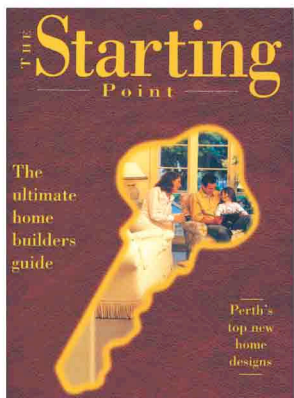
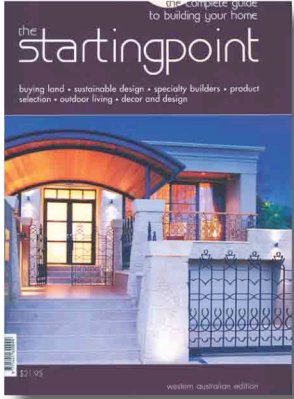


the starting point

the complete guide to building your home



Advertising rates

the startingpoint is a full-colour professional book, designed to be an easy step-by-step reference guide for home-builders and renovators across South East Queensland. Released each June, this full-colour book covers all aspects of building a home: Working with your builder; Builders and Building companies; and Products and Services Guide, plus special features on enhancing your home.

A free copy is given to purchasers of blocks of land via Land Agents in and around SE Queensland. It is available for \$19.95 in newsagents and a free copy is given to builders in Brisbane and surrounding areas.

Why should your company advertise in this book?

There are many reasons, but the main reason is that it works and it provides long term results. It reaches its specific audience directly through its distribution via Land Agents. In it's enduring coffee table-book format, your message will last throughout the building or renovating process. Most new home builders and renovators take many months to complete their project and the startingpoint has been designed to be part of the planning and purchasing process. the startingpoint will provide your company with a very targeted customer audience over the next twelve months.

How much will it cost? Note that rates are exclusive of GST

Double page spread.....\$5,890
Full page colour by arrangement.....\$3,690

What are the annual deadlines?

Booking deadline.....1 March 2008
Material deadline.....1 April 2008

Who do I contact to be part of the startingpoint ?

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