

RECORD

THE OFFICIAL MAGAZINE OF THE AFL GAME

- > 2 extra rounds
- > 196 games
- > 1 new team

Rates & deadlines
INSIDE



Season 2011

Advertising opportunities

Connecting you
with football fans

Unique & targeted
distribution





The AFL Record

Is one of Australia's highest circulating sports publications with an edition produced for every AFL game.

DID YOU KNOW?

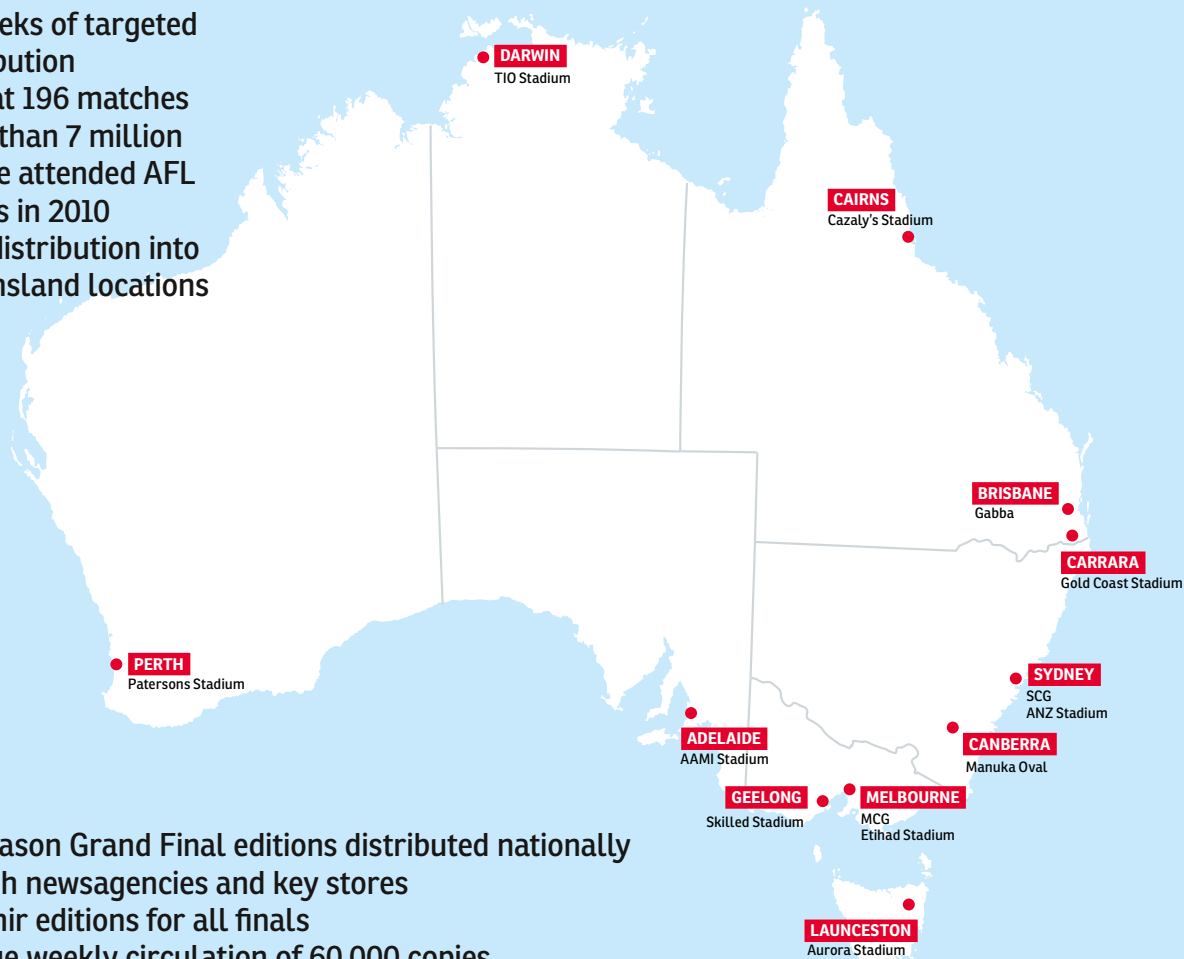
- › The AFL is Australia's No. 1 sport
- › The *AFL Record* has been published since 1912
- › It is part of the match-day experience of millions of fans
- › National, state specific, club specific and match-day advertising opportunities
- › 65% of readers are male
- › 40% of all readers are aged 25-49 years

Unique distribution

The *AFL Record* is sold at 13 grounds across six states and two territories.

