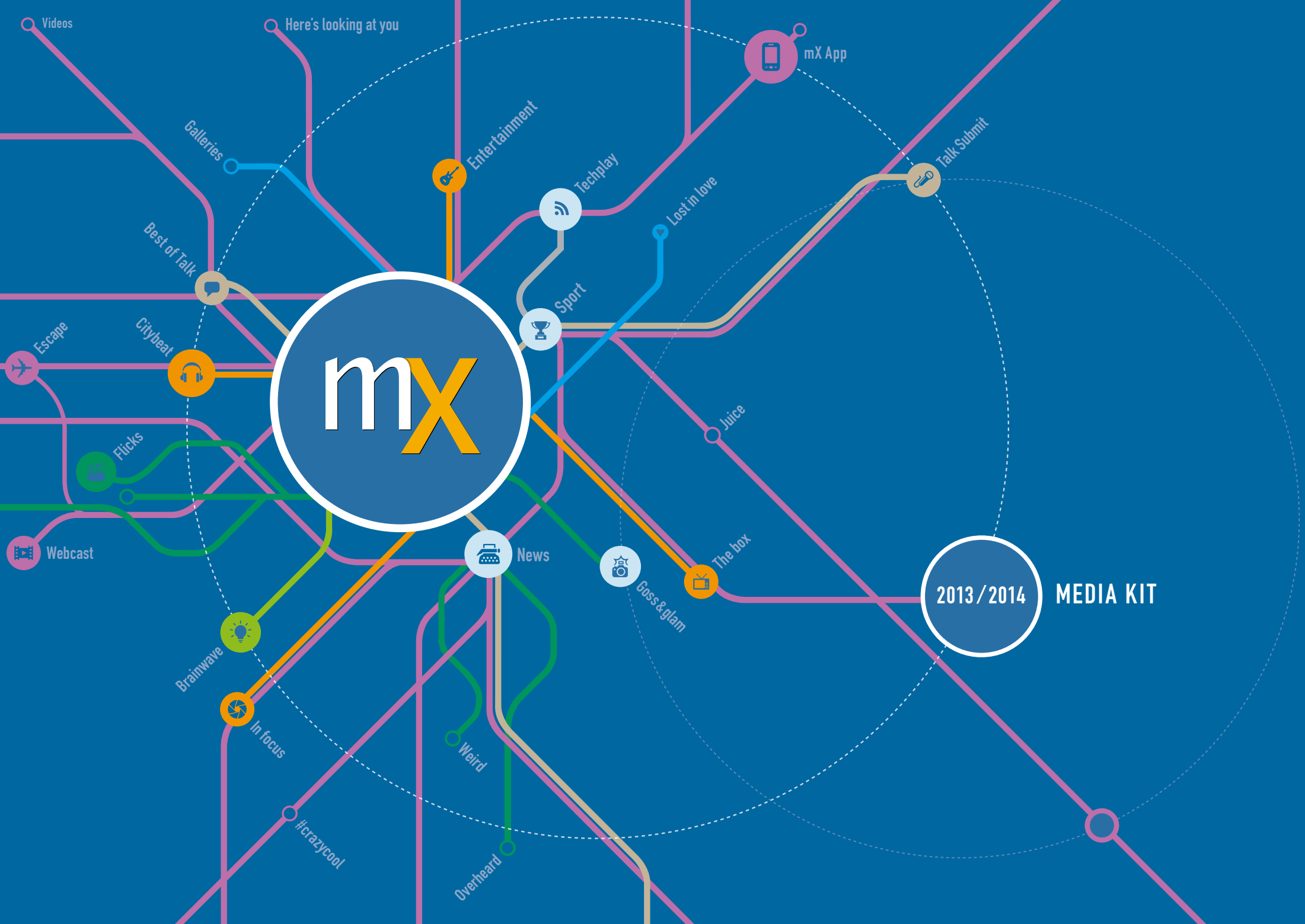




2013/2014

MEDIA KIT



Videos

Here's looking at you

mX App

Entertainment

Techplay

Lost in love

Talk Submit

Sport

Juice

The box

Goss & glam

News

Weird

Overheard

#crazycool

In focus

Brainwave

Flicks

Webcast

Escape

Citybeat

Best of Talk

Galleries

mX

In print and on mobile, mX is cheeky, funny, witty and informative. mX strives to be different.

Print Edition



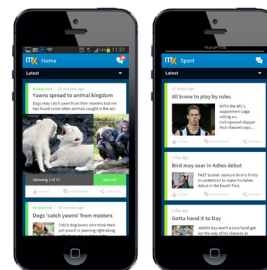
The printed edition of *mX* is available at train and bus stations and selected street locations throughout Melbourne, Sydney and Brisbane between 3-7pm on weekdays. Well established as the only daily commuter newspaper in Australia, *mX* has attracted a loyal readership of 625,000[^] people daily.

Tapping into a unique audience of young, time starved individuals who are increasingly difficult to reach using traditional media, *mX* provides advertisers with a captive audience. *mX* reaches consumers during that extremely rare time of day, on their afternoon commute home from work or study, when they are time rich and activity poor.

As early adopters and information leaders, *mX* feeds the readers' insatiable appetite by giving them their daily fix of breaking news, pop culture, entertainment, sport & technology. The *mX* reader is primarily in the 18-39 year old demographic. They enjoy life and work hard to achieve their goals.

mX readers 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 and trends. They are also savvy when it comes to technology, in fact 80%* own a smart phone prompting the launch of the *mX* app on May 27th, 2013.

The mX App



The launch of the *mX* App means Australia's favourite afternoon read is now available morning, noon and night.

Harnessing the quirky, irreverent, informative news, sport and entertainment that has made the paper such a phenomenal print success, the app means commuters can start the working day with a light hearted wrap-up of what's been happening overnight, at home and around the world.

All the key **News** and **Sport** is covered as well as the world of **Entertainment**. Users can also have a laugh at the wild and whacky world of **Weird** and catch up on the best of the **Talk** section's **Overheard**, **Vent Your Spleen** and **Lost in Love** while commuting and throughout the day.

With 92%* of *mX* readers active on social media websites, the *mX* app is designed with social engagement top of mind. Along with commenting and liking on all stories, photos, video and polls, sharing to Facebook, Twitter and other social networks is available throughout the app.

The *mX* app achieved over 50,000 downloads to date.

From the city to the suburbs

With its origins in the CBD's of Australia's three biggest cities, *mX* is not just about the city. The app has made content available nationally, 24 hours a day and the paper continues to be dispersed into the suburbs as it hits commuters on their way home from work or study. 82.9%* of Melbourne *mX* readers outside the Inner City. 73.5%* of Sydney *mX* readers live outside central Sydney. At least 63.4%* of Brisbane *mX* readers live outside Brisbane city.

