

AVIATION TRADER

YOUR COMPLETE AVIATION MARKETPLACE

Display Advertising Rates 2019/20

Exclusive of GST

	2 Columns (7.3 cm)		3 Columns (11.1 cm)		4 Columns (14.9 cm)		5 Columns (18.7cm)		7 Columns (26.3cm)	
	Colour Rate	Mono Rate	Colour Rate	Mono Rate	Colour Rate	Mono Rate	Colour Rate	Mono Rate	Colour Rate	Mono Rate
2 cm	80.7	49.7	122.1	75.6	160.2	98.2	201.0	123.5	276.4	167.9
3 cm	121.0	74.5	180.1	110.3	240.4	147.4	301.3	185.1	414.6	251.9
4 cm	158.4	96.4	239.5	146.5	314.3	190.3	393.9	238.9	541.9	324.9
5 cm	198.0	120.5	293.5	177.2	393.0	238.0	492.3	298.6	624.8	406.1
6 cm	237.4	144.4	352.2	212.7	471.5	285.5	578.9	346.4	733.1	470.6
7 cm	271.7	163.2	410.8	248.1	539.0	322.0	623.0	404.3	830.8	549.0
8 cm	310.9	186.9	469.5	283.5	568.0	368.0	711.8	461.8	927.1	605.1
9 cm	349.3	209.8	528.2	319.0	639.1	414.1	783.2	502.0	948.6	680.9
10 cm	388.1	233.1	575.3	342.8	710.1	460.1	845.2	557.7	1040.1	742.6
11 cm	426.8	256.3	583.2	376.9	763.7	488.7	907.9	591.7	1105.6	816.9
12 cm	465.7	279.7	636.2	411.2	809.2	533.2	990.6	645.6	1189.4	874.4
13 cm	504.5	303.0	689.3	445.6	876.5	577.5	975.6	699.3	1243.2	947.4
14 cm	532.6	315.6	726.0	463.5	922.0	600.0	1036.7	739.2	1319.4	1000.9
15 cm	570.6	338.1	777.7	496.5	987.8	642.8	1110.8	792.0	1413.6	1072.3
16 cm	560.6	360.6	805.7	529.7	957.7	685.7	1144.7	844.7	1429.6	1121.6
17 cm	595.7	383.2	855.9	562.6	1004.3	715.3	1199.6	880.8	1518.8	1191.6
18 cm	630.7	405.7	906.4	595.9	1063.4	757.4	1270.1	932.6	1583.3	1236.8
19 cm	665.8	428.3	934.5	606.7	1084.5	799.5	1274.5	965.7	1671.2	1305.5
20 cm	700.8	450.8	983.6	638.6	1141.5	841.5	1341.6	1016.6	1696.4	1346.4
21 cm	719.6	457.1	938.2	670.4	1198.5	883.5	1408.6	1067.3	1752.1	1384.6
22 cm	753.9	478.9	982.9	702.4	1238.3	908.3	1399.0	1096.5	1835.5	1450.5
23 cm	765.1	500.6	1014.1	720.9	1248.6	949.6	1462.6	1146.3	1887.0	1484.5
24 cm	798.5	522.5	1058.1	752.1	1284.0	972.0	1526.2	1196.2	1969.1	1549.1
25 cm	831.7	544.2	1102.4	783.7	1337.5	1012.5	1565.2	1221.4	2051.0	1613.5
26 cm	864.9	565.9	1107.4	814.9	1390.9	1052.9	1627.7	1270.2	2133.1	1678.1
27 cm	898.2	587.7	1150.1	846.3	1390.5	1093.5	1663.7	1292.4	2177.7	1705.2
28 cm	912.4	590.4	1176.2	861.2	1420.1	1112.1	1690.3	1340.3	2258.3	1768.3
29 cm	943.2	609.7	1218.2	892.0	1470.7	1151.7	1722.0	1359.5	2339.0	1831.5
30 cm	975.0	630.0	1260.3	922.8	1521.3	1191.3	1781.5	1406.5	2420.1	1895.1
31 cm	914.4	650.9	1255.8	953.6	1547.8	1206.8	1840.8	1453.3	2457.3	1914.8
32 cm	944.0	672.0	1277.5	965.5	1597.6	1245.6	1900.1	1500.1	2536.6	1976.6
33 cm	973.4	692.9	1317.3	995.5	1647.4	1284.4	1927.0	1514.5	2615.8	2038.3
34 cm	1003.0	714.0	1357.2	1025.7	1636.7	1296.7	1985.3	1560.3	2695.0	2100.0
35 cm	1027.8	730.3	1397.2	1056.0	1684.9	1334.9	2043.7	1606.2	2725.7	2113.2
36 cm	1053.7	747.7	1383.2	1086.2	1733.0	1373.0	2102.1	1652.1	2803.6	2173.6
37 cm	1081.6	767.1	1399.9	1094.7	1752.0	1382.0	2160.5	1698.0	2881.6	2234.1
38 cm	1068.4	783.4	1437.7	1124.2	1799.4	1419.4	2181.4	1706.4	2959.4	2294.4

Featured Aircraft Section 2019/20

Inclusive of GST

Size	Cost
A: 86x83mm	\$305
B: 86x126mm	\$440

Classified Advertising Rates 2019/20*

Inclusive of GST

Price per line: \$13.20
Minimum charge: \$39.60
(minimum 3 lines)

Colour photo: \$80 extra

No of Lines	Total cost
3	\$39.60
4	\$52.80
5	\$66.00
6	\$79.20
7	\$92.40
8	\$105.60
9	\$118.80
10	\$132.00

Please note: 10 lines is the maximum manageable size for classifieds. See display section for further advertising options.

For a confirmed quote
please call:

(02) 6622 2133
or **1800 025 776**

All prices are for one insertion only. For pricing involving spot colours please contact our production team.

*Quoted rates remain current at the June 2020 edition.

Important Notes:

- Aviation Trader is printed on a web press that includes an automated on line stapling and trimming process. This enhances the presentation of the finished product. We have authorized our printers to reduce the image size of our pages post transmission by approximately 4% to meet their prescribed minimum trim tolerances and to preserve the integrity of the image space. This will result in advertisements appearing marginally smaller than quoted dimensions in the final print product.
- The press we use is set up for full colour printing only. No discount is offered by our printer for pages or part pages that do not include colour. Our default advertising rate is therefore full colour. We do however offer a discount to advertisers whose budgets or marketing allocations will exclude the use of full colour in their advertising material. This discount is underwritten by Aviation Trader in good faith and in an effort to ensure that we accommodate needs of all our clients.