ESSENTIAL STATS

- › 28 weeks of targeted distribution
- › Sold at 196 matches
- › More than 7 million people attended AFL games in 2010
- › New distribution into Queensland locations



- › Pre-season Grand Final editions distributed nationally through newsagencies and key stores
- › Souvenir editions for all finals
- › Average weekly circulation of 60,000 copies

Season 2011

The 2011 Toyota AFL premiership season will be eagerly anticipated, with powerhouse Collingwood aiming to win back-to-back premierships and expansion club, Gold Coast Suns, joining the competition. The *AFL Record*, an essential part of fans' match-day experience, will be there to cover it all as it has done since 1912.

Key rounds and editions



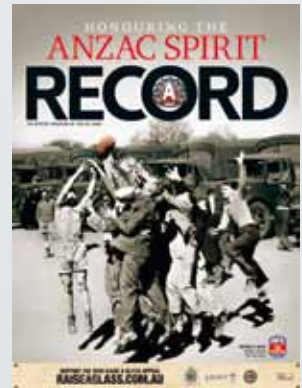
NAB Cup and Pre-Season Dream Team Souvenir Edition

Distributed at all 14 NAB Cup games and nationally throughout newsagencies in February and March, it is the perfect vehicle to launch your 2011 campaigns.



Season Launch

After a big build-up, the season finally kicks off with eight mouth-watering contests all over the country, starting with the Richmond-Carlton clash at the MCG on a Thursday night and back to the 'G' the following night to watch powerhouse the Geelong Cats take on a fired up St Kilda.



Anzac Day

On the second biggest date on the football calendar, the *AFL Record* will again feature an Anzac theme. Large crowds equate to large circulation and penetration.



Dreamtime at the 'G'

One of the highlights of the season, the Dreamtime at the 'G' match between Richmond and Essendon is a Saturday night blockbuster.



Finals

Souvenir editions for every week of the finals including larger format, increased page extents, perfect bound and upgraded stock. More than 650,924 people attended finals in 2010.



Grand Final

Australia's most widely attended annual sporting event has a bumper souvenir *AFL Record* to match. Distribution is at the ground, major retail chains nationally and through newsagencies. Circulation of 150,000+.

‘Make sure the
AFL Record
is included in
your plans’



Prime positioning

COVER FLAP



An extremely high-impact component featured on the cover, the flap is ideal for launching a new product or any call-to-action campaign. The cover flap also provides the very best branding exposure available. Included is the strip along the bottom of the cover and the entire inside of the front cover flap.

CONTENTS



The first right-hand page available in the *AFL Record*. 'Creative' can be either horizontal or vertical in order to maximise this prime space. Be one of the first seen in this most sought-after premium position.

POP-UP FRONT



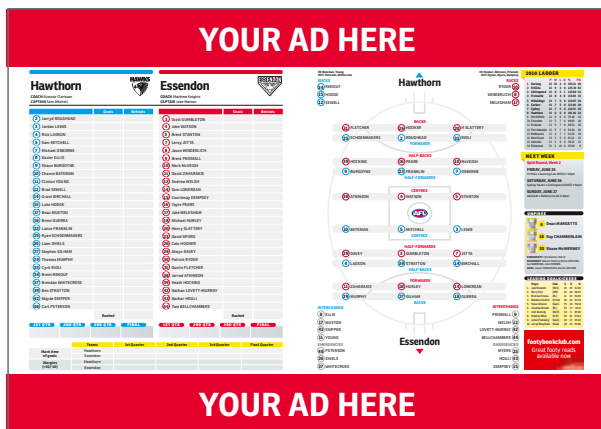
This prominent and premium position sits 20mm above the entire first half of the *AFL Record*. Virtually the first ad seen when viewing the *AFL Record*, the pop-up is ideal for branding, short retail messages and key tag-lines.

POP-UP BACK



Similar to the pop-up front, this acts as a bookmark to the full-page advertisement below. Offers the opportunity to brand the back sections of the *AFL Record*.

