

ad rates

quarter page

1 edition: 850 per edition
2 editions: 825 per edition
4 editions: 810 per edition

third page

1 edition: 1100 per edition
2 editions: 1075 per edition
4 editions: 1050 per edition

positional loadings

inside front cover	25%
consecutive pages	20%
specified pages	10%
page 1, 3, 7	25%
page 9, 11, 13, 15, 17, 19, 21	20%
page 8, 10, 12, 14	15%
inside back	25%

half page

1 edition: 1650 per edition
2 editions: 1610 per edition
4 editions: 1570 per edition

full page

1 edition: 3000 per edition
2 editions: 2900 per edition
4 editions: 2800 per edition

Rates do not include GST or graphic design.
Speak to your Advertising Executive regarding graphic design fees.

online rates

salt online is a hub of information for visitors holidaying on the coast and locals who love to explore their hometown with the enthusiasm of a tourist. Advertisers now have the opportunity to advertise in our online business directory for \$150 plus GST for twelve months. This premium listing includes up to 8 images and 1 logo, direct links to your email address and website, 3 category listings, business location on google maps and a 400 word description of your business, product or service.

ad rates for map

To have a business logo or symbol on the map will cost \$2000 for four editions excluding GST. This fee will include a logo on the main Sunshine Coast and hinterland map as well as a logo on the specific region map. The logo will include the name of the attraction in the key.

publication dates

spring 2010

publication date: September 18

summer 2010/11

publication date: December 11

your artwork deadline

August 6 for spring 10 edition.
October 22 for summer 10/11 edition.
February 18 for autumn 11 edition.

autumn 2011

publication date: April 16

winter 2011

publication date: June 25

The magazine is extensively distributed for ten days before publication date, so that managers of holiday accommodation houses have copies of salt prior to the peak holiday period beginning.

Contact salt magazine

p: 0438 851 981 f: (07) 5441 6589

w: saltmagazine.com.au

e: info@saltmagazine.com.au

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