favourite TV show's timeslot.



ADVERTISING SOLUTIONS WITH GREAT RESULTS

FRONT PAGE ADVERTISING

The Post offers premium advertising space on the front page. The sought after positioning gives your message immediate attention.

Benefits of front page advertising are:

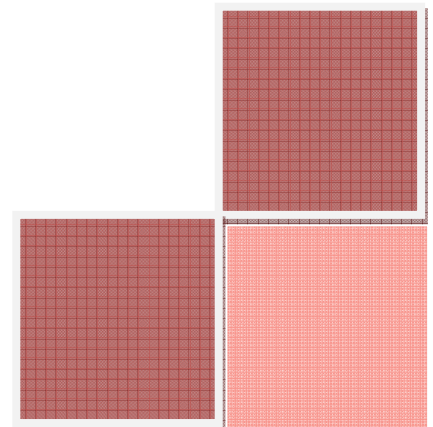
- Your message doesn't compete with other advertisements
- Highly visible to the reader
- A great reference to advertisement within newspaper

There's no better place to advertise your message than the front page of The Post!

INSERTS

Catalogues have a higher chance of being read when inserted into newspapers as opposed to those simply placed in letterboxes. Consumers prefer newspaper inserted material therefore readership and retention of the catalogue is higher.

The Post offers advertisers a unique opportunity to target your catalogue into specific local areas.



ADVERTISING SOLUTIONS WITH GREAT RESULTS continued...

ADVERTISING FEATURES & WRAP-AROUNDS

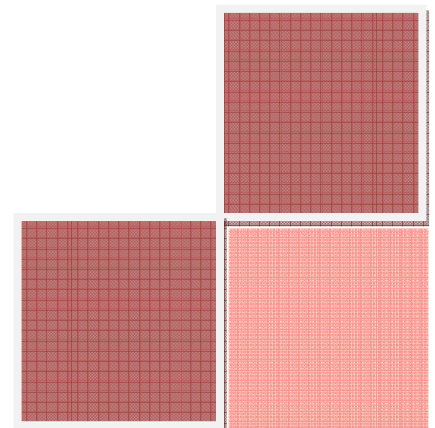
Advertising features and wrap-arounds provide your business or event high exposure and great value for your advertising dollar.

Advertising features and wrap-arounds are great to create awareness, profile or highlight...

- Community events
- Business birthdays and anniversaries
- New business openings or relocations
- Special achievements
- increase branding for existing businesses
- show your support and alliance of businesses by participating in their feature



The Post also publishes regular ad hoc advertising features which are industry specific or themed that enables businesses to participate in and showcase their product or service alongside other businesses within their line of industry.



IMMEDIACY. TARGETING. CREDIBILITY. RELIABILITY.

There is no other medium which can offer the versatility and audience reach of newsprint.

We read newspapers because we have a real demand for the information they provide. We make decisions based on what we read, what film to see, what product to buy, where to shop. Decisions that affect our daily lives.

RIGHT NOW

The immediacy of newsprint allows advertisers to respond quickly to changing market conditions or fast-turnaround promotional opportunities.

TARGETING

With Pay TV and the internet in a rising cycle, and intense competition for readers in the magazine market, this fragmentation will increase. However, newsprint offers a unique opportunity to target advertising directly at niche markets, via a range of specialty supplements aimed at specific readerships. Newspapers mirror the new market's needs, offering tremendous precision over other media.

CREDIBILITY

Quality newspapers remain trusted among their readership as a source of credible information, surging ahead of television and other media. This lends credibility to advertisers in a wide range of consumer categories.

RELIABILITY

Newsprint consumption is more habitual than other media, and unlike television the consumer's participation in reading is active rather than passive. Even though TV's are in almost all households, much of the time they are just background noise. This means consumers are often more receptive to advertising messages in newsprint.

Newspapers give your advertising a massive reach into the right audience. The Post offers excellent opportunities to target your advertising through the different lift-outs and tailored editorial environments.

The fast turnaround of newsprint gives your advertising extraordinary flexibility, offering a quick response to changing market conditions.

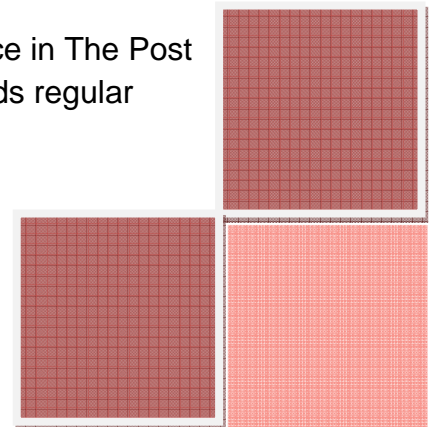


BENEFITS OF ADVERTISING IN THE POST

Newspapers are considered the most credible information medium and advertising appearing in them is perceived to have more integrity.

Here are some reason why you should consider advertising in The Post...

- 1. Economical** - The Post is an economical means of reaching the maximum number of potential customers. Therefore, regular advertising allows you to generate new clients, grow repeat business and increase profits.
- 2. Great source of information** - Newcastle, Lake Macquarie and the Hunter are growing areas and as many new comers to an area turn to The Post for information, you can continually reach and educate new buyers who enter the market.
- 3. Reputation** - The Post is a vital member of the local landscape. By advertising regularly, you can establish a good reputation in the community and build prestige.
- 4. Visual** - The Post provides the best means of describing your merchandise in complete and memorable terms, including pictures. Therefore, you can keep stock turning over and keep your merchandise up-to-date.
- 5. Cost Effective** - Frequent and consistent advertising in The Post can result in lower per-unit costs due to economy of scale.
- 6. Tailored Advertising** - The Post is a flexible medium. It enables you to tailor advertising to meet your budget and target customers effectively.
- 7. One stop shop** - Post advertising is like a big store window that gives you exposure to thousands of people who look to advertisements in The Post when they are ready to buy. People look at The Post advertisements as "shopping news."
- 8. Consistency** - Keeping a consistent presence in The Post helps you protect your market share and reminds regular clients that you are still in business.
- 9. Flexibility** - The Post's flexible deadlines allow for post-deadlines changes to your advertisement.