CENTRESPREADS

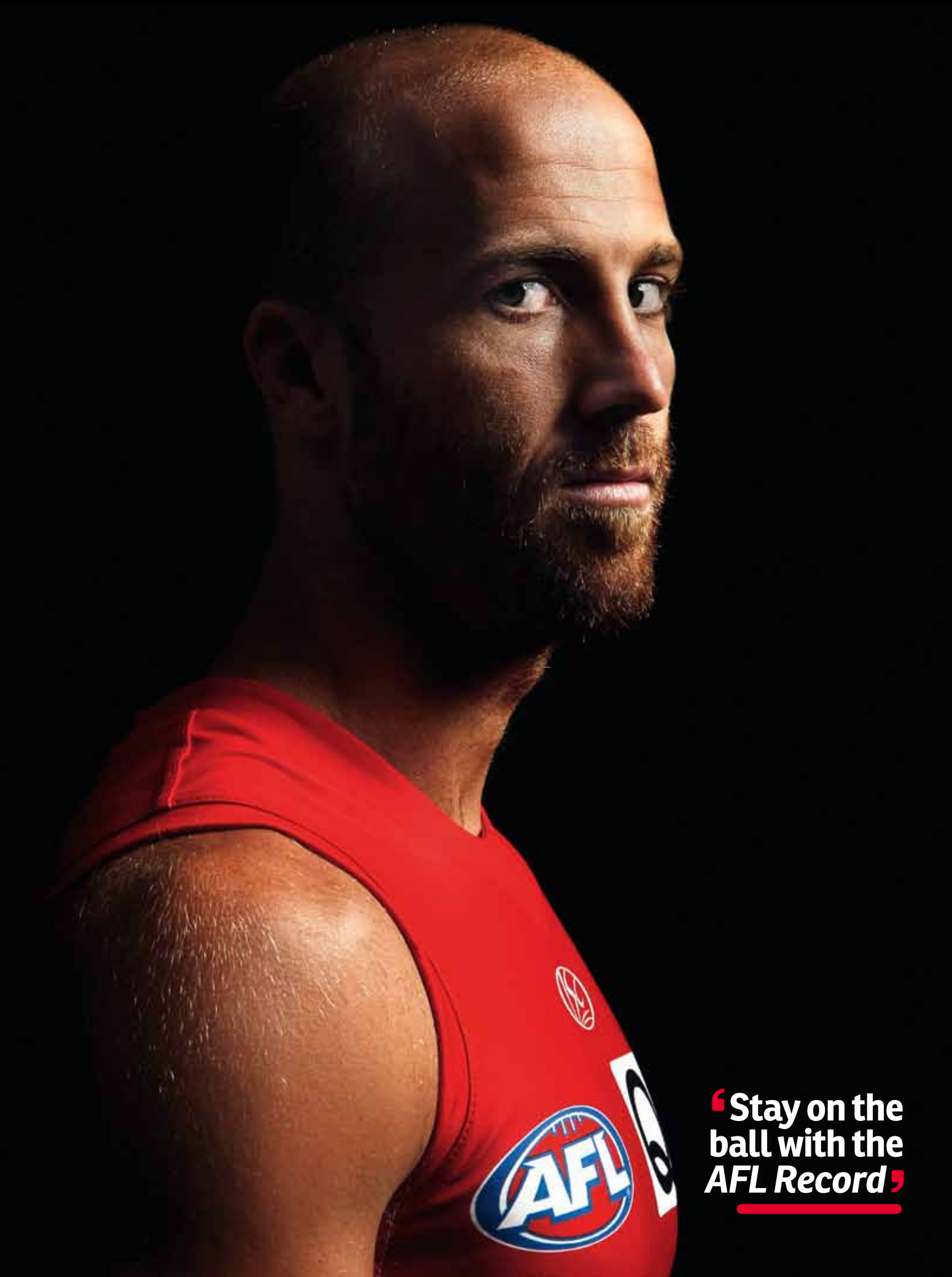


The match-day centre strips are the perfect solution to maximise exposure. One of the most-read sections in the entire *AFL Record*, with an average readership time of more than 90 minutes, it is sure to stay top-of-mind with every reader. The centre spreads contain team lists, team match-ups, the umpires, crucial stats on head-to-head history, and what the tipsters predict. Advertising executions are available at the top and bottom of the page.

TAILORED ADVERTISING



The *AFL Record* can tailor advertising and branding to match your specific campaign needs, with key spaces available for these options.



**“Stay on the
ball with the
AFL Record”**

National advertising rates

NAB CUP

	Pre-Season Record	NAB Cup Grand Final Record
Full-page	Contact our sales team for rates sales@slatterymedia.com (03) 9627 2600	
Double-page spread		
Inside front cover		
Half-page		
Third-page (vertical)		
Quarter-page (horizontal)		
Single strip		

TOYOTA AFL PREMIERSHIP SEASON 2011

Full-page
Double-page spread
Inside front cover
Half-page
Third-page (vertical)
Quarter-page (horizontal)
Single strip (horizontal)

TOYOTA AFL FINALS SERIES 2011

Full-page
Double-page spread
Inside front cover
Half-page
Third-page (vertical)
Quarter-page (horizontal)
Single strip (horizontal)

TOYOTA AFL GRAND FINAL 2011

Full-page
Double-page spread
Inside front cover
Half-page
Third-page (vertical)
Quarter-page (horizontal)
Single strip (horizontal)

Match-day advertising options

RATES FOR MATCH-DAY SECTION

The match-day section consists of the centre 32 pages, which are specific to each game, resulting in eight different editions of the *AFL Record* each round. This mono section also includes game previews, team lists and club news. Advertising within

this section allows you to target a particular state, game, venue or club supporter by choosing a specific game, ranging from one up to all eight. As the match-day section is different for each game, a different 'creative' can be used for each edition.



