

<b>CLIENT:</b>	Local Government Association	<b>MEDIA:</b>	Press and Radio
<b>PRODUCT:</b>	Nomination and Voting Campaign	<b>TIMING:</b>	late August - November 2006
<b>MARKET:</b>	South Australia (metro and regional)	<b>DATE:</b>	July 11, 2006

All rates are exclusive of GST and are subject to change.

**CONCEPT SCHEDULE**

month	module/ ccm rate	depth (cms)	cols	August		September				October				Nov.	UNITS	UNIT COST	TOTAL COST	
				19	26	2	9	16	23	30	7	14	21	28				4
<b>NOMINATIONS</b>																		
<b>Metro Press</b>																		
Number of modules (2MW = 92mm x 130mm)		2			X	X												
All 11 Messenger papers mono	\$1,030														2 x 11pprs	\$2,060.00	\$4,120.00	
<b>Regional Press</b>																		
Ad size		20	3															
Great Southern Buy - EGN Group rate*	\$56.79				X	X									2 x 14pprs	\$3,407.40	\$6,814.80	
* 1 (River News, Murray Pioneer, Loxton News, Border Times)																		
* 2 (Border Chron, Coastal Leader, Naracoorte Herald, SE Times)																		
* 3 (Mt Barker Courier, Southern Argus, BV Leader, Bunyip)																		
* 4 (Plains Producer, MNth Broadcaster)																		
**B& Light Herald	\$4.70				X	X									2	\$282.00	\$564.00	
** Border Watch	\$7.13				X	X									2	\$427.80	\$855.60	
** Coober Pedy Times	\$5.38				X										1	\$322.80	\$322.80	
** Eyre Peninsula Tribune	\$4.83				X	X									2	\$289.80	\$579.60	
** Flinders News	\$6.37				X	X									2	\$382.20	\$764.40	
** Islander	\$5.22				X	X									2	\$313.20	\$626.40	
** Murray Valley Standard	\$7.67				X	X									2	\$460.20	\$920.40	
** Northern Argus	\$4.99				X	X									2	\$299.40	\$598.80	
** Penola Pennant	\$2.71				X	X									2	\$162.60	\$325.20	
** Port Lincoln Times	\$5.43				X	X									2	\$325.80	\$651.60	
** Recorder	\$5.86				X	X									2	\$351.60	\$703.20	
** Transcontinental	\$5.86				X	X									2	\$351.60	\$703.20	
** Victor Harbor Times	\$5.96				X	X									2	\$357.60	\$715.20	
** West Coast Sentinel	\$5.15				X	X									2	\$309.00	\$618.00	
** Whyalla News	\$5.86				X	X									2	\$351.60	\$703.20	
** YP Country Times	\$5.09				X	X									2	\$305.40	\$610.80	
<b>Metro Radio</b>																		
<i>30sec ROS Monday to Sunday</i>																		
5AA						X									20	\$180.00	\$3,600.00	
Mix102.3						X									20	\$190.00	\$3,800.00	
<b>Regional Radio</b>																		
<i>30sec BMAD Mon-Sun + sponsorships</i>																		
5AU					X	X									40	\$36.40	\$1,456.00	
5CS					X	X									40	\$36.40	\$1,456.00	
Magic 105.9FM					X	X									40	\$52.50	\$2,100.00	
5CC					X	X									40	\$36.40	\$1,456.00	
Magic 89.9 FM					X	X									40	\$36.40	\$1,456.00	
5MU					X	X									40	\$36.40	\$1,456.00	
PowerFM					X	X									40	\$36.40	\$1,456.00	
5RM					X	X									40	\$36.40	\$1,456.00	
Magic 93.1 FM					X	X									40	\$36.40	\$1,456.00	
5SE					X	X									40	\$36.40	\$1,456.00	
Star FM					X	X									40	\$36.40	\$1,456.00	
Flow Fm					X	X									30	\$85.00	\$2,550.00	
																<b>NOMINATION TOTAL</b>		<b>\$47,807.20</b>
<b>MEDIA COSTS TO DATE</b>																		
																NOMINATION TOTAL		\$47,807.20
																GST		\$4,780.72
																TOTAL (2 flights)		\$52,587.92
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**CONCEPT SCHEDULE - continued page 2**