THE POST: NEWCASTLE'S FIRST ONLINE NEWSPAPER KEEPS GETTING BETTER!

The combination of the print and online editions of The Post provides endless opportunities for both the reader and advertiser. Advertisers can now also take advantage of online Tower advertisements.

BENEFITS OF ONLINE TOWER ADVERTISING...

- Your advertisement can be viewed 24 hours a day, 7 days a week.
- The website can be viewed globally therefore your advertisement will receive greater exposure.
- Your advertisement will be viewed on our online digital version of The Post, this is the tower ad which sits to the right of the screen at all times.
- Opportunity to expand online reaching more potential clients and readers.
- Once your Tower advertisement expires, your advertisement will still be viewed live in our archive files for readers to see, increasing the life of your advertisement and exposing you to more readers at no extra cost.

ONLINE TOWER PACKAGES NOW AVAILABLE FOR BOTH THE NEWCASTLE, LAKE MACQUARIE AND HUNTER POST NEWSPAPERS.

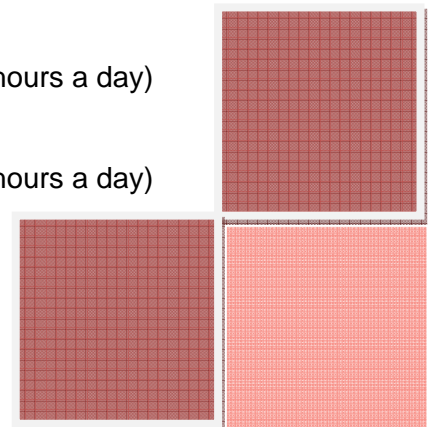


THE POST TOWER ADVERTISING RATES...

Newcastle & Lake Macquarie Edition
\$385 including GST per week (7 days per week, 24 hours a day)

Hunter Edition
\$200 including GST per week (7 days per week, 24 hours a day)

Be one of Newcastle's first advertisers to go online with The Post Newspapers.



THE POST ONLINE TOWER ADVERTISING SPECIFICATIONS

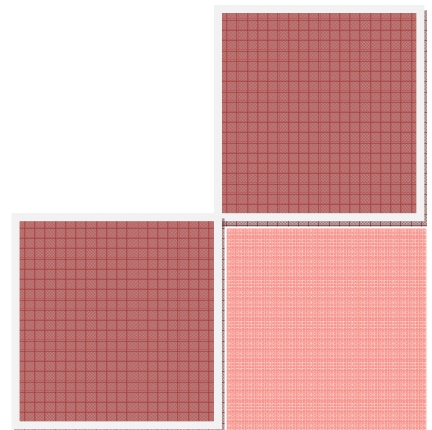
Dimension	160x600 or 160x400 pixels
Format	GIF/ JPEG / FLASH / DHTML / HTML
File size	The filesize of the swf cannot exceed 25kb
Alternate Image for FLASH banner	An alternate GIF/JPG of 160x600 or 160x400 pixels is required for browser without FLASH player. File size cannot exceed 20kb.
Animation limitation	12 seconds
Frame Rate	The frame rate for this ad unit may not exceed 18 frames per second. 12 frames per second is preferred.
ClickTAG	All FLASH banners require a clickTAG. For ALL Flash banners a click TAG command on the button layer is required as shown below: <pre>on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "_blank"); } }</pre> The clickTAG button should be on the topmost layer.

**ONLINE
TOWER
PACKAGES
NOW
AVAILABLE
FOR BOTH THE
NEWCASTLE,
LAKE
MACQUARIE
AND HUNTER
POST
NEWSPAPERS.**



DEADLINES

Monday prior to publication date.



GENERAL INFORMATION

PUBLISHED EACH WEDNESDAY

COLUMNS/CM RATES

FULL RUN (Newcastle, Lake Macquarie and Hunter Editions)								
Rate per single col/cm	Casual	Level \$7000	Level \$15000	Level \$30000	Level \$50000			
	\$20.58	\$20.05	\$19.22	\$17.48	\$16.01			
POST CORE (Newcastle and Lake Macquarie Edition)								
Rate per single col/cm	Casual	Lift	Feature	Trades / Services	Level \$7000	Level \$15000	Level \$30000	Level \$50000
	\$16.38	\$11.47	\$17.82	\$12.73	\$15.96	\$15.28	\$13.91	\$12.81
HUNTER POST								
Rate per single col/cm	Casual	Lift	Level \$7000	Level \$15000	Level \$30000	Level \$50000		
	\$9.03	\$6.32	\$8.77	\$8.40	\$7.67	\$7.09		

COLUMN WIDTHS

- 1 column 29mm
- 2 columns 62mm
- 3 columns 95mm
- 4 columns 128mm
- 5 columns 161mm
- 6 columns 194mm
- 7 columns 227mm
- 8 columns 260mm

CONTACT US

49 610 310

The Store Building
854 Hunter Street
NEWCASTLE WEST NSW 2302
PO Box 2321 DANGAR NSW 2309

LOADINGS

- Spot Colour – 15%
- Full Process Colour – 30%
- Positioning – 100%

BROCHURE INSERT RATES

From \$70 per 1000 Brochures

DEADLINES

Booking Thursday 1pm

Copy Thursday 4pm

Camera-ready &

electronic ads

Friday 1pm

