

ADVERTISING RATES 2010/2011

REACHING THE HARD TO GET



READERSHIP PROFILE

mX has tapped into a unique audience of young, time-starved individuals who are increasingly difficult to reach using traditional media. As the only daily commuter newspaper in Australia, it has attracted a loyal readership that is still experiencing growth. mX reaches 757,000* people every weekday across the eastern seaboard.

mX provides advertisers with a captive audience, 66% of readers aged 18-39* spend 20-40 minutes reading mX**. Readers love mX because it satisfies their information needs. As early adopters and information leaders, mX feeds their insatiable appetite by giving them a combination of breaking news and entertaining stories - their afternoon pick me up.

The mX reader is primarily in the 18-39 year old demographic. They enjoy life and work hard to achieve their goals. In fact, 45.7% of mX readers are employed as managers/administrators, professionals/para-professionals or white collar workers, offering an attractive audience of affluent readers*.

mX readers also enjoy active social lives. Whether they are out visiting pubs, restaurants, at the cinema, shopping or travelling, mX readers are constantly on the lookout for new experiences.

DISTRIBUTION

mX is distributed to 232,733[^] central business district workers in Sydney, Melbourne and Brisbane each weekday afternoon from 3pm. In Melbourne, mX can be picked up at more than 160 points across the CBD. Every afternoon, readers flock to the mX branded distribution stands on street corners, train stations and car parks for a dose of news, sport and entertainment.

In Sydney, mX is distributed by our own team of mX samplers and stands at Central, Town Hall, Wynyard, St James, Martin Place, Circular Quay, North Sydney, Bondi Junction, St Leonards, Kings Cross, Chatswood and Edgecliff stations along with other CBD based newsagents and vendors. mX is also distributed at high traffic pedestrian areas in the city such as Pitt St Mall, QVB and also Greenwood Plaza in North Sydney.

In Brisbane, mX is distributed via a combination of our team of mX samplers along with mX branded distribution stands, at Roma St, Central, South Brisbane, and Brunswick St (Fortitude Valley) train stations. mX is also distributed at selected high traffic pedestrian areas throughout the CBD.



SECTIONS



mX delivers a captive audience of time starved urbanites who are hard to reach through conventional media. They enjoy life and live for the moment. What makes mX unique is the short, sharp 20 minute read of daily local and international news on their way home along with quirky columns such as "Doom & Gloom", and bite-size pieces of trivia in the "Nice Ones", "Bummers" and "It's Trues". mX not only delivers the news daily, but covers gossip, sport, business, what's on the box that night and a daily dose of "Talk" where readers get a chance to "Vent" their spleen!

Here is a snapshot of some of our sections that readers love to turn to:

mX Goss & Glam

Goss & Glam is one of the most popular 4 page daily sections in mX. Goss & Glam covers the latest international gossip, scandal and fashion - from media junkets to movie launches; you are guaranteed to find your favourite celebrity here!

mX Talk

It's the section mX readers love to love, and it is guaranteed to get your message across. mX Talk is 100% reader generated content which appears daily, featuring Vent Your Spleen, Here's Looking At You and Overheard Talk is where mX readers come to rant, rave or run their eye over someone they fancy. If you are on Talk, you are sure to get someone's attention.

mX Escape

mX readers love to travel both locally and internationally. It's why the Escape section appearing every Tuesday is a popular destination for our readers to find out about the latest travel deals and exciting locations.

mX Techplay

Every Wednesday Techplay takes a close look at the world of gaming and technology. Get all the latest news and reviews on the must-have games and gadgets.

mX Citybeat

Citybeat delivers the latest in music, movies, arts and everything hip and happening in each city every Thursday. From previews to reviews, this is the must read guide for the week.

mX CareerOne

CareerOne appears every Monday, delivering a snapshot of the latest jobs on the market and case studies on how to get the most from the recruitment market.