Tip-ons

Attached to the front cover of the *AFL Record*, a tip-on is a brilliant way to maximise exposure – it is particularly successful for 'call-to-action' activities.

TIP-ON RATE

Cost: \$220 per thousand

TIP-ON SPECS GUIDELINES

Maximum size:
150mm x 100mm
Subject to availability.



Inserts

Inserts are another option for consideration. Advertisers can choose to target specific games or the full national run each week. \$140 per thousand (guide only). A sample of the insert is required in order to supply an accurate quote.

Booking deadlines

Round	Publication date	Booking deadlines	Material deadlines
NAB Pre-Season Cup	Feb-04	Jan-18	Jan-19
NAB Cup Grand Final	Mar-11	Mar-02	Mar-03
1	Mar-24	Mar-15	Mar-16
2	Apr-01	Mar-23	Mar-24
3	Apr-08	Mar-30	Mar-31
4	Apr-15	Apr-06	Apr-07
5	Apr-21	Apr-12	Apr-13
6	Apr-28	Apr-19	Apr-20
7	May-06	Apr-27	Apr-28
8	May-13	May-04	May-05
9	May-20	May-11	May-12
10	May-27	May-18	May-19
11	Jun-03	May-25	May-26
12	Jun-10	Jun-01	Jun-02
13	Jun-17	Jun-08	Jun-09
14	Jun-24	Jun-15	Jun-16
15	Jul-01	Jun-22	Jun-23
16	Jul-08	Jun-29	Jun-30
17	Jul-15	Jul-06	Jul-07
18	Jul-22	Jul-13	Jul-14
19	Jul-29	Jul-20	Jul-21
20	Aug-05	Jul-27	Jul-28
21	Aug-12	Aug-03	Aug-04
22	Aug-19	Aug-10	Aug-11
23	Aug-26	Aug-17	Aug-18
24	Sep-02	Aug-24	Aug-25
Qualifying/Elimination Finals	Sep-09	Aug-31	Sep-01
Semi-Finals	Sep-16	Sep-07	Sep-08
Preliminary Finals	Sep-23	Sep-14	Sep-15
Grand Final	Oct-01	Sep-14	Sep-15

BOOKINGS

ATTENTION

Sales Manager,
AFL Media
AFL House, 140 Harbour
Esplanade, Docklands, Vic, 3008

Telephone | (03) 9627 2600

Fax | (03) 9627 2650

Email | sales@slatterymedia.com

Web | aflrecord.com.au

MATERIAL

The *AFL Record* prefers material to be supplied as a high-resolution PDF via Quickcut.

Publication reference
AFL Record

Material inquiries
sales@slatterymedia.com

Technical specifications

PRIME POSITIONS – Full colour	Width x Height
Front of pop-up [†]	170mm x 20mm + 5mm bleed
Back of pop-up [†]	205mm x 20mm + 5mm bleed
Centrespread strip	410mm x 40mm + 5mm bleed
Double-page strip [*]	386mm x 40mm + 5mm bleed

NATIONAL SECTION – Full colour	Width x Height
Full page [*]	205mm x 275mm + 5mm bleed
Half-page	179mm x 110mm + 5mm bleed
Quarter-page	179mm x 60mm + 5mm bleed
Strip	179mm x 40mm + 5mm bleed
Double-page spread [*]	410mm x 275mm + 5mm bleed

MATCH-DAY SECTION – Mono	Width x Height
Full page [*]	205mm x 297mm + 5mm bleed
Half-page	179mm x 110mm + 5mm bleed
Quarter-page	179mm x 60mm + 5mm bleed

Finals & Grand Final	Width x Height
Full page [*]	210mm x 297mm + 5mm bleed
Half-page	179mm x 110mm + 5mm bleed
Quarter-page	179mm x 60mm + 5mm bleed
Strip	179mm x 40mm + 5mm bleed
Double-page spread [*]	420mm x 297mm + 5mm bleed 12mm gutter (6mm each side of spine)

^{*}Please note all type must sit at least 5mm in from the edge of the page.

[†]Pop-ups not available on Finals and Grand Final editions.

TECHNICAL CHECKLIST

ACCEPTED FILES

Our preferred format for supplied artwork is a high-resolution PDF.

COLOURS

All placed files and artwork should be CMYK only. No RGB images or spot colours.

RESOLUTION

All artwork should be high-resolution (300dpi). Please ensure images placed into InDesign/Quark are not scaled up beyond 100% as this lowers the effective resolution.

BLEED

Full-page artwork and double-page spreads require a 5mm bleed on all sides.

FONTS

All fonts should be embedded or outlined.

TYPE CLEARSPACE

Any text should be inset from the document edge by at least 5mm to allow for possible page shifts when trimming.

RICH BLACKS (FOUR-COLOUR BLACKS)

If you are using a solid black, please specify 40C 30Y 30M 100K.

