

SMARTSTART

A GUIDE TO EVERYTHING YOU CAN STUDY IN 2012

EARLY BIRD OFFER

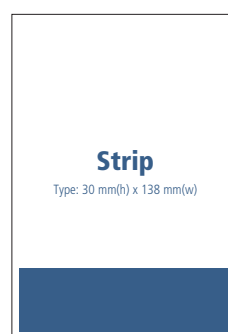
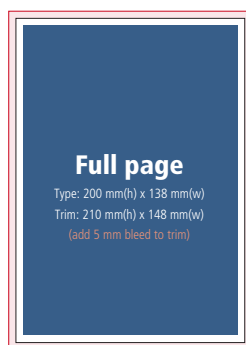
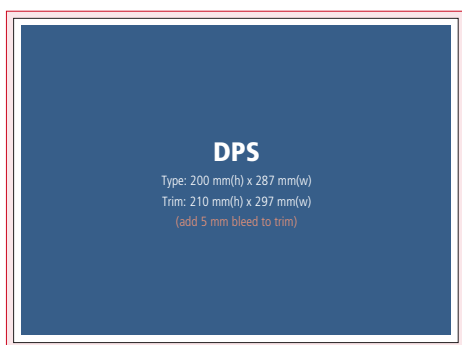
**BOOK ADS
BEFORE
26 JANUARY
2011**

ADVERTISING RATES

All advertising rates are excluding GST and are inclusive of four colour.

Course Listing Section Ads

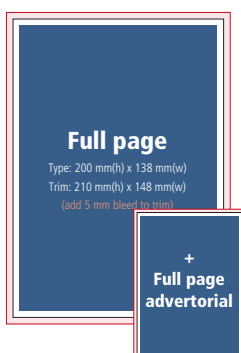
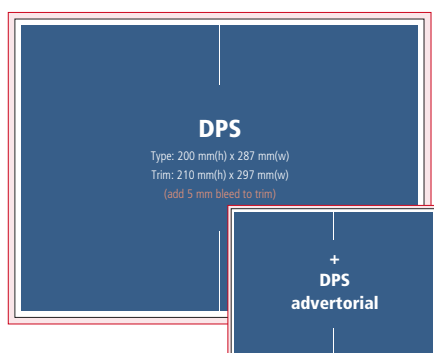
Ad options	Normal Rate Card				Early Bird SPECIAL OFFER			
DPS	\$8,330				\$6,800			
Full page	\$4,900				\$4,000			
Strip ad(s)	1 ad \$2,100	3 ads \$1,890	5 ads \$1,750	10 ads \$1,650	1 ad \$1,710	3 ads \$1,540	5 ads \$1,425	10 ads \$1,345



Education Provider Profile Section Ads

Ad options	Rate Card	Early Bird SPECIAL OFFER
DPS + DPS advertorial*	\$9,990	\$8,140
Full page + full page advertorial*	\$5,880	\$4,800
½ page (h) + ½ page (h) advertorial*	\$2,940	\$2,400

*PLEASE NOTE: all ads purchased within the education provider profile section will automatically receive the same size in advertorial.



Position Loadings

Ad options	Rate Card	Early Bird SPECIAL OFFER
Inside front cover	\$9,800	\$8,100
Inside front cover DPS	\$16,500	\$13,700
Outside back cover	\$12,250	\$10,100
Inside back cover	\$9,800	\$8,100
Opposite course index	\$8,330	\$6,800