ADVERTISING RATES 2010/2011

SYDNEY RATE					
Expenditure Level (exc GST)	Expenditure Level (inc GST)	Discount %	Rate (exc GST) PCCM	GST	Rate (inc GST) PCCM
Full Page	Casual	0	\$8,960.40	\$896.04	\$9,856.44
Horizontal Half Page	Casual	0	\$4,716.00	\$471.60	\$5,187.60
Quarter Page Strip	Casual	0	\$2,358.00	\$235.80	\$2,593.80
Wrap*	Casual	0	\$16,270.20	\$1,627.02	\$17,897.22
PCCM	Casual	0	\$39.30	\$3.93	\$43.23
30,000	33,000	5	\$37.35	\$3.73	\$41.08
60,000	66,000	10	\$35.35	\$3.54	\$38.89
120,000	132,000	15	\$33.40	\$3.34	\$36.74
240,000	264,000	20	\$31.45	\$3.14	\$34.59

MELBOURNE RATE					
Expenditure Level (exc GST)	Expenditure Level (inc GST)	Discount %	Rate (exc GST) PCCM	GST	Rate (inc GST) PCCM
Full Page	Casual	0	\$8,709.60	\$870.96	\$9,580.56
Horizontal Half Page	Casual	0	\$4,584.00	\$458.40	\$5,042.40
Quarter Page Strip	Casual	0	\$2,292.00	\$229.20	\$2,521.20
Wrap*	Casual	0	\$15,814.80	\$1,581.48	\$17,396.28
PCCM	Casual	0	\$38.20	\$3.82	\$42.02
30,000	33,000	5	\$36.30	\$3.63	\$39.93
60,000	66,000	10	\$34.40	\$3.44	\$37.84
120,000	132,000	15	\$32.45	\$3.24	\$35.69
240,000	264,000	20	\$30.55	\$3.05	\$33.60

Positional	Loadings (Monday to Friday)	Weather 10x2 + 50%
Page	Loading	Specific Sectional request + 20%
Page 1	100% (as part of wrap)	
Page 2	30%	DPS on pages 2 & 3 + 50%
Page 3	40%	DPS on pages 8 & 9 + 20%
Page 4	25%	Full Page Ad on page 3 + 50%
Page 5	30%	
Page 6	20%	Minimum size advertisement
Page 7	25%	10 cm x 2 col cm - 100mm (height) x
Page 9	20%	83mm (width)

For other creative shapes and sizes, details and costings, please contact your mX representative.

NOTE: the GST Exclusive column has been rounded to the nearest 5c

* In Exceptional circumstances, mX reserves the right to move the appearance date of 'wraps' based on premium creative executions. A new appearance date will be provided based on availability and client requirements.



BRISBANE RATE					
Expenditure Level (exc GST)	Expenditure Level (inc GST)	Discount %	Rate (exc GST) PCCM	GST	Rate (inc GST) PCCM
Full Page	Casual	0	\$4,446.00	\$444.60	\$4,890.60
Horizontal Half Page	Casual	0	\$2,340.00	\$234.00	\$2,574.00
Quarter Page Strip	Casual	0	\$1,170.00	\$117.00	\$1,287.00
Wrap*	Casual	0	\$8,073.00	\$807.30	\$8,880.30
PCCM	Casual	0	\$19.50	\$1.95	\$21.45
15,000	16,500	5	\$18.50	\$1.85	\$20.35
30,000	33,000	10	\$17.55	\$1.75	\$19.30
60,000	66,000	15	\$16.55	\$1.65	\$18.20
120,000	132,000	20	\$15.60	\$1.56	\$17.16