[^]Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2013.

*mX Reader Survey, hosted by YellowSquares (October, 2012).

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
▼ NEWS				
News	News	News	News	News
Juice	Juice	Juice	Juice	Juice
What in the Weird	What in the Weird	What in the Weird	What in the Weird	What in the Weird
▼ SECTIONS				
Goss & glam	Goss & glam	Goss & glam	Goss & glam	Goss & glam
Brainwave	Brainwave	Brainwave	Brainwave	Brainwave
CareerOne	Escape	Techplay	Citybeat	In focus
Talk	Webcast	Talk	Talk	Talk
Flicks	Talk	Flicks	Flicks	Flicks
The box	Flicks	The box	The box	The box
Sport	The box	Sport	Sport	Sport
	Sport			





News

mX has its finger on the global pulse, making sure you're kept informed on the biggest stories from the UK to the US, from the Mideast to the Mediterranean and of course in our very own backyard.



mX Juice

What's hot and happening in the world of youth culture.

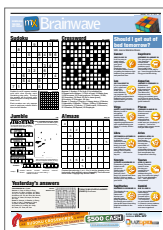
Encompassing an eclectic mix of pop culture, show biz, what's hot on the TV and celebrity news, Juice offers a unique perspective on what young people are talking about.

Part opinion and part information, Juice strives to become a talking point for Gen X and Y making it a daily must-read.



What in the Weird

We've got a wicked sense of humour at *mX*, offering the best of the wild and whacky news, wherever it happens, to put a smile on your face. What in the weird focus' on quirky news content from around the world.



Brainwave

Every weekday in *mX*, Brainwave includes Sudoku, WordScrimmage, Jumble, Crosswords and daily horoscopes.



Goss & glam

Goss & glam is one of *mX*'s most popular sections.

The section has a broad entertainment feel and includes international celebrity news, local interviews, fashion and beauty.

You certainly don't have to be a true Belieber to enjoy **Goss and Glam**. From the catwalks of Paris to the red carpets of Hollywood and the courthouses of LA (we're looking at you Lindsay), we've got our finger on the pulse of fashion and celebrity gossip. We bring you the latest bust-ups and hook-ups, the best and worst crazy couture and the frocks and fails from Tinseltown's biggest awards nights.

Nothing is sacred in our coverage of all things entertainment, gossip and celebrities. If Kim Kardashian face plants on the red carpet, *mX* will have the behind the scenes scoop, if Ryan Gosling has his shirt off we'll have the pic and if Lindsay Lohan escapes jail again, *mX* will tell you how.



Sport

We love sport at *mX*. But we don't just give you the results.

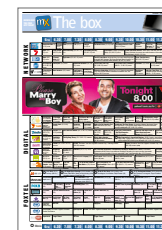
mX casts its critical eye over all the footy codes at home and abroad, plus the latest on all the sports you hear so little about in the mainstream.

Face it, if it's funny, quirky or fantastic in the playing arena, *mX* is all over it.



Flicks

Need a movie time?
You'll find it in *mX* Flicks.



The box

The box is a daily free-to-air and pay TV viewing guide.

Monday



CareerOne

CareerOne delivers a snapshot of the latest jobs on the market and case studies on how to get the most from the recruitment market.

Tuesday



Escape

Escape contains essential travel information, including the latest deals, essential destinations and top travel tips.



Webcast

mX Webcast fills the insatiable appetite for social networking and online forums.

It includes the top 5 YouTube clips, songs, Tweets, Facebook pages and readers favourites for the week.

Wednesday



Techplay

mX Techplay takes a close look at the world of gaming and technology. We review new-release games, the latest technology, must have gadgets and looks behind-the-scene at the worlds of second life and avatars.

Thursday



City Beat

City Beat delivers the latest in music, movies, arts and everything hip and happening in Sydney, Melbourne and Brisbane.

Friday

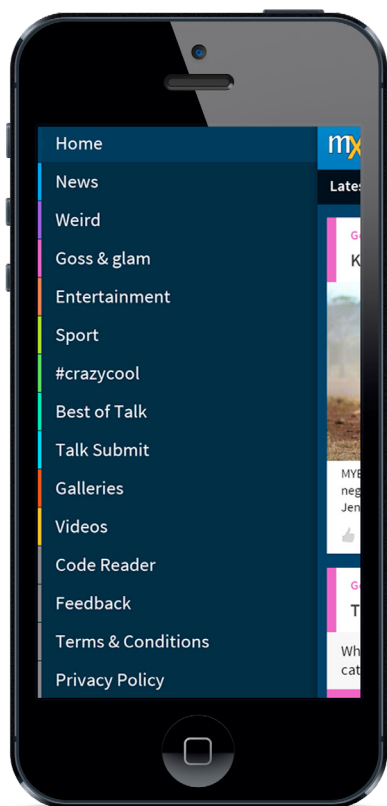


In Focus

mX's movie feature, including interviews with stars of a current film and a Top 10 chart.

In Focus runs alongside *mX's* popular Flicks movie listings, making it easy for readers to see where and when the movie is showing and how it's been rated.

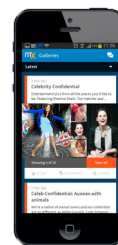
THE mX APP



The *mX* App harnesses the quirky, irreverent, informative news, sport and entertainment that has made the paper such a phenomenal print success.

All the key **News** and **Sport** is covered as well as the world of **Goss and glam** and **Entertainment**. Users can have a laugh at the wild and whacky world of **Weird** and catch up on the **Best of Talk** while commuting and throughout the day.

The *mX* App also includes **Galleries**, **Videos** and **Hot Offers**.



Galleries

There's dresses aplenty here when it's red carpet season as our galleries feature the best of Hollywood's big award nights.

We also keep you up to date with the latest catwalk fashion and designs that are so bad they can only be good.

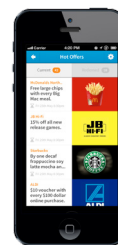
Galleries also features the best of the day's photos including home grown talent from Melbourne, Sydney and Brisbane and the world's weird and wonderful.



Videos

We've got some of Australia's brightest and bravest young directors and producers working on a bank of video content to go hand-in-hand with the *mX* App, focusing a satirical lens on the biggest news topics of the day, the best of **Talk** or even in partnership with branded sponsorships on the app.

Our News Ltd network also provides the best in videos from around the globe.



Hot Offers

Hot Offers is a section dedicated to special retail deals consisting of a scrollable list of up to 10 offers, **Monday to Sunday**.