INK WEIGHT

Total ink weight must not exceed 300%.

Australian Football League advertising guidelines

The AFL seeks to protect its intellectual property as vigilantly as possible and advertisers should be aware that AFL intellectual property may only be used under licence from, or with the express written permission of the AFL. Certain procedures must be undertaken for advertising that makes use of AFL images. The best process for advertisers is to seek early advice from The Slattery Media Group or the AFL Marketing & Commercial Operations Department at the concept stage. *Note: concept material should be submitted at least a week before the material deadline to ensure due process is followed.*

APPROVALS

All advertising must be submitted to the AFL for approval. The AFL reserves the right to reject any advertisement that:

- ▶ Infringes the intellectual property of the AFL (including AFL uniforms, AFL logos, AFL club logos, emblems, names).
- ▶ Connotes an association, affiliation or sponsorship

with the AFL or the AFL competition where no such association, affiliation or sponsorship exists.

- ▶ Contains information that is misleading or deceptive or is likely to mislead or deceive.
- ▶ Reflects unfavourably on the reputation, standing or goodwill of the AFL or the AFL clubs.
- ▶ Contravenes AFL policy or procedure, or reflects unfavourably or unfairly on AFL policy or procedure.
- ▶ Is in conflict with the commercial interests of a sponsor of the AFL or an AFL club.
- ▶ Conflicts with an existing arrangement at the time of submission between the AFL and a third party relating to advertising.

USE OF PLAYER IMAGES

The Collective Bargaining Agreement (2007-2011), an agreement between the AFL and the AFL Players' Association, details the rights and responsibilities of the AFL and the AFLPA to manage the commercial

and non-commercial application of player images. Player images cannot be used without the approval of the player, or the player's manager, and in some cases a fee may be required for this use. In certain cases, photographs showing a group of players may be used without seeking individual player approval, but such must first be approved by the AFL in writing. AFL approval will also be required should the player or players be wearing AFL uniforms or displaying any other AFL intellectual property. For further information on using player images, please contact the AFL Brand Coordinator on (03) 9643 1999.

USE OF LOGOS

The AFL logo and the competing teams' shields, guernsey designs, emblems and names are trademarks of the AFL and can only be used under licence or with the agreement of the AFL.

PHOTOGRAPHIC

Advertisers and agencies should be aware that only current AFL uniforms can be used in creative

material for advertisements, and only after approval from the AFL Consumer Products Department. Use of these images is likely to incur a fee. The AFL has licensed The Slattery Media Group as the AFL's official photographer and only The Slattery Media Group is licensed to provide on-field photography for commercial use. Advertisers requiring such photography can contact AFL Photos on (03) 9267 2600.

OTHER AFL PUBLICATIONS

From time to time, the *AFL Record* publishes other magazines and books under the *AFL Record* brand. Advertisers wishing to include these publications in their schedules should inquire through AFL Media on (03) 9627 2600. Some of these products could be available for promotional activities.

SPECIAL RATES

Special advertising rates may be available for AFL clubs, AFL sponsors, licensees or corporate partners. Inquiries should be directed through AFL Media on (03) 9627 2600.

TERMS AND CONDITIONS

1) "The Publisher" is The Slattery Media Group Pty Ltd ACN 070 697 522 trading as The Slattery Media Group ABN 57 217 020 071. 2) The Customer is a person or organisation who enters into a contract with "The Publisher" and therefore is subject to the following terms and conditions. 3) "The Agreement" is evidenced by the acceptance of the customer's offer to advertise and/or sponsor and refers to the total space offered by the advertisement by "The Publisher" in the order form and/or the sponsorship in the sponsorship request for the designated period for the contract price. 4) The "contract price" means the rate agreed to by the customer to be charged by "The Publisher" in the normal course of business for sponsorship and/or advertising and the like services pursuant to the agreement. Sponsorship and/or advertising and like service supplied will be subject to GST rate applicable. The figure is not included in advertised rates and will be added as a separate figure to agreements and invoices. 5) The customer accepts responsibility for any photographs, illustrations and written manner relating to its advertisements placed with the publisher and agrees to indemnify "The Publisher" for any claims or demands whatsoever relating thereto including claims of breach of copyright. 6) The customer shall use space contracted solely for the purpose of advertising products, goods or services normally associated with business of the customer or a sponsor of the customer. 7) The customer shall