ADVERTISING DEADLINES



Section	Booking Deadline	Cancellation Deadline	Copy for Setting	Material Deadline
DAILY				
Wrap	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Page 2	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Page 3	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Page 5	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Goss & Glam	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
The Box	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Flicks	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Feature pages	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
What in the Weird	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Sport	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Juice	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Brainwave	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
Talk	10am 10 days prior	10am 10 days prior	11am 2 days prior	5pm 2 days prior
MONDAY				
Active	12 noon Thurs prior	12 noon Thurs prior	11am 3 days prior	5pm Thurs prior
CareerOne	12 noon Thurs prior	12 noon Thurs prior	11am 3 days prior	5pm Thurs prior
TUESDAY				
Escape	10am Thurs prior	10am Thurs prior	11am 2 days prior	5pm Fri prior
WEDNESDAY				
Techplay	10am Thurs prior	10am Thurs prior	11am 2 days prior	5pm Mon prior
Bites	10am Thurs prior	10am Thurs prior	11am 2 days prior	5pm Mon prior
THURSDAY				
Citybeat	10am Thurs prior	10am Thurs prior	11am 2 days prior	5pm Tues prior
NightOwl	10am Thurs prior	10am Thurs prior	11am 2 days prior	5pm Tues prior
FRIDAY				
Flirt	10am Friday prior	10am Wed prior	11am 2 days prior	5pm 2 days prior

MATERIAL SPECIFICATIONS

Tabloid Format Image Siz	ze
Single Page	376mm x 262mm (no bleed available)
Double Page Spread	376mm x 550mm (includes gutter bleed)

IMPORTANT: When preparing material for a double page spread you must keep critical elements or text out of the gutter bleed area (10mm in the centre). Please note this does not apply if you have booked and confirmed a true centre spread.

Display Advertising and Column Widths		Column Widths	Display
Display Advertising	Tabloid	1 column	39mm
Column Depth	376mm	2 columns	83mm
Column Width	39mm	3 columns	128mm
Columns Per Page	6	4 columns	172mm
Image Area of Page	376mm x 262mm	5 columns	217mm
Use of Gutter Bleed	Plus 13mm Per Page	6 columns	262mm

For other creative shapes and sizes, details and costings, please contact your mX representative.

NEWSCOLOUR



PROOFING AND DELIVERY

Proofs must be produced on newsprint that closely matches the production stock. Proofs must be matte finish.

ELECTRONIC DELIVERY

The delivery of advertising material must only be received electronically via Adstream (02) 9467 7500 or Websend 1300 798 949.

Under no circumstances will an email, CD, DVD, thumb drive or any other method be accepted.

To obtain the mX Acrobat settings or Photoshop colour settings and any further information about this service, please contacts the Advertising Scanning Manager (03) 9292 1482.

It is the responsibility of the supplier to generate a digital proof to News Limited specifications for client approval. A similar proof will be generated at News Limited for internal quality checks.

REQUIREMENTS

Four Colour Image Resolution:	200dpi @ 100%
Print Sequence:	Cyan, Magenta, Yellow, Black
Dot Shape:	Round
Colour Removal Techniques:	GCR is News Limited's preferred colour removal techniques which should be used to limit total ink density to a maximum of 230% and images must be adjusted to allow for 30% dot gain.
Typeface:	Minimum 7 point Single colour reverse type minimum 9 point. Colour reverse type minimum 10 point. It is recommended you consider the quality of your advertisement by selecting the type most suitable. When reversing text out of multiple colours, a sans serif font is recommended, to avoid the text filling in on press and becoming blurred. Coloured text should also be sans serif.

PLEASE NOTE: Material not conforming to these specifications may have detrimental effects on other advertising in the newspaper. mX therefore reserves the right to reject any material on quality grounds.

TONE REPRODUCTION GUIDELINES

Four Colour (film)	С	Y	Μ	Κ
A: Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non essential whites	0%	0%	0%	0%
Essential Whites	3%	2%	2%	0%

B: Midtones

Allow for 30% dot gain.

Keep midtones open for newspaper stock (more than for magazine separations to compensate for dot gain).

NOTE: Allowance should be made for softening effect of newsprint by increasing sharpening from normal levels.

C: Shadows

1. A maximum total shadow end density not to exceed 230%

- 2. To allow ink tapping, limit Cyan, Magenta and Yellow to 90%
- **3.** Halftone Black limit is 80%

D: Backgrounds

All ads must be supplied with a background fill, when a white background is desired the fill must be white or paper. Do not use "none"; this will ensure any underlying page or section style will not encroach on the ad space.