Targeted to reach consumers throughout the day in Sydney, Melbourne and Brisbane, **Hot Offers** are delivered direct to a consumer's smartphone and are redeemable at point-of-sale via a unique retailer's code. With social functionality enabled, **Hot Offers** receive the added benefit of increased exposure via a reader's social network as they share these offers.

Fast Facts:

- **84%** of readers agree that they deserve to treat themselves with nice things*
- **82%** love shopping in retail stores*
- **59%** visited a store that advertised in *mX* and close to 1 in 2 readers bought a product or service*
- More than 1 in 2 *mX* readers have used a daily deal/online coupon website*

*mX Reader Survey, hosted by YellowSquares (October, 2012).

Metro rates by advertisement size (Melbourne, Sydney, Brisbane)

ADVERTISEMENT SIZE NAME	Height in number of modules	Width in number of modules	Total modules	Melbourne	GST	TOTAL	Sydney	GST	TOTAL	Brisbane	GST	TOTAL
M12 x 12 (Double)	12	12	144	\$18,864.00	\$1,886.40	\$20,750.40	\$19,440.00	\$1,944.00	\$21,384.00	\$9,648.00	\$964.80	\$10,612.80
M12 x 6 (Full Page)	12	6	72	\$9,432.00	\$943.20	\$10,375.20	\$9,720.00	\$972.00	\$10,692.00	\$4,824.00	\$482.40	\$5,306.40
M9 x 4 (Portrait)	9	4	36	\$4,716.00	\$471.60	\$5,187.60	\$4,860.00	\$486.00	\$5,346.00	\$2,412.00	\$241.20	\$2,653.20
M12 x 4 (Dominant)	12	4	48	\$6,288.00	\$628.80	\$6,916.80	\$6,480.00	\$648.00	\$7,128.00	\$3,216.00	\$321.60	\$3,537.60
M6 x 6 (Half Horizontal)	6	6	36	\$4,956.04	\$495.60	\$5,451.64	\$5,100.08	\$510.01	\$5,610.09	\$2,532.12	\$253.21	\$2,785.33
M12 x 3 (Half Vertical)	12	3	36	\$4,716.00	\$471.60	\$5,187.60	\$4,860.00	\$486.00	\$5,346.00	\$2,412.00	\$241.20	\$2,653.20
M12 x 2 (Third Vertical)	12	2	24	\$3,144.00	\$314.40	\$3,458.40	\$3,240.00	\$324.00	\$3,564.00	\$1,608.00	\$160.80	\$1,768.80
M6 x 3 (Quarter)	6	3	18	\$2,358.00	\$235.80	\$2,593.80	\$2,430.00	\$243.00	\$2,673.00	\$1,206.00	\$120.60	\$1,326.60
M4 x 6 (Large Strip)	4	6	24	\$3,144.00	\$314.40	\$3,458.40	\$3,240.00	\$324.00	\$3,564.00	\$1,608.00	\$160.80	\$1,768.80
M3 x 6 (Medium Strip)	3	6	18	\$2,358.00	\$235.80	\$2,593.80	\$2,430.00	\$243.00	\$2,673.00	\$1,206.00	\$120.60	\$1,326.60
M2 x 6 (Small Strip)	2	6	12	\$1,572.00	\$157.20	\$1,729.20	\$1,620.00	\$162.00	\$1,782.00	\$804.00	\$80.40	\$884.40
M3 x 4	3	4	12	\$1,572.00	\$157.20	\$1,729.20	\$1,620.00	\$162.00	\$1,782.00	\$804.00	\$80.40	\$884.40
M5 x 3	5	3	15	\$1,965.00	\$196.50	\$2,161.50	\$2,025.00	\$202.50	\$2,227.50	\$1,005.00	\$100.50	\$1,105.50
M4 x 3	4	3	12	\$1,572.00	\$157.20	\$1,729.20	\$1,620.00	\$162.00	\$1,782.00	\$804.00	\$80.40	\$884.40
M3 x 3	3	3	9	\$1,179.00	\$117.90	\$1,296.90	\$1,215.00	\$121.50	\$1,336.50	\$603.00	\$60.30	\$663.30
M6 x 2	6	2	12	\$1,572.00	\$157.20	\$1,729.20	\$1,620.00	\$162.00	\$1,782.00	\$804.00	\$80.40	\$884.40
M5 x 2	5	2	10	\$1,310.00	\$131.00	\$1,441.00	\$1,350.00	\$135.00	\$1,485.00	\$670.00	\$67.00	\$737.00
M4 x 2	4	2	8	\$1,048.00	\$104.80	\$1,152.80	\$1,080.00	\$108.00	\$1,188.00	\$536.00	\$53.60	\$589.60

Metro rates by advertisement size (Eastern Seaboard)

ADVERTISEMENT SIZE NAME	Height in number of modules	Width in number of modules	Total modules	Eastern Seaboard	GST	TOTAL
M12 x 12 (Double)	12	12	144	\$47,952.00	\$4,795.20	\$52,747.20
M12 x 6 (Full Page)	12	6	72	\$23,976.00	\$2,397.60	\$26,373.60
M9 x 4 (Portrait)	9	4	36	\$11,988.00	\$1,198.80	\$13,186.80
M12 x 4 (Dominant)	12	4	48	\$15,984.00	\$1,598.40	\$17,582.40
M6 x 6 (Half Horizontal)	6	6	36	\$12,588.24	\$1,258.82	\$13,847.06
M12 x 3 (Half Vertical)	12	3	36	\$11,988.00	\$1,198.80	\$13,186.80
M12 x 2 (Third Vertical)	12	2	24	\$7,992.00	\$799.20	\$8,791.20
M6 x 3 (Quarter)	6	3	18	\$5,994.00	\$599.40	\$6,593.40
M4 x 6 (Large Strip)	4	6	24	\$7,992.00	\$799.20	\$8,791.20
M3 x 6 (Medium Strip)	3	6	18	\$5,994.00	\$599.40	\$6,593.40
M2 x 6 (Small Strip)	2	6	12	\$3,996.00	\$399.60	\$4,395.60
M3 x 4	3	4	12	\$3,996.00	\$399.60	\$4,395.60
M5 x 3	5	3	15	\$4,995.00	\$499.50	\$5,494.50
M4 x 3	4	3	12	\$3,996.00	\$399.60	\$4,395.60
M3 x 3	3	3	9	\$2,997.00	\$299.70	\$3,296.70
M6 x 2	6	2	12	\$3,996.00	\$399.60	\$4,395.60
M5 x 2	5	2	10	\$3,330.00	\$333.00	\$3,663.00
M4 x 2	4	2	8	\$2,664.00	\$266.40	\$2,930.40

mX rates per module*

mX	Discount	mX Melbourne	GST	TOTAL	mX Sydney	GST	TOTAL	mX Brisbane	GST	TOTAL
Casual	0%	\$131.00	\$13.10	\$144.10	\$135.00	\$13.50	\$148.50	\$67.00	\$6.70	\$73.70
\$30,000	-5%	\$124.45	\$12.45	\$136.90	\$128.25	\$12.83	\$141.08	\$63.65	\$6.37	\$70.02
\$60,000	-10%	\$117.90	\$11.79	\$129.69	\$121.50	\$12.15	\$133.65	\$60.30	\$6.03	\$66.33
\$120,000	-15%	\$111.35	\$11.14	\$122.49	\$114.75	\$11.48	\$126.23	\$56.95	\$5.70	\$62.65
\$240,000	-20%	\$104.80	\$10.48	\$115.28	\$108.00	\$10.80	\$118.80	\$53.60	\$5.36	\$58.96

