

## 2007 SYDNEY PET & ANIMAL EXPO PRESS ADVERTISING

- v Sunday Telegraph - Sunday November 4  
Double Page Spread with Editorial,  
Admission Coupon and  
2 – 19 cm x 7 col Feature Advertisements  
- 5 cm x 2 col Pointer EGN
  
- v Daily Telegraph - 10 cm x 7 col  
Monday November 5  
Wednesday November 7  
Friday November 9  
Saturday November 10  
- 10 cm x 3 col Coupons  
Tuesday November 6  
Thursday November 8  
Saturday November 10
  
- v Cumberland Newspaper Group - 4 Module Wide Colour Advertisements  
x 19 Newspapers  
- Week Commencing Monday October 29  
- Ticket Giveaway Promotion  
Week Commencing Monday October 22
  
- v Blacktown Advocate
- v Canterbury Bankstown Express
- v Central Coast Express Advocate
- v Fairfield Advance
- v Hills Shire Times
- v Hornsby Advocate
- v Inner Western Weekly
- v Lake Macquarie News
- v Liverpool Leader
- v Macarthur Chronicle
- v Manly Daily
- v Mosman Daily
- v Mt Druitt/St Marys Standard
- v North Shore Times
- v Northern District Times

- v Parramatta Advertiser
- v Penrith Press
- v The Glebe



**2007 SYDNEY PET & ANIMAL EXPO**

**RADIO 2GB - 'Proud Supporter'**

39 x 30 Sec - Schedule - S

78 x 30 Sec - Promotional - P

**November**

		W	W	T	T	F	F	S	S	S	S	M	M	T	T	W	W	T	T	F	F	S	S	S	S	
		S	P	S	P	S	P	S	P	S	P	S	P	S	P	S	P	S	P	S	P	S	P	S	P	
		31	31	1	1	2	2	3	3	4	4	5	5	6	6	7	7	8	8	9	9	10	10	11	11	
Breakfast	6.30 am - 9.00 am		1		1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	2	1	2
Morning	9.00 am - 12 noon		1		1	1	1	1	1	1	2		1	1	1	1	2	1	1	1	2	1	2	1	2	
Afternoon	12 noon - 3.00 pm		1	1	1	1	1	1	2	1	1	1	1	1	2		2	1	2	1	1		2			
Drive	3.00 pm - 7.00 pm		1	1	1	1	2	1	1	1	2	1	1	1	1	1	2	1	1		2		1			
Evening	7.00 pm - 11.00 pm			1	1	1	1		2		1		2	1	1		1	1	2		2		2			
			4	3	5	5	6	4	7	4	7	3	7	5	6	3	8	5	7	3	8	2	9	2	4	