PLEASE NOTE:

- A. These limits are for halftone reproduction only. Display type and background tints can use solid colours, however large and heavy areas of colour should allow for ink tapping, limiting CMYK to 90%. Total ink weight is not to exceed 230% for background and text.
- B. Unsharp masking should be increased to levels higher than normal to counter the softening effect experienced on newsprint.

BLACK AND WHITE MATERIAL REQUIREMENTS

g 100LPI/40LPC
0%
0%
2%
92%
Allow for 30% dot gain



CONTACTS



Contacts

Packed with news, sport, glamour and gossip - mX has all the ingredients for the goodlife. If you are looking for a way to reach a young, affluent audience, try mX and experience Sydney, Melbourne and Brisbane's most savvy reader base.

National Advertising Director

National Advertising Director mX	Or contact your local or NewsNet Representative		
2 Holt Street Surry Hills NSW 2010 P: 02 9288 2832	NSW Newsnet VIC Newsnet QLD Newsnet	(02) 9288 8400 (03) 9292 2885 (07) 3666 7431	
NSW Advertising Manager mX 2 Holt Street Surry Hills NSW 2010 P: 02 9288 2833	SA Newsnet WA Newsnet TAS Newsnet NT Newsnet ACT Newsnet	 (08) 8206 2332 (08) 9326 8368 (03) 6230 0622 (08) 9844 9900 (02) 6248 5888 	

VIC Advertising Manager

mΧ HWT Tower 40 City Road Southbank VIC 3006 P: 03 9292 1998

QLD Advertising Manager

mΧ 41 Campbell Street Bowen Hills Brisbane QLD 4001 P: 07 3666 6671

Business Development Manager

mΧ 2 Holt Street Surry Hills NSW 2010 P: 02 9288 2694

For further information on mX and other News Limited publications, please visit www.newsspace.com.au



TERMS AND CONDITIONS

Advertising Conditions

Every advertiser and or advertising agency (Advertiser) who places material for publication in a publication of The Herald & Weekly Times Pty Limited ABN 49 004 113 937 (mX Melbourne), Nationwide News Pty Limited ABN 98 008 438 828 (mX Sydney) and Queensland Newspapers ABN 61 009 661 (mX Brisbane) agrees to the conditions set out below.

A. General

- 1. Every advertisement submitted for publication must comply with and is subject to conditions or requirements set out in rate cards, space or insertion orders and any rules applicable to the advertising material.
- 2. Every advertisement is subject to Publisher's approval and Publisher may at its absolute discretion at any time refuse to publish any advertisement without giving any reason. In case of refusal, no charge to Advertiser shall be incurred but Publisher shall not be responsible for any loss of any nature arising from refusal or failure to publish.
- 3. Publisher owes no duty to Advertiser to review, approve or amend any advertisement and no review, approval or amendment by Publisher will affect Advertiser's responsibility for the content of the advertisement.
- 4. Publisher accepts no responsibility for any error when instructions or copy have or has been taken over the telephone unless Publisher receives written confirmation of the instructions or copy before the normal copy deadline as advised by Publisher in the rate card or otherwise. It is the responsibility of the Advertiser to notify Publisher of any error immediately it appears. Unless notified, Publisher accepts no responsibility for any recurring error.
- 5. Publisher has no liability to Advertiser for any direct or Indirect Loss in relation to any failure of telecommunications services or systems which affect the receipt by Publisher of an advertisement, a notice or communication of any kind or the publication of an advertisement or campaign.
- 6. Publisher may, under pressure of deadline and without prior consultation or notice to Advertiser, amend any advertisement in any terms whatsoever, if Publisher perceives it to be (i) in breach of any law of Australia or of any state (whether civil or criminal), (ii) in breach of any pre-existing publishing agreement entered into by Publisher, (iii) defamatory, (iv) in contempt of court or parliament, (v) otherwise likely to attract legal proceedings of any kind, (vi) offensive. Should Publisher so amend the advertisement, the agreed price shall not be reduced. Publisher is not responsible for any loss of any nature arising from amendment.
- 7. If any advertisement is specifically accepted for publication in a specific advertising category of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the advertisement anywhere within the category at its discretion, unless a specific placement has been agreed in writing, (ii) reposition that category within the publication, (iii) alter the date of publication of that category. In case of (iii), if Advertiser did not agree to the altered date prior to publication, then if within 5 days of publication of the advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of such adverse effects, the Advertiser will incur no charge for that particular advertisement. Publisher is not responsible for any direct or Indirect Loss of any nature arising from the operation of this clause.
- 8. If an advertisement is specifically accepted for publication in a particular advertising supplement of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the advertisement anywhere within the supplement at its discretion, unless a specific placement has been agreed in writing, (ii) alter the date for publication of that supplement, (iii) cancel the supplement. Case (i) shall not mitigate Advertiser's liability to pay unless Advertiser did not agree to the altered date prior to publication and within 5 days of publication of the advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of such adverse effects, in which case the Advertiser will incur no charge for that particular advertisement. Should (iii) occur Advertiser shall incur no charge. Publisher is not responsible for any direct or Indirect Loss of any nature arising from the operation of this clause.
- 9. Cancellations by the Advertiser must be made, in writing, prior to deadlines set out in the relevant rate card. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and will, entitle the Publisher to charge as if the relevant advertisement were published without any cancellation having been received by Publisher prior to the deadline.
- 10. Publisher is not liable to Advertiser for any direct or Indirect Loss of any nature arising from the total failure of Publisher, whether negligent or otherwise, to publish an advertisement or from the failure of Publisher to publish