Please note: page dominant loading applies to Half Page Horizontal rates. Please see Half Page Horizontal base rates detailed on previous page.

mX Eastern Seaboard (ESB)

	Discount	mX ESB	GST	TOTAL
Casual	0%	\$333.00	\$33.30	\$366.30
\$75,000	-5%	\$316.35	\$31.64	\$347.99
\$150,000	-10%	\$299.70	\$29.97	\$329.67
\$300,000	-15%	\$283.05	\$28.31	\$311.36
\$600,000	-20%	\$266.40	\$26.64	\$293.04

Rates apply from July 1, 2013.
Rate are inclusive of colour.

Prices based per module.
72 modules = Full Page

*Modules not sold individually. Only by advertisement sizes detailed on previous page.

Positional loadings

MONDAY TO FRIDAY	
Page	Loading
Page 1	100%
Page 2	40%
Page 3	50%
Page 4	25%
Page 5	30%
Page 6	20%
Page 7	25%
Page 9	20%
OBC	50%
Weather panel	50%
Specific sectional request	20%
DPS on pages 2 & 3	50%
DPS on pages 8 & 9	20%

ADVERTISING RATES

mX APP
(excluding GST)

Effective from Monday 29th July, 2013

AD PACKAGE	AD INCLUSIONS	PLACEMENT	RATE BASIS	TYPE	HOW TO BUY	Home										
						Weird	#crazycool	News	Entertainment	Goss & glam	Sport	Best of Talk	Talk Submit	Galleries	Videos	Hot Offers
						Weird/#crazycool bundle										
						Ent./Goss & glam bundle										
						Sport										
						Best of Talk										
						Talk Submit										
						Weird/#crazycool/News/Entertainment/Goss & glam/Sport/Talk bundle										
High Impact Homepage Buyout (Daily) <i>*Must run on the same day as a wrap of the printed edition (Wrap POA)</i>	Sponsorship Block	Top & Bottom of Home Index	\$0.45	Per UB	Day Buyout	\$2,750										
	Mrec	Home Index - Position 1	\$0.30	Per UB	Day Buyout											
	Mrec	Home Index - Position 2	\$0.15	Per UB	Day Buyout											
Standard Homepage Buyout (Daily)	Mrec	Home Index - Position 1	\$0.30	Per UB	Day Buyout	\$1,500										
	Mrec	Home Index - Position 2	\$0.15	Per UB	Day Buyout											
Sponsorship (Weekly)	Full Page Interstitial	After every 3rd story	\$80.00	CPM	25% SOV of Section	\$2,000										
	Mrec	Section Index - Position 1	\$40.00	CPM	25% SOV of Section											
	Mrec	Section Index - Position 2	\$20.00	CPM	25% SOV of Section											
	Mrec	Bottom of story	\$20.00	CPM	25% SOV of Section											
Section Sponsorship (Weekly)	Sponsor logo	Top of Section Index	\$10.00	CPM	100% SOV of Section	\$1,500	\$1,000	\$1,250	\$500							
	Mrec	Section Index - Position 1	\$40.00	CPM	50% SOV of Section											
	Mrec	Section Index - Position 2	\$20.00	CPM	50% SOV of Section											
	Full Page Interstitial	After every 3rd story or 4th Gallery Image in Section	\$80.00	CPM	50% SOV of Section											
	Mrec	Bottom of story in Section	\$20.00	CPM	50% SOV of Section											
Gallery Sponsorship (Weekly)	Sponsor logo	Top of Galleries Section Index	\$10.00	CPM	100% SOV of Section	\$500										
	Mrec	Galleries Section Index - Pos 1	\$40.00	CPM	100% SOV of Section											
	Mrec	Galleries Section Index - Pos 2	\$20.00	CPM	100% SOV of Section											
	Full Page Interstitial	Between Galleries in Galleries Section	\$80.00	CPM	100% SOV of Section											
	Full Page Interstitial	After every 4th Gallery image in Galleries Section	\$80.00	CPM	100% SOV of Section											
	Mrec	Btm of Gallery Thumbnails in Gallery Sec.	\$20.00	CPM	100% SOV of Section											
Video PreRoll (Weekly)	PreRoll	PreRoll	\$80.00	CPM	100% Run of App	\$750										
Branded Content (Daily)*	Administration Charge	Fixed Tile set up	\$1,000.00	Flat	NA	\$1,000										
	Branded Content Tile	5th position on Home Index; 3rd position on Section Index	\$40.00	CPM	Timeline per day	\$750	\$500	\$250	\$500	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Hot Offers (Weekly)	Featured Hot Offer	Top of Hot Offers Section	\$0.24	Per UB	Week Buy Out	\$3,000										
	Branded Hot Offer	Hot Offers Section	\$0.16	Per UB	Week Buy Out 1 of 9											

*Branded Content rate must include: Administration charge + Home Index placement (maximum 1 day) + one other Section on the same day (continuing for a maximum of 7 days).
*Branded Content rates do not include the actual content. Video (up to 2 minutes maximum) or Galleries can be supplied by the client or produced by mX (additional costs apply / POA).

