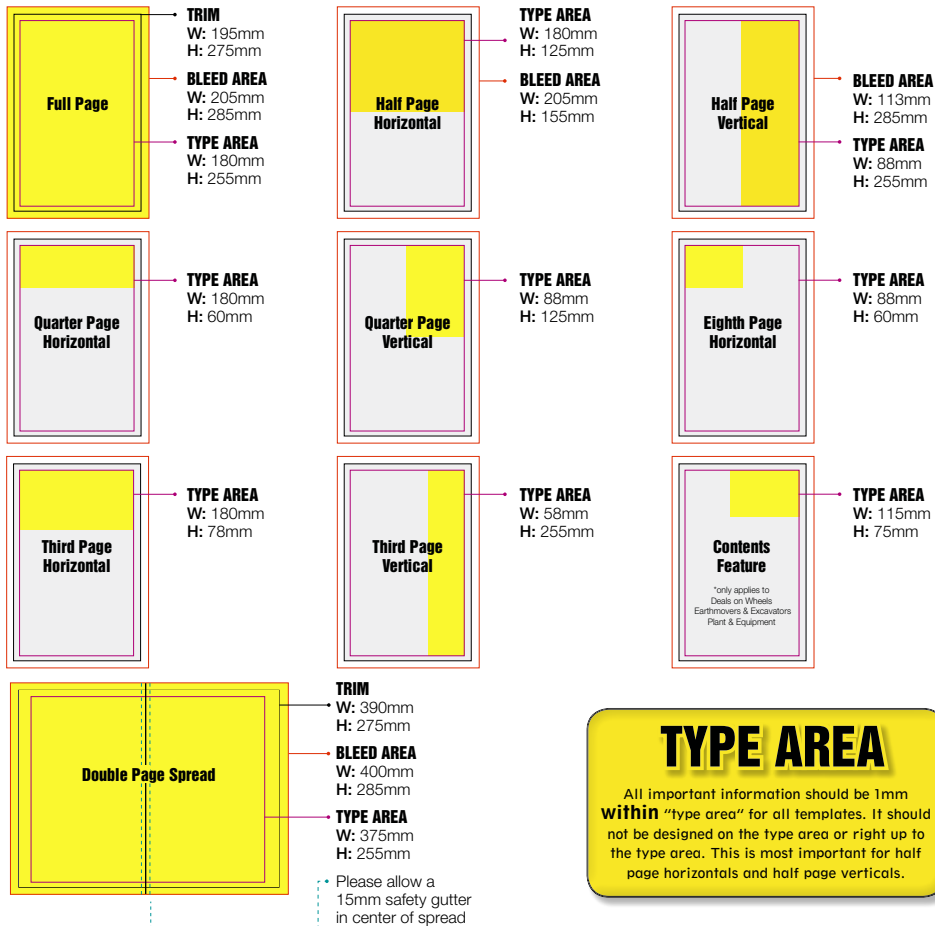


SPECIFICATIONS, RATES & DEADLINES



Specifications correct at December 2010 - subject to change without notice

For sizes that cannot have a bleed, please use the TYPE AREA for the ad size Portrait Adverts Only, No Landscape Adverts Will Be Accepted

FTP INSTRUCTIONS

If you are unable to take advantage of our TraderAds.com.au website, please use the material delivery method below

- Collect all material (jpeg images and Word document that states your company name and relevant text) into a single folder on your desktop.
 Name folder: "Customer Number"_"Section"_"Issue"
 eg: 5000000_G_355 (G=Gloss, N=Newsprint, M=Mono)
- In your web browser, type the following address:
<ftp://trailerboat:upload@ftp.tradergroup.com.au>

3. Transfer your folder onto the FTP site

BE CAREFUL NOT TO copy your folder into an existing folder. We will not find it! WHEN SUPPLYING EXTRA MATERIAL please upload a new folder, DO NOT add the material to your existing folder on the ftp site. Using a MAC? Please contact us for a script.

If you have any queries, phone Client Services: 1300 362 355

ADVERTISING SALES CONTACT

For further information on advertising packages please contact
 Shane Aughterson - Group Sales Manager Marine
Phone: 03 9567 4282 **Mobile:** 0418 549 471
Email: shane.aughterson@traderclassifieds.com.au

RATES

AD TYPE	GLOSS COLOUR	NEWSPRINT COLOUR
Inside Front Cover	\$2,585	
Inside Front DPS	\$4,620	
Page 3	\$2,585	
Inside Back Cover	\$2,200	
Outside Back Cover	\$2,970	
DPS	\$3,410	\$2,640
Full Page	\$2,035	\$1,500
Half Page	\$1,200	\$880
1/4 Vertical/Horizontal	\$700	\$500
1/8 page strips	\$350	\$275

DEADLINES

ISSUE	MATERIAL DEADLINE	ON SALE
265	Tue 21/12/11	Wed 19/01/11
266	Fri 28/01/11	Wed 16/02/11
267	Fri 25/02/11	Wed 16/03/11
268	Fri 25/03/11	Wed 13/04/11
269	Fri 20/04/11	Wed 11/05/11
270	Fri 20/05/11	Wed 08/06/11
271	Fri 17/06/11	Wed 06/07/11
272	Fri 15/07/11	Wed 03/08/11
273	Fri 12/08/11	Wed 31/08/11
274	Fri 09/09/11	Wed 28/09/11
275	Fri 07/10/11	Wed 26/10/11
276	Fri 04/11/11	Wed 23/11/11
277	Fri 02/12/11	Wed 21/12/11

trailer BOAT
 .com.au fishing, fun & ski

WEBSITE

AD SPACE	SPECS	RATES
Leaderboard	728 x 90 pixels	\$600+GST
Skyscraper 1	160 x 600 pixels	\$500+GST
Skyscraper 2	160 x 600 pixels	\$420+GST
Island	300 x 250 pixels	\$360+GST

Effective 1st January 2011 and excluding GST. Rates are per page (FP's) or advert space (HP,QP,DPS) per issue