an advertisement in the form prescribed. In the first case Advertiser shall incur no cost; in the second case and subject to the remaining advertising conditions set out here, the agreed rate shall be reduced according to circumstances.

- 11. Nothing in these terms and conditions excludes or varies any warranty or liability of Publisher under the Trade Practices Act 1974 (Cth) or equivalent State or Territory legislation that cannot by law be excluded, restricted or varied. In relation to Publisher's liability for any breach of warranty implied by law, and for any other breach of these terms and conditions by Publisher, to the extent permitted by law, whether based in statute, common law or otherwise, the Publisher limits its liability, at Publisher's option, to republication of the relevant advertisement, or payment of the cost of republishing the relevant advertisement.
- 12. Rates are based on the understanding that the monetary level ordered be used within the period of the order. Maximum period of any order is one year. Should an Advertiser fail to use the total monetary level ordered the rate may be amended by Publisher to that applicable to the amount of space used. Misplacement, rejection or omission of an advertisement does not invalidate a monetary level ordered. Where a monetary level has been ordered for a period of time and not renewed, casual rates will be charged. Publisher reserves the right to cancel or suspend any monetary level ordered at its absolute discretion. Advertising rates quoted are subject to any increase or decrease notified by Publisher, which may occur during the period of the order. Where charged by the column centimetre, advertising space will be charged to the nearest centimetre measured by Publisher based on space ordered or size of material lodged, whichever is greater.
- 13. If Publisher has quoted a rate to publish advertising for a client and that rate is different from that included in published rate cards, that quoted rate only applies to that specific client where the advertising is booked directly with Publisher and without the involvement of any advertising, media buying or other agency (unless otherwise specifically agreed in writing by the Publisher).
- 14. Publisher may head an advertisement 'Advertisement' whenever required by law or whenever it considers it appropriate to distinguish it from other types of printed material.
- 15. Publisher has the right to amend these conditions at any time. Notification of amendment shall be deemed to have been given to all Advertisers immediately upon endorsement of rate cards with the amended conditions, which shall apply to all advertising received after the date of such endorsement (except where there is an express written agreement between the Publisher and Advertiser that any such amendments will not apply to particular insertions).
- 16. Publisher has the right, and the right to permit its related bodies corporate, to republish any advertisement in any electronic or digital form for any purpose using any media and in any part of the world.
- 17. Advertiser may only use the advertising space which it acquires to advertise its own brands, goods or services and may not sell or otherwise deal with that advertising space. Where Advertiser is an advertising agency the space may only be used by the client for which the space was initially acquired or booked.