ADVERTISING RATES

mX APP
(excluding GST)

	Home	Weird	#crazycool	News	Entertainment	Goss & glam	Sport	Best of Talk	Talk Submit	Galleries	Videos	Hot Offers
		Weird/#crazycool bundle			Ent./Goss & glam bundle							
	Weird/#crazycool/News/Entertainment/Goss & glam/Sport/Talk bundle											

APPROXIMATE IMPRESSIONS

High Impact Homepage Buyout	2 per week maximum (must run on the same day as a wrap of the printed edition)	51,000										
Standard Homepage Buyout	Standard Buyout client offered another day (or an alternative execution on the same day) if High Impact Buyout is placed by another client on same day.	51,000										
Sponsorship Weekly	2 advertisers per week		40,000									
Section Sponsorship Weekly	1 advertiser per section, per week		33,000	22,000	25,000	6,000						
Gallery Sponsorship	1 advertiser per week										4,000	
Video Preroll	COMING SOON. Currently N/A.										7,500	
Branded Content	1 advertiser per week. Available by day. Subject to Editorial and Publisher approval.	17,000	1,000	1,000	1,000	1,000	1,000	1,000				
Hot Offers	10 clients per week										N/A	

eCPM

High Impact Homepage Buyout		\$54.00										
Standard Homepage Buyout		\$29.00										
Sponsorship Weekly			\$50.00									
Section Sponsorship Weekly			\$45.00	\$45.00	\$50.00	\$83.00						
Gallery Sponsorship											\$125.00	
Video Preroll											\$100.00	
Branded Content		\$44.00	\$500.00	\$250.00	\$500.00	\$250.00	\$250.00	\$250.00				
Hot Offers											N/A	

SECTION	Booking deadline	Copy for setting	Material deadline
Wrap	10am, 5 days prior	11am, 2 days prior	5pm, 2 days prior
Page 2	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Page 3	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Page 5	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
EGN	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Goss & glam	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
The Box	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Flicks	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
What in the Weird	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Sport	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Juice	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Brainwave	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
Talk	10am, 2 days prior	11am, 2 days prior	5pm, 2 days prior
MONDAY			
CareerOne	12 noon, Thursday prior	11am, 2 days prior	5pm, Thursday prior
TUESDAY			
Escape	10am, Wednesday prior	11am, 2 days prior	5pm, Friday prior
Webcast	10am, Thursday prior	11am, 2 days prior	5pm, Friday prior
WEDNESDAY			
Techplay	12 noon, Wednesday prior	11am, 2 days prior	5pm, Monday prior
THURSDAY			
Citybeat	10am, Friday prior	11am, 2 days prior	5pm, Tuesday prior
FRIDAY			
In Focus	10am, Friday prior	11am, 2 days prior	5pm, Tuesday prior

Cancellation policy

General mX Cancellation Deadline: 10am, 2 working days prior to publication.
 mX Wrap Cancellation Deadline: 5 working days prior to publication.
 mX Creative Shapes Cancellation Deadline: 10 working days prior to publication.

Material specifications

TABLOID FORMAT IMAGE SIZE

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	+ 13mm per page	6 columns	262mm

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

Minimum size advertisement

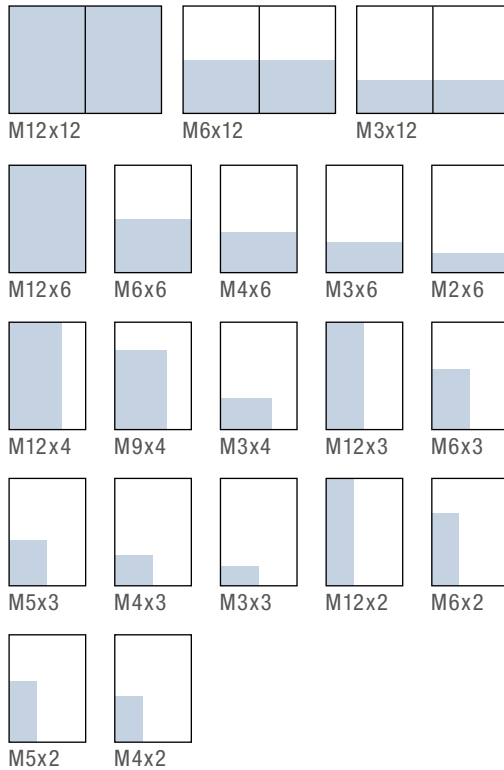
Minimum advertising size is 10cm x 2 columns – 100mm (height) x 83mm (width)
 mX does not carry 5 column advertisements
 Minimum 4 column advertisement is 20cm x 4 columns – 200mm (height) x 172mm (width)

ADVERTISING SPECIFICATIONS

PRINTED EDITION

Tabloid – 380mm x 262mm

Stitch & Trim – 390mm x 275mm



Bleed from live type area (Stitch & Trim products)

Left	Right	Top	Bottom
13.5mm	13.5mm	10mm	10mm

Modular advertisement sizes

ADVERTISEMENT SIZE NAME	Depth (mm)	Width (mm)
M4x2	124	85
M5x2	156	85
M6x2	188	85
M12 x 2 (Third Page Vertical)	380	85
M3x3	92	129
M4x3	124	129
M5x3	156	129
M6x3 (Quarter)	188	129
M12x3 (Half Page Vertical)	380	129
M3x4	92	174
M9x4 (Portrait)	284	174
M12x4 (Dominant)	380	174
M2x6 (Small Strip)	60	262
M3x6 (Medium Strip)	92	262
M4x6 (Large Strip)	124	262
M6x6 (Half Page Horizontal)	188	262
M12x6 (Full Page)	380	262
M3x12 (Quarter Page Spread)	92	551*
M6x12 (Half Page Spread)	188	551*
M12x12 (Double Page Spread)	380	551*
Stitched & Trimmed		551

PDFs

Supplied material must be Press Ready, PDF version 1.4

All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline.

**Alterations will not be made to supplied PDFs.
Replacement material must be supplied.**

Photoshop setup – CMYK (Newsprint)

Image resolution	200dpi at 100% size
Ink weight	230%
Separation type	GCR
Black limit	90% (recommended)
Dot gain	90%
Highlight set at minimum of 3%	

Ad delivery

Press ready ads can also be delivered via AdStream & Adsend.
All delivered ads require correct ad number.

Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at the convenience. Contact 1300 557 418 (option 1).

Additional enquiries

Contact Media Support on 1300 557 418 (option 2).