ensure that all advertisements placed comply with the provisions of the Trade Practices Act and/or alternatively the Fair Trading Act (or their equivalent force at the time of publication) and hereby agrees to indemnify the publisher against any actions or claims arising from any alleged breach of the said Act or any Statute, or deemed to be libellous, obscene or indecent. 8) The customer agrees to comply with the technical and philosophical specifications as set out. 9) Any variation or cancellation of the agreement must be in writing and received no later than the indicated booking deadline prior to publication date, and will not be effective without the written acceptance of the publisher. The customer will be responsible for all costs incurred by the publisher up to and including the date of accepting such variation or cancellation. 10) Sponsorship of sections and the degree of editorial control are subject to special terms and conditions. 11) The publisher shall have the right to appraise and adjust the contract price upon any variation of the agreed insertion schedule and on the increases of circulation. 12) Unless otherwise stated prices quoted remain firm for thirty days from the date of the order and subject to an increase of 10% for GST as per clause 4. 13) The customer shall pay accounts and invoices rendered strictly within seven days, unless otherwise noted. In respect of any amounts as made from time to time overdue the publisher may charge and the customer agrees to pay interest calculated at the rate of 2%

higher than the rate specified from time to time under section 2 of the Penalty Interest Rate Act 1983. Failure to pay any amount due by the customer may also be accepted by the publisher as a repudiation of the agreement. 14) The advertisements are subject to approval by the publisher. "The Publisher" shall take all responsibility to ensure the publication material is printed as ordered but accepts no responsibility for misplacement, amendments, omissions or failure to publish in the form as ordered where the customer fails to comply with deadlines outlined by the publisher for bookings, art supplied on disk and in house design. 15) A late fee of \$250 will apply when the customer fails to supply artwork in the specified manner by the deadlines outlined. 16) The customer agrees to provide to the publisher all advertising material on Macintosh compatible disk preferable in InDesign accompanied with a quality black and white laser print of the final version, unless the publisher is providing finished artwork. The customer is responsible for collection or pick up of their own artwork and disks etc. 17) The publisher will not be liable or accountable for the customer or any other party for any cost, loss, liability or damage whether direct or consequential relating to the printing (including reproduction/print quality) and/or distribution of the magazine. The Laws of Victoria govern this agreement. Each Party irrevocably and unconditionally submit to the jurisdiction of the courts of this state.

**‘The AFL Record
is your total
football focus’**



2011 Toyota AFL Premiership Season

ROUND 1

Thursday, March 24

Carlton vs. Richmond (MCG) (N)

Friday, March 25

Geelong Cats vs. St Kilda (MCG) (N)

Saturday, March 26

Collingwood vs. Port Adelaide (ES)

Adelaide Crows vs. Hawthorn (AS) (N)

Brisbane Lions vs. Fremantle (G) (N)

Sunday, March 27

Essendon vs. Western Bulldogs (ES) (E)

Melbourne vs. Sydney Swans (MCG)

West Coast Eagles vs. North Melbourne (PS) (T)

BYE: Gold Coast Suns

ROUND 2

Friday, April 1

St Kilda vs. Richmond (MCG) (N)

Saturday, April 2

North Melbourne vs. Collingwood (ES)

Port Adelaide vs. West Coast Eagles (AS)

Gold Coast Suns vs. Carlton (G) (N)

Fremantle vs. Geelong Cats (PS) (T)

Sunday, April 3

Western Bulldogs vs. Brisbane Lions (ES) (E)

Sydney Swans vs. Essendon (ANZ)

Hawthorn vs. Melbourne (MCG) (T)

BYE: Adelaide Crows

ROUND 3

Friday, April 8

Collingwood vs. Carlton (MCG) (N)

Saturday, April 9

Western Bulldogs vs. Gold Coast Suns (ES)

Adelaide Crows vs. Fremantle (AS)

Richmond vs. Hawthorn (MCG) (N)

West Coast Eagles vs. Sydney Swans (PS) (T)

Sunday, April 10

Melbourne vs. Brisbane Lions (MCG) (E)

Geelong Cats vs. Port Adelaide (SS)

St Kilda vs. Essendon (ES) (T)

BYE: North Melbourne

ROUND 4

Friday, April 15

Richmond vs. Collingwood (MCG) (N)

Saturday, April 16

Hawthorn vs. West Coast Eagles (AU)

Carlton vs. Essendon (MCG)

Sydney Swans vs. Geelong Cats (SCG) (N)

Port Adelaide vs. Adelaide Crows (AS) (N)

Sunday, April 17

Gold Coast Suns vs. Melbourne (G)

Fremantle vs. North Melbourne (PS)

BYES: Brisbane Lions, St Kilda,

Western Bulldogs

ROUND 5

Thursday, April 21

Brisbane Lions vs. St Kilda (G) (N)

Saturday, April 23

Port Adelaide vs. Gold Coast Suns (AS)

Carlton vs. Adelaide Crows (ES) (N)

Sunday, April 24

North Melbourne vs. Richmond (ES) (T)

Monday, April 25

Essendon vs. Collingwood (MCG)

Fremantle vs. Western Bulldogs (PS) (N)

Tuesday, April 26

Hawthorn vs. Geelong Cats (MCG)