Indirect Loss

For the purpose of this agreement, Indirect Loss includes the following losses: loss of profit, loss of business opportunity, loss of goodwill and payment of liquidated sums or damages under any other agreement.

B. Indemnity

On and by lodging material including electronic material or data with Publisher for publication or authorising or approving of the publication of any material by Publisher, Advertiser agrees to indemnify Publisher its directors, employees and agents against all claims, demands, proceedings, costs (including solicitors and own client costs), expenses, damages awards, judgements and any other liability whatsoever arising wholly or partially, directly or indirectly, from or in connection with the publication of the material.

Without limiting the generality of the above Advertiser agrees to indemnify Publisher its directors, employees and agents against any claims arising from allegations of:

- (a) defamation, libel, slander of title;
- (b) infringement of copyright;
- (c) infringement of trademarks or names of publications titles;
- (d) unfair competition;
- (e) breach of trade practices, privacy or fair trading legislation; and
- (f) violation of rights of privacy or confidential information or licenses or royalty rights or other intellectual property rights.

TERMS AND CONDITIONS

C. Warranty

On and by lodging material including electronic material or data with Publisher for publication, or authorising, or approving the publication of any material by Publisher, Advertiser warrants that the material complies with all relevant laws and regulations and that its publication will not give rise to any claims against or liabilities of Publisher, its directors, employees or agents.

Without limiting the generality of the above, advertisers and or advertising agencies warrant that nothing in the material lodged for publication breaches the Trade Practices Act 1974, Privacy Act 1988, Copyright Act 1968, Fair Trading Act 1985, defamation, consumer protection and sale of goods legislation of the States and Territories or infringes the rights of any person.

D. Privacy Statement

Publisher collects your personal information to assist it in providing the goods or services you have requested and to improve our products and services. We or any of our Australian related companies may be in touch by any means (including email or SMS) at any time to let you know about goods, services, or promotions which may be of interest to you. We may also share your information with other persons or entities who assist us in providing our services. This company is part of a global media and entertainment company. We would like to share your information with these overseas-related companies so that they can contact you with special offers. If you would prefer us not to or if you would like access to your personal information, please contact our privacy officer at:

The Herald & Weekly Times	Nationwide N
Louise Le Grice	Eric Lawrence
General Counsel	NWN Finance
HWT Tower	2 Holt Street
40 City Road	Surry Hills NS
Southbank Vic 3006	,

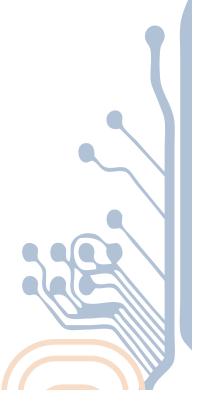
ationwide News Limited ic Lawrence VN Finance Director Holt Street rry Hills NSW 2010 **Queensland Newspapers** Denise Ryder Personal Assistant 41 Campbell Street Bowen Hills QLD 4006

E. Commercial Credit

Commercial credit facilities may be available subject to Publisher's approval and conditional on lodgment of a written application.

F. Jurisdiction

These terms and conditions are governed by the laws of *New South Wales, Victoria and Queensland* and each party submits to the exclusive jurisdiction of *New South Wales, Victoria and Queensland*.







mX Sydney Level 4, News House 2 Holt Street Surry Hills NSW 2010 ABN 98 008 438 828 Tel (02) 9288 8480 Fax (02) 9288 3732 www.newsspace.com.au **mX Melbourne** Level 6, HWT Tower 40 City Road Southbank VIC 3006 ABN 49 004 113 937 Tel (03) 9292 1828 Fax (03) 9292 2770 www.newsspace.com.au

mX Brisbane

41 Campbell St GPO BOX 130 Bowen Hills Brisbane QLD 4001 ABN 61 009 661 Tel (07) 3666 6674 Fax (07) 3666 8554 www.newsspace.com.au