Specification enquiries

Contact Quality Control on 1300 557 418 (option 3)
or email qcsupport@news1td.com.au

Ad format	Dimensions (px)	Max. file size	Formats accepted	SLA (Business Days)	Asset delivery
Medium Rectangle	600 (w) × 500 (h)	50kb	<ul style="list-style-type: none"> • Static PNG and JPG only • Animated images not accepted • Cannot be third party ad-serviced, click tracking only permitted 	5 days (JPG/PNG) 10 days (HTML5)	creative@newsdigitalmedia.com.au
Full Page Interstitial	720 (w) × 1280 (h)	100kb	<p>Optional</p> <ul style="list-style-type: none"> • Custom HTML5 creative • mX Creative Production 	5 days (JPG/PNG) 10 days (HTML5)	creative@newsdigitalmedia.com.au
Top of Sponsorship block	640 (w) × 480 (h)	50kb	<ul style="list-style-type: none"> • Static PNG and JPG only • Animated images not accepted • Cannot be third party ad-serviced, click tracking only permitted <p>NB: Hot Offer Image size - 650px × 366px (72dpi) Image that can also be centred on a 4:3 aspect ratio (~429px × 366px)</p>	5 days	creative@newsdigitalmedia.com.au
Bottom of Sponsorship block	640 (w) × 360 (h)	50kb		5 days	creative@newsdigitalmedia.com.au
Section Sponsorship Logo	640 (w) × 80 (h)	10kb		5 days	creative@newsdigitalmedia.com.au
Hot Offer Image	650 (w) × 366 (h)	50kb		5 days	Submitted via URL
Hot Offer Copy				Please refer to your Account Manager	5 days

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 **Adsend 1300 798 949**

Under no circumstances can electronic delivery be accepted via an email, CD, DVD, thumb drive or any other method.

To obtain the mX Acrobat settings or Photoshop colour settings and any further information about this service, please contact 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 at 100% size
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

	C	M	Y	K
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

- 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.
- Unsharp masking should be increased to levels higher than normal to counter the softening effect experienced on newsprint.

Black and white material requirements

Monochrome screen ruling	100lpi/40lpc
Catchlights	0%
Non-essential whites	0%
Essential whites	2%
Shadows	92%
Midtones	Allow for 30% dot gain

ADVERTISING TERMS AND CONDITIONS

1. General

- 1.1** These terms and conditions apply to every booking made with News Limited or any of its wholly owned subsidiaries by any means (including through use of an insertion order, booking form or over the phone) by an Advertiser for the publication in or distribution of an Advertisement with, on or in a print or digital property of any Publisher.
- 1.2** Each reference in these terms and conditions to Publisher is a reference to the relevant Publisher and, where there is more than one relevant Publisher, to each of them severally.
- 1.3** Where a Publisher acts as an agent in selling advertising inventory for an entity which is not listed in clause 21, these terms will apply in addition to the terms imposed by the relevant publishing entity.
- 1.4** 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 publication of rate cards with the amended conditions, which shall apply to all advertising received after the date of that publication (except where there is an express written agreement between the Publisher and Advertiser that those amendments will not apply to particular advertisements).
- 1.5** Every advertisement must comply with and is subject to these terms and conditions as well as other relevant terms including those which form part of relevant rate cards (as available at www.newsspace.com.au), space or insertion orders (or other written agreements between the parties), Additional Relevant Terms as listed in clause 21 and any relevant laws, regulations or codes of conduct. To the extent of any inconsistency between the various relevant terms, the following order of priority will be applied
- Any terms or conditions separately agreed in writing including any expenditure agreement or monetary level order;
 - any terms and conditions referred to in clause 21 of these terms
 - the rate card for the relevant publication;
 - these terms, in order to eradicate any inconsistency.
- 1.6** Publishers may use as an agent the services supplied by News Limited under the brand News Australia or the services supplied by Nationwide News Pty Limited under the brand News Community Media

2. Process

- 2.1** Each publication and Publisher has different process requirements for placing or booking of advertisements. There is no binding agreement for the publication of an advertisement however until the relevant processes for the particular Publisher have been completed.
- 2.2** Bookings which are in any way conditional will not be accepted.
- 2.3** Advertiser authorises Publisher to dispose of any materials supplied to Publisher relating to an advertisement (including illustrations, copy, photographs, artwork, press-ready PDF digital files) following publication of an advertisement. Publisher is not required to retain or return to Advertiser any such materials.

3. Publisher rights and discretions

- 3.1** Every advertisement submitted for publication is subject to Publisher's approval. Publisher may at its absolute discretion at any time:
- refuse to publish or distribute any advertisement without giving any reason (in which case, no charge to Advertiser will be incurred);
 - cancel a campaign (in which case, no charge to Advertiser will be incurred for the unpublished portion of the campaign); or
 - head an advertisement 'Advertisement'.

3.2 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.

3.3 Publisher may, but is not obliged to, 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

- in breach of any law of Australia or of any state (whether civil or criminal),
- in breach of any pre-existing publishing agreement entered into by Publisher,
- defamatory,
- in contempt of court or parliament,
- otherwise likely to attract legal proceedings of any kind,
- offensive. Should Publisher so amend the advertisement, the agreed price shall not be reduced.

3.4 Publisher has the right, and the right to permit other persons, to republish any Advertisement in any electronic or digital form for any purpose using any media and in any part of the world.

4. Positioning and placement and other advertiser requests

- 4.1** The positioning, placement or format (including, for print, publication in colour) of an advertisement is at the discretion of Publisher except where expressly agreed in writing by Publisher. Publisher will attempt to position Advertisements or, in print, provide colour, in accordance with the Advertiser's request if the Advertiser has agreed to pay any relevant preferred position or colour loading charges. If Publisher fails to publish the Advertisement in accordance with Advertiser's requests, Publisher's liability will be limited to refunding the relevant colour or position loadings paid.
- 4.2** If an advertisement is to be published in a digital publication, Publisher may vary the placement and/or format of advertisements across the website. Publisher will endeavour to notify Advertiser of such changes. Advertising space in a digital publication may be filled on rotation with various advertisements from various Advertisers.
- 4.3** If any advertisement is specifically accepted for publication in a specific advertising category (including classified category or particular section) of a publication then, without prior consultation with Advertiser, Publisher may:

- position the advertisement anywhere within the category at its discretion, unless a specific placement has been agreed in writing,
- reposition that category within the publication,
- alter the date of publication of that category.

Case (i) and (ii) will not mitigate Advertiser's liability to pay. 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 those adverse effects, the Advertiser will incur no charge for that particular advertisement.

4.4 If an advertisement is specifically accepted for publication in a particular advertising supplement of a publication then, without prior consultation with Advertiser, Publisher may:

- position the advertisement anywhere within the supplement at its discretion, unless a specific placement has been agreed in writing,
- alter the date for publication of that supplement, (iii) cancel the supplement. Case (i) shall not mitigate Advertiser's liability to pay. Case (ii) will 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 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 those adverse effects, in which case the Advertiser will incur no charge for that particular advertisement. Should (iii) occur Advertiser shall incur no charge.