BYES: Melbourne, Sydney Swans,

West Coast Eagles

ROUND 6

Thursday, April 28

West Coast Eagles vs. Melbourne (PS) (N)

Friday, April 29

Sydney Swans vs. Carlton (SCG) (N)

Saturday, April 30

North Melbourne vs. Port Adelaide (ES)

Richmond vs. Brisbane Lions (MCG) (N)

Adelaide Crows vs. St Kilda (AS) (N)

Sunday, May 1

Essendon vs. Gold Coast Suns (ES) (E)

Collingwood vs. Western Bulldogs (MCG) (T)

BYES: Fremantle, Geelong Cats, Hawthorn

ROUND 7

Friday, May 6

Port Adelaide vs. Hawthorn (AS) (N)

Saturday, May 7

Western Bulldogs vs. Sydney Swans (MO) (E)

Geelong Cats vs. North Melbourne (SS)

Richmond vs. Fremantle (MCG) (T)

Gold Coast Suns vs. Brisbane Lions (G) (N)

Sunday, May 8

Essendon vs. West Coast Eagles (ES) (E)

Melbourne vs. Adelaide Crows (MCG)

Monday, May 9

St Kilda vs. Carlton (ES) (N)

BYE: Collingwood

ROUND 8

Friday, May 13

Geelong Cats vs. Collingwood (MCG) (N)

Saturday, May 14

North Melbourne vs. Melbourne (ES)

Adelaide Crows vs. Gold Coast Suns (AS)

Brisbane Lions vs. Essendon (G) (N)

Sydney Swans vs. Port Adelaide (SCG) (N)

Sunday, May 15

Hawthorn vs. St Kilda (MCG) (E)

Western Bulldogs vs. Richmond (ES)

West Coast Eagles vs. Fremantle (PS)

BYE: Carlton

ROUND 9

Friday, May 20

Carlton vs. Geelong Cats (ES) (N)

Saturday, May 21

St Kilda vs. Melbourne (ES)

Port Adelaide vs. Fremantle (AS)

Brisbane Lions vs. North Melbourne (G) (N)

Richmond vs. Essendon (MCG) (N)

Sunday, May 22

Collingwood vs. Adelaide Crows (E)

Sydney Swans vs. Hawthorn (SCG)

West Coast Eagles vs. Western Bulldogs (PS)

BYE: Gold Coast Suns

ROUND 10

Friday, May 27

Melbourne vs. Carlton (MCG) (N)

Saturday, May 28

North Melbourne vs. Sydney Swans (ES)

Fremantle vs. St Kilda (PS) (E)

Gold Coast Suns vs. Geelong Cats (GCS) (N)

Richmond vs. Port Adelaide (TIO) (N)

Sunday, May 29

Adelaide Crows vs. Brisbane Lions (AS) (E)

Collingwood vs. West Coast Eagles (MCG)

Western Bulldogs vs. Hawthorn (ES) (T)

BYE: Essendon

ROUND 11

Friday, June 3

Essendon vs. Melbourne (MCG) (N)

Saturday, June 4

Geelong Cats vs. Western Bulldogs (SS)

West Coast Eagles vs. Gold Coast Suns (PS) (E)

Brisbane Lions vs. Sydney Swans (G) (N)

Collingwood vs. St Kilda (MCG) (N)

Sunday, June 5

Hawthorn vs. Fremantle (MCG) (E)

North Melbourne vs. Adelaide Crows (ES)

Port Adelaide vs. Carlton (AS) (T)

BYE: Richmond

ROUND 12

Friday, June 10

St Kilda vs. Western Bulldogs (ES) (N)

Saturday, June 11

Adelaide Crows vs. West Coast Eagles (AS)

Gold Coast Suns vs. North Melbourne (GCS) (N)

Geelong Cats vs. Hawthorn (MCG) (N)

Sunday, June 12

Carlton vs. Brisbane Lions (ES) (E)

Sydney Swans vs. Richmond (SCG)

Fremantle vs. Essendon (PS)

Monday, June 13

Melbourne vs. Collingwood (MCG)

BYE: Port Adelaide

ROUND 13

Friday, June 17

Western Bulldogs vs. Adelaide Crows (ES) (N)

Saturday, June 18

Hawthorn vs. Gold Coast Suns (AU)

Essendon vs. North Melbourne (ES)

Brisbane Lions vs. Richmond (G) (N)

St Kilda vs. Geelong Cats (MCG) (N)

Sunday, June 19

Melbourne vs. Fremantle (MCG) (E)

Carlton vs. Sydney Swans (ES)

West Coast Eagles vs. Port Adelaide (PS)

BYE: Collingwood

ROUND 14

Friday, June 24

Hawthorn vs. Essendon (MCG) (N)

Saturday, June 25

Gold Coast Suns vs. Western Bulldogs (GCS)

Richmond vs. Melbourne (MCG)