month	week commencing	module/ ccm rate	depth (cms)	cols	August		September			October			Nov.	UNITS	UNIT	TOTAL		
					19	26	2	9	16	23	30	7	14	21	28	4	COST	COST
<b>VOTING</b>																		
<b>Metro Press</b>																		
Number of modules (4MS = 188mm x 130mm)																		
All 11 Messenger papers mono																		
		\$1,030	4											2 x 11pprs	\$4,120.00	\$8,240.00		
<b>Regional Press</b>																		
Ad size for all regional papers																		
Great Southern Buy - EGN Group rate*																		
		\$56.79	15	3										2 x 14pprs	\$2,555.55	\$5,111.10		
<i>* 1 (River News, Murray Pioneer, Loxton News, Border Times)</i>																		
<i>* 2 (Border Chron, Coastal Leader, Naracoorte Herald, SE Times)</i>																		
<i>* 3 (Mt Barker Courier, Southern Argus, BV Leader, Bunyip)</i>																		
<i>* 4 (Plains Producer, MNth Broadcaster)</i>																		
**B& Light Herald		\$4.70												X	X	2	\$211.50	\$423.00
** Border Watch		\$7.13												X	X	2	\$320.85	\$641.70
** Coober Pedy Times		\$5.38												X		1	\$242.10	\$242.10
** Eyre Peninsula Tribune		\$4.83												X	X	2	\$217.35	\$434.70
** Flinders News		\$6.37												X	X	2	\$286.65	\$573.30
** Islander		\$5.22												X	X	2	\$234.90	\$469.80
** Murray Valley Standard		\$7.67												X	X	2	\$345.15	\$690.30
** Northern Argus		\$4.99												X	X	2	\$224.55	\$449.10
** Penola Pennant		\$2.71												X	X	2	\$121.95	\$243.90
** Port Lincoln Times		\$5.43												X	X	2	\$244.35	\$488.70
** Recorder		\$5.86												X	X	2	\$263.70	\$527.40
** Transcontinental		\$5.86												X	X	2	\$263.70	\$527.40
** Victor Harbor Times		\$5.96												X	X	2	\$268.20	\$536.40
** West Coast Sentinel		\$5.15												X	X	2	\$231.75	\$463.50
** Whyalla News		\$5.86												X	X	2	\$263.70	\$527.40
** YP Country Times		\$5.09												X	X	2	\$229.05	\$458.10
<b>Metro Radio</b>																		
<i>30sec ROS Monday to Sunday</i>																		
5AA														X	X	30	\$180.00	\$5,400.00
Mix102.3														X	X	30	\$190.00	\$5,700.00
SAFM														X		20	\$189.00	\$3,780.00
Nova														X		20	\$235.00	\$4,700.00
<b>Regional Radio</b>																		
<i>30sec BMAD Mon-Sun + sponsorships</i>																		
5AU														X		20	\$36.40	\$728.00
5CS														X		20	\$36.40	\$728.00
Magic 105.9FM														X		20	\$52.50	\$1,050.00
5CC														X		20	\$36.40	\$728.00
Magic 89.9FM														X		20	\$36.40	\$728.00
5MU														X		20	\$36.40	\$728.00
PowerFM														X		20	\$36.40	\$728.00
5RM														X		20	\$36.40	\$728.00
Magic 93.1FM														X		20	\$36.40	\$728.00
5SE														X		20	\$36.40	\$728.00
Star FM														X		20	\$36.40	\$728.00
Flow FM														X		20	\$85.00	\$1,700.00
															<b>VOTING PACK TOTAL</b>		<b>\$50,657.90</b>	
<b>TMP PROJECT MANAGEMENT FEES</b>															<b>10</b>	<b>\$135.00</b>	<b>\$1,350.00</b>	
<b>TMP COPYWRITING (RADIO SCRIPTS)</b>															<b>10</b>	<b>\$135.00</b>	<b>\$1,350.00</b>	
															<i>VOTING TOTAL plus</i>			
															<i>NOMINATION TOTAL</i>		<i>\$101,165.10</i>	
															<i>GST</i>		<i>\$10,116.51</i>	
															<i>TOTAL (2 flights)</i>		<i>\$111,281.61</i>	