5. Deadlines & specifications

- 5.1** Publisher imposes various deadlines and specifications including for the provision to the Publisher of bookings for Advertisements and material for Advertisements, changes or variations to Advertisements. All deadlines and specifications must be met by Advertiser. Publisher is under no obligation in relation to material or information received after relevant deadlines or not in accordance with the relevant specifications.
- 5.2** It is the Advertiser's responsibility to ascertain the relevant deadlines and specifications for the relevant publications for each publication or insertion date as deadlines and specifications may be changed at any time by Publisher. All deadlines and specifications are available at www.newsspace.com.au.
- 5.3** Publisher accepts no responsibility for any error when instructions or copy have or has been provided over the telephone unless Publisher receives written confirmation of the instructions or copy before the deadline.
- 5.4** 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 or any Loss relating to that recurring error.
- 5.5** Cancellations by the Advertiser must be made, in writing, prior to deadlines. 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.

6. Advertisements produced by Publisher

Publisher owns and retains all copyright and other intellectual property rights in relation to any Advertisements produced by Publisher or any materials provided by Publisher for use in an advertisement. Advertiser obtains no rights in relation to those advertisements produced by any Publisher or with content from any Publisher. This clause does not in any way derogate from Advertiser's obligations or liabilities in relation to such advertisements.

7. Proofs

Publisher may agree to provide proofs but only where so requested by Advertiser prior to relevant deadlines. Colour shown on any proof is an indication only. Final print colours may vary with the print process and stock variations. Where Publisher fails to provide a proof in accordance with clause 7.1, and the published advertisement substantially conforms to the copy provided by the Advertiser, then Advertiser is liable to pay the full cost of the advertisement.

continued on next page

ADVERTISING TERMS AND CONDITIONS

8. Inserts

- 8.1** Publisher reserves the right to distribute inserts for more than one Advertiser at any time.
- 8.2** All materials to be inserted into a publication must be delivered to Publisher in accordance with all requirements of Publisher including delivery address, deadlines, packaging and bundling requirements.

9. Sampling

- 9.1** Every proposal for the distribution of sample material is subject to Publisher's approval and Publisher may at its absolute discretion at any time refuse to distribute any sample material without giving any reason.
- 9.2** Sample material must not contain alcohol.
- 9.3** Risk in the sample materials remains with the Advertiser at all times.
- 9.4** When providing samples to the Publisher for approval, any special handling requirements (including requirements of refrigeration or heating) must be made clear.
- 9.5** Every proposal for sampling requires the prior approval of the Publisher and possibly third parties involved in or permitting distribution of the relevant publication. Samples must therefore be provided to Publisher in sufficient time to allow for consents to be sought and granted. No representation or warranty is provided that such consent will be granted.
- 9.6** Advertiser must deliver to Publisher the sample materials, in accordance with all requirements of Publisher including delivery address, deadlines and bundling of sample material.
- 9.7** Publisher may, without prior notice to Advertiser, refuse or cease to distribute any sample material, if Publisher reasonably perceives such material to be in breach of any applicable law or regulation, likely to attract legal claims or proceedings of any kind; or offensive.
- 9.8** Publisher may change the date of the sampling exercise for any reason and at any time without incurring any liability to Advertiser or other persons.
- 9.9** Publisher makes no representation or warranty as to the number of the relevant publication to be distributed on any particular day or that every copy of the relevant publication will be provided with a sample but will take reasonable steps to ensure that the sample and the relevant publication are distributed together.
- 9.10** Without limiting clause 15.2, Advertiser warrants that the sample material which it provides to Publisher for distribution with a publication:
- matches the samples approved by Publisher;
 - is fully and properly sealed; and c. is packaged and labelled and complies in all other respects with all relevant laws and regulations. Without limiting clause 15.2, Advertiser warrants that the distribution of the sample material by Publisher as contemplated by the Advertiser and Publisher under any agreement between them is lawful and will not give rise to any claims against or liabilities of Publisher, its directors, employees, contractors or agents.

10. Commercial credit

- 10.1** All advertising agencies are required to complete the News Limited Commercial Credit Application for Accreditation of an Advertising Agency and are then subject to the related assessment and processes.
- 10.2** If accreditation is not available to an Advertiser (including under clause 10.1), then the News Limited Commercial credit facilities may be available. The availability of any credit facilities is subject to Publisher's approval and conditional on lodgement of a written application. Any credit provided will be on specific terms made available as part of the application process. Where no credit application has been approved, upfront payment may be required for all advertising.

10.3 Where an Advertiser fails to pay an account by the due date or fails to comply with any relevant terms and conditions, any Publisher may, at their absolute discretion cancel or suspend any booked advertising or refuse to accept any further advertising of the Advertiser.

10.4 In the case of the transfer of an advertising account from one accredited advertising agent to another accredited advertising agent during the currency of an advertising or online listing order, both advertising agents shall immediately inform the relevant Publisher in writing. Accounts will only be transferred or accessed by agencies when Publisher is satisfied that the client in question has provided its express written permission.

11. Monetary level orders

- 11.1** Maximum period of any monetary level order is one year. Where a monetary level has been ordered for a period of time and not renewed, casual rates will be charged.
- 11.2** Publisher reserves the right to cancel or suspend any monetary level order at its absolute discretion. Advertising rates quoted in a monetary level order are subject to any increase or decrease notified by Publisher, which may occur during the period of the order.
- 11.3** Failure to receive, rejection or omission of an advertisement by Publisher does not affect the obligations of Advertiser under a monetary level order.
- 11.4** If at any time Advertiser is not incurring advertising expenditure in the proportion that the part of the order up to that time bears to the entire order, Publisher reserves the right to either: adjust the percentage discount to the level which would normally be allowed by Publisher to a customer incurring advertising expenditure at that rate; or terminate that order.
- 11.5** At the expiry of a monetary level order, Publisher will determine Advertiser's actual advertising expenditure during the period of the order and: a. if the actual advertising expenditure is less than the agreed level as stipulated within the order a surcharge may be payable by Advertiser to Publisher to reflect the percentage or other discount which would have been provided by Publisher to an advertising customer incurring that level of advertising expenditure; and/or b. Where a surcharge is applicable the percentage discount will be adjusted to the level which will be normally allowed by Publisher to an Advertiser incurring advertising expenditure at that rate.

12. Rates, invoices and GST

- 12.1** Advertisers agree to pay accounts rendered by the Publisher in accordance with its standard payment terms. Accounts will be rendered by Publisher on the basis of the casual rate applicable at the date of publication of the advertisement (regardless of the rates which were applicable when any expenditure agreement or money level order was entered into)
- 12.2** Casual rates are as printed in the rate card of the relevant publication (see www.news.space.com.au) and may be varied by Publisher at any time, effective from the time nominated by Publisher including in relation to then current expenditure agreements or monetary level orders. Advertising expenditure will be calculated inclusive of loading values but exclusive of production charges.
- 12.3** 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).
- 12.4** Where charged by the column centimetre, advertising will be charged to the nearest centimetre based on advertising space ordered or size of advertising material lodged, whichever is the greater.