Sydney Swans vs. Collingwood (ANZ) (N)

Fremantle vs. Brisbane Lions (PS) (T)

Sunday, June 26

Geelong Cats vs. Adelaide Crows (SS) (E)

Carlton vs. West Coast Eagles (ES)

Port Adelaide vs. North Melbourne (AS) (T)

BYE: St Kilda

ROUND 15

Friday, July 1

Western Bulldogs vs. Melbourne (ES) (N)

Saturday, July 2

Richmond vs. Carlton (MCG)

Fremantle vs. Gold Coast Suns (PS) (E)

Essendon vs. Geelong Cats (ES) (N)

Adelaide Crows vs. Sydney Swans (AS) (N)

Sunday, July 3

Brisbane Lions vs. Port Adelaide (G) (E)

Collingwood vs. Hawthorn (MCG)

North Melbourne vs. St Kilda (ES) (T)

BYE: West Coast Eagles

ROUND 16

Friday, July 8

West Coast Eagles vs. Geelong Cats (PS) (N)

Saturday, July 9

Hawthorn vs. Brisbane Lions (AU)

Gold Coast Suns vs. Sydney Swans (GCS) (N)

Essendon vs. Richmond (MCG) (N)

Sunday, July 10

Collingwood vs. North Melbourne (MCG) (E)

Port Adelaide vs. St Kilda (AS)

Western Bulldogs vs. Carlton (ES) (T)

BYES: Adelaide Crows, Fremantle, Melbourne

ROUND 17

Friday, July 15

Adelaide Crows vs. Essendon (AS) (N)

Saturday, July 16

Richmond vs. Gold Coast Suns (CS)

Carlton vs. Collingwood (MCG)

St Kilda vs. West Coast Eagles (ES) (N)

Melbourne vs. Port Adelaide (TIO) (N)

Sunday, July 17

Sydney Swans vs. Fremantle (SCG) (E)

Brisbane Lions vs. Geelong Cats (G)

North Melbourne vs. Western Bulldogs (ES) (T)

BYE: Hawthorn

ROUND 18

Friday, July 22

St Kilda vs. Adelaide Crows (ES) (N)

Saturday, July 23

North Melbourne vs. Brisbane Lions (ES)

Sydney Swans vs. Western Bulldogs (SCG)

Gold Coast Suns vs. Collingwood (GCS) (N)

Essendon vs. Carlton (MCG) (N)

Sunday, July 24

Geelong Cats vs. Richmond (ES) (E)

Melbourne vs. Hawthorn (MCG)

Fremantle vs. West Coast Eagles (PS)

BYE: Port Adelaide

ROUND 19

Friday, July 29

North Melbourne vs. Carlton (ES) (N)

Saturday, July 30

Western Bulldogs vs. West Coast Eagles (ES)

Geelong Cats vs. Melbourne (SS)

Gold Coast Suns vs. St Kilda (GCS) (N)

Fremantle vs. Hawthorn (PS) (T)

Sunday, July 31

Collingwood vs. Essendon (MCG)

Adelaide Crows vs. Port Adelaide (AS) (T)

BYES: Brisbane Lions, Richmond, Sydney Swans

ROUND 20

Friday, August 5

St Kilda vs. Fremantle (ES) (N)

Saturday, August 6

Carlton vs. Melbourne (MCG)

Geelong Cats vs. Gold Coast Suns (SS)

Essendon vs. Sydney Swans (ES) (N)

Port Adelaide vs. Collingwood (AS) (N)

Sunday, August 7

Brisbane Lions vs. Adelaide Crows (G) (E)

Hawthorn vs. North Melbourne (AU)

West Coast Eagles vs. Richmond (PS)

BYE: Western Bulldogs

ROUND 21

Friday, August 12

St Kilda vs. Collingwood (ES) (N)

Saturday, August 13

Hawthorn vs. Port Adelaide (MCG)

Fremantle vs. Carlton (PS) (E)

Western Bulldogs vs. Essendon (ES) (N)

Brisbane Lions vs. Gold Coast Suns (G) (N)

Sunday, August 14

Melbourne vs. West Coast Eagles (ES) (E)

Richmond vs. Sydney Swans (MCG)

Adelaide Crows vs. Geelong Cats (AS) (T)

BYE: North Melbourne

ROUND 22

Friday, August 19

Carlton vs. Hawthorn (ES) (N)

Saturday, August 20

Gold Coast Suns vs. Adelaide Crows (GCS)

West Coast Eagles vs. Essendon (PS) (E)

North Melbourne vs. Fremantle (ES) (N)

Collingwood vs. Brisbane Lions (MCG) (N)

Sunday, August 21

Sydney Swans vs. St Kilda (ANZ) (E)

Port Adelaide vs. Western Bulldogs (AS)

Melbourne vs. Richmond (MCG) (T)