

THE PERIOD HOME
RENOVATOR
Buyer's Guide



ADVERTISING BOOKING INSTRUCTIONS

To submit your advertising booking please follow the appropriate instructions below:

NEW OR ALTERED ADVERTISING BOOKING:

- To submit a NEW or ALTERED booking, please complete the **RED** advertising booking form
- Return completed booking form to Publicity Press via fax: 03 9804 4711
Or mail to: Publicity Press, PO Box 8019, Armadale VIC 3143

PACKAGE ADVERTISING BOOKING:

- To book a PACKAGE, please select the **BLUE** advertising booking form
- Return completed booking form to Publicity Press via fax: 03 9804 4711
Or mail to: Publicity Press, PO Box 8019, Armadale VIC 3143

ALL BUYER'S GUIDE BOOKINGS CLOSE FRIDAY, 14 AUGUST 2009



For all advertising enquiries, please contact:
Sue Kallincos
Ph: 03 9804 4700
sue@publicitypress.com.au

For all production enquiries, please contact:
Eliza Stokie
Ph: 03 9804 4700
eliza@publicitypress.com.au

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NEW OR ALTERED ADVERTISING BOOKING FORM

Please make your booking from sections A, B or C and complete section D

A) BUYER'S GUIDE PRODUCT PAGES – BLACK & WHITE:

Please complete below and allocate your black & white product pages by chapter

CHAPTER HEADING	No. of pages	Chapter Heading	No. of pages
Fences		Floors	
Gardens		Fireplaces	
Timber, Brick & Stone Structural		Lighting	
Roofing		Paint & Finishes	
Exterior Decoration		Bathrooms	
Doors, Windows & Hardware		Kitchens	
Interior Joinery		Furniture & Antiques	
Walls & Ceilings			
TOTAL NUMBER OF PAGES BOOKED:			

Price per black & white product page (non-package bookings):

1 x Product Page	\$485	6-9 Product Pages	\$410 each
2 x Product Pages	\$450 each	10+ Product Pages	\$395 each
3-5 Product Pages	\$430 each		

*PRICES EXCLUDE GST

BUYER'S GUIDE PRODUCT PAGES – COLOUR:

Please complete below and allocate your coloured product pages by chapter

CHAPTER HEADING	No. of pages	Chapter Heading	No. of pages
Fences		Floors	
Gardens		Fireplaces	
Timber, Brick & Stone Structural		Lighting	
Roofing		Paint & Finishes	
Exterior Decoration		Bathrooms	
Doors, Windows & Hardware		Kitchens	
Interior Joinery		Furniture & Antiques	
Walls & Ceilings			
TOTAL NUMBER OF PAGES BOOKED:			

Price per colour product page (non-package bookings):

1 x Product Page	\$735	6-9 Product Pages	\$630 each
2 x Product Pages	\$700 each	10+ Product Pages	\$615 each
3-5 Product Pages	\$680 each		

*PRICES EXCLUDE GST

PRODUCT PAGES ARE PLACED IN ALPHABETICAL ORDER OF COMPANY NAME WITHIN EACH CHAPTER. THEREFORE REQUESTS FOR RIGHTHAND PAGES OR DOUBLE-PAGE SPREADS CANNOT BE ACCOMMODATED OR GUARANTEED.

(CONTINUED NEXT PAGE)

RETURN TO PUBLICITY PRESS BEFORE BOOKING DEADLINE: FRIDAY, 14 AUGUST 2009



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NEW OR ALTERED ADVERTISING BOOKING FORM (cont'd)

B) BUYER'S GUIDE DISPLAY ADVERTISING – COLOUR:

Ad Size	Price	Total Value
Outside Back Cover	@ \$4,350	= \$
Inside Cover Position	@ \$3,515 each x	= \$
Full Page	@ \$2,820 each x	= \$
Double Page	@ \$5,240 each x	= \$
1/2 Page	@ \$1,985 each x	= \$
1/3 Page	@ \$1,335 each x	= \$
1/4 Page	@ \$1,045 each x	= \$
Renovator's Directory	@ \$430 each x	= \$

*PRICES EXCLUDE GST

C) WEBSITE DISPLAY ADVERTISING:

Ad Size	12 months	Total
Website Banner in relevant product page chapter	\$1,500	= \$

*PRICES EXCLUDE GST

D) CONFIRMATION OF ADVERTISER DETAILS:

Company Name: _____

Address: _____

City: _____ State: _____ Postcode: _____

Contact Name: _____

Telephone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

TERMS OF PAYMENT

Product Pages – \$110 (including GST) deposit per page which will be invoiced on receipt of booking form. Balance payable 14 days from publication.

Display Advertising – payable 30 days from publication unless otherwise agreed in writing.

Advertising Packages – \$110 (including GST) deposit per Product Page which will be invoiced on receipt of booking form. Balance payable 30 days from publication unless otherwise agreed in writing.

Booking Cancellations – cancellations received less than one week before the booking deadline will not be accepted and deposits received are not refundable.

GST – all prices quoted in this document exclude GST.

PLEASE SEND YOUR ADVERTISING BOOKING FORM TO:

ELIZA STOKIE | PRODUCTION MANAGER

FAX: (03) 9804 4711 | POST: PO BOX 8019, ARMADALE VIC 3143

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PACKAGE ADVERTISING BOOKING FORM

Please select package below and complete sections A and B
 (please see 2010 Media Kit for package details)

- 'GOLD'** Advertising Package \$9,130
- 'SILVER'** Advertising Package \$6,900
- 'BRONZE'** Advertising Package \$5,205
- 'LOYALTY'** Advertising Package \$3,950
- ___ x additional product pages @ \$395 each \$_____
- ___ x upgrade to coloured product pages @ \$220 each \$_____

*PRICES EXCLUDE GST

= Total \$_____

A) BUYER'S GUIDE PRODUCT PAGES:

Please allocate the chapters you want to book your product pages in

CHAPTER HEADING	No. of pages	Chapter Heading	No. of pages
Fences		Floors	
Gardens		Fireplaces	
Timber, Brick & Stone Structural		Lighting	
Roofing		Paint & Finishes	
Exterior Decoration		Bathrooms	
Doors, Windows & Hardware		Kitchens	
Interior Joinery		Furniture & Antiques	
Walls & Ceilings			
TOTAL NUMBER OF PAGES BOOKED:			

PRODUCT PAGES ARE PLACED IN ALPHABETICAL ORDER OF COMPANY NAME WITHIN EACH CHAPTER. THEREFORE REQUESTS FOR RIGHTHAND PAGES OR DOUBLE-PAGE SPREADS CANNOT BE ACCOMMODATED OR GUARANTEED.

B) CONFIRMATION OF ADVERTISER DETAILS:

Company Name: _____

Address: _____

City: _____ State: _____ Postcode: _____

Contact Name: _____

Telephone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

TERMS OF PAYMENT

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