12.5 Any dispute the Advertiser has with an invoice must be raised with Publisher promptly and no later than 45 days after the invoice date. After that time, Advertisers will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Advertiser.

12.6 All rates and charges are expressed in the rate card as GST inclusive (except where otherwise made clear on the rate card). Publisher will issue a valid tax invoice in relation to any supply of advertising or related services under these terms which are subject to GST.

12.7 Advertiser agrees to pay any GST liability arising in relation to the provision by Publisher of advertising services under these terms.

12.8 The GST component does not count towards overall monetary order expenditure or rate card discount levels.

13. Linked orders to an advertising agency

- 13.1** A linked order with related companies is only available where an Advertiser and its subsidiaries, franchises or branch offices are linked together for the purpose of an advertising contract and where subsidiaries fall within the definition of that term in the Corporations Act 2001. Where that is the case, and subject to Publisher's approval which may be granted or withheld in its absolute discretion, the customer is entitled to combine its advertising expenditure with those subsidiaries, franchises and branch offices and receive the relevant discount.
- 13.2** Where an Advertiser wishes to establish a linked order, the following must be provided to Publisher in order to seek Publisher's approval for a linked order (which may be granted or withheld in its absolute discretion): a. a list of all subsidiaries, franchises and branch offices; and b. any other information that Publisher may in its discretion require to satisfy itself that Advertiser is entitled to place a linked order.
- 13.3** Direct customer expenditure orders may not be linked to an advertising agency without the written approval of Publisher.

14. Limitation of liability

- 14.1** Subject to clause 14.5, Publisher makes no representation or warranty of any kind and in particular makes no representation or warranty: a. in relation to the continued production of any publication, in print or digital form; b. in relation to the final placement, positioning or date of publication or distribution of an advertisement; c. that there will be one and only one copy of each insert or sample distributed in each relevant publication; d. that distribution of a publication will occur on a specific date, by a specific time, to a specific number of consumers or readers or within a specific geographic area; e. in relation to the number of visitors to its websites or the number of impressions at any site; or f. exclusivity.
- 14.2** The Advertiser acknowledges that distribution of the relevant publication may be suspended or ceased at any time for any reason.
- 14.3** Subject to clause 14.5, 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 or from publication of the Advertisement with errors or omissions or in any way relating to the distribution of the relevant publication.

continued on next page

ADVERTISING TERMS AND CONDITIONS

15. Warranty & indemnity

- 15.1** Advertiser warrants that it will 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.
- 15.2** Advertiser warrants that the advertisement complies with all relevant laws and regulations and that its publication in accordance with these terms 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 neither the Advertisement nor its publication breaches or will breach the Competition and Consumer Act 2010, Privacy Act 1988, Copyright Act 1968, Fair Trading Act 1985 or defamation, or infringes the rights of any person.
- 15.3** Advertiser indemnifies 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 Advertisement. In particular and without limitation, Advertiser indemnifies Publisher its directors, employees and agents against any claims arising from allegations that the Advertisement contains material which constitutes:
- defamation, libel, slander of title;
 - infringement of copyright, trademarks or other intellectual property rights
 - breach of trade practices / competition, privacy or fair trading legislation; or
 - violation of rights of privacy or confidential information.

16. Privacy Statement

Publisher and News Limited (News) collect information about Advertiser, for example Advertiser's name, contact details and other information provided to News when registering, acquiring or using our services. News collects and uses that information to provide our customers with our goods and services and to promote and improve our goods and services. We may also share your information as described when we collected information from you. We may share your information with our related companies and any of us may be in contact for those purposes. If you do not provide us with requested information we may not be able to provide you with the goods and services you require. We disclose your information to our related companies, service and content providers, including those located outside Australia. Further information about how we handle personal information, how you can access your personal information and our contact details can be found in our Privacy Policy at www.newsspace.com.au/legal.

17. Cookies

Advertiser warrants that it does not and will not collect personal information or tracking information in relation to users of Publisher's services and further warrants that material provided by or on its behalf for publication by Publisher does not contain:

- third party cookies intended to retarget Publisher's users or their browsers; and
- any code, technique or mechanism, to track or in any way identify users of any of Publishers' properties, unless it has the express prior written consent of Publisher.

18. Jurisdiction

These terms and conditions are governed by the laws of the relevant state or territory listed in the table at clause 21 and each party submits to the exclusive jurisdiction of that relevant state or territory. Where Advertiser is making a single booking through a News Limited business (including News Australia Sales) with more than one Publisher, the relevant jurisdiction will be New South Wales.

19. Other conditions

Every advertisement submitted for publication must comply with and is subject to additional terms and conditions referred to in the table at clause 21 of these terms and at www.newsspace.com.au including those relating to creative requirements and technical specifications.

20. Definitions

- Advertisement includes any material in any form lodged for publication or other distribution as an advertisement (including as a published advertorial, insert or sampling exercise).
- Advertiser means each advertiser and or advertising agency who seeks to have Publisher publish or otherwise distribute an advertisement.
- Advertising Expenditure Agreement is a written agreement (in soft or hard copy form), which is signed or, in the case of a soft copy, otherwise agreed to in a mutually acceptable form, by or on behalf of both the Advertiser and the Publisher, detailing:
 - the percentage discount from the casual rate,
 - any applicable adjustments in rate card loadings,
 - any applicable positional agreements, and
 - any agreed minimum spend commitment by the Advertiser which is the basis for the benefits to be provided by Publisher as described in (i)-(iii) above, to apply between that Publisher and that Advertiser for a specified period (not to exceed 12 months) and for a specific market and/or Publication(s).
- Loss means direct and indirect loss of any nature. Indirect loss includes the following: loss of profit, loss of business opportunity, loss of goodwill and payment of liquidated sums or damages under any other agreement.
- Publisher means any of the entities listed in section 21 below.

21. List of Publishers and associated details.

Additional relevant information can be found at www.newsspace.com.au



Sydney

Level 3, News House
2 Holt Street
Surry Hills NSW 2010
Tel (02) 9288 8480
Fax (02) 9288 3732
 @mxsydney

Melbourne

Level 5, HWT Tower
40 City Road
Southbank VIC 3006
Tel (03) 9292 1828
Fax (03) 9292 2770
 @mxmelbourne

Brisbane

Cnr Campbell St & Mayne Rd
GPO Box 130, Bowen Hills
Brisbane QLD 4001
Tel (07) 3666 6674
Fax (07) 3666 8554
 @mxbrisbane

 facebook.com/mxnewspaper

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 mxnet.com.au/mx-app

