



**Herald Sun**  
WE'RE FOR VICTORIA

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## Welcome to the Herald Sun

The *Herald Sun* is Victoria's number one news brand, offering consumers breaking news, sport and entertainment coverage whenever and however they wish.

Our newspapers, across seven days, remain the strongest print news products in the state, while our website, iPad app and mobile site are forging a strong digital future.

Across print and digital, the *Herald Sun* remains as popular and accessible as ever, continuing to reach 73% of the Victorian population each month, with an audience of nearly 3.2 million Victorians in print and online\*.

Our key digital sub-brands – **SuperFooty** and **TrueCrime Scene** – remain immensely popular and drive our growing digital audience. **SuperCoach**, the nation's most popular fantasy football game, has almost 300,000 players^.

Thanks to our newspapers and digital editions, we are a truly 24/7 news brand that delivers for our customers every day of the year.

Commercially, we have delivered improved advertising opportunities and more creative shapes and sizes to provide greater value for clients. We now have a new, integrated sales force under the umbrella News Australia Sales to ensure that all clients seeking national exposure have a single contact point to access the wealth of publications and properties produced by News Limited. By harnessing the power of the national sales force, we are also able to introduce cross-platform opportunities like never before.

We have focused on improving the availability and consistency of our product both at retail point of sale and via home delivery, partnering with leading retailers to grow distribution channels and changing deadline times to ensure more readers in regional Victoria can access the second edition of the newspaper.

Sincerely,

Damon Johnston  
Editor, Herald Sun

Sources: \* emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013.  
^ Vapor Media, May 2013.



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# Our Audiences

# Our audiences



## Kenneth - Male sports fans 25-54

**799,000** *Herald Sun* readers are men aged 25-54 who are interested in sport.

Combined, News Australia products reach **93%** of Victorian males aged 25-54 including:

- # **98%** who have visited a sports website in the last 3 months.
- # **96%** who have attended a professional sporting event in the last 3 months.
- # **97%** who have placed a bet in the last 3 months.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.



## Matt - Professionals

**803,000** *Herald Sun* readers are professionals.

Combined, News Australia products reach **95%** of Victorian professionals including:

- # **95%** who are employed full time.
- # **95%** who have a degree or other tertiary qualification.
- # **96%** who earn \$100,000 a year or more.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.

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## Mel and Ben - All people 25-54

**53%** of *Herald Sun* readers are aged 25-54.

Combined, News Australia products reach **92%** of Victorians aged 25-54 including:

- # **92%** who have children aged under 18.
- # **94%** who are employed including **94%** who work full time.
- # **94%** who are currently paying off their mortgage.
- # **94%** who have renovated their home in the last 3 months and **92%** who have redecorated or refurbished.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.



## Mrs Swinburne - Mums

**348,000** *Herald Sun* readers are mothers of children under 18.

Combined, News Australia products reach **94%** of Victorian mothers of children under 18 including:

- # **94%** who are the main grocery buyer.
- # **92%** who spend \$200 or more at the supermarket in an average week.
- # **94%** who have bought health care products in the last 4 weeks.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.

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## George and Anne - Baby Boomers

**31%** of *Herald Sun* readers are Baby Boomers.

Combined, News Australia products reach **94%** of Baby Boomers including:

- 🌐 **94%** who have \$500,000 or more in savings and investments and **95%** with \$1,000,000 or more.
- 🌐 **95%** who have shares.
- 🌐 **94%** who have shares in a listed company.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.



## Belinda - Women 25-39

**407,000** *Herald Sun* readers are women aged 25-39.

Combined, News Australia products reach **90%** of Victorian women aged 25-39 including:

- 🌐 **90%** who have bought clothes in the last 4 weeks.
- 🌐 **90%** who use toiletries and personal care products.
- 🌐 **90%** who have bought personal products in the last 4 weeks.
- 🌐 **90%** who have bought cosmetics and **90%** who have bought pharmaceutical/health products in the last 4 weeks.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.

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## Joe and Kate - Home owners

**2,185,000** Herald Sun readers are home owners.

Combined, News Australia products reach **92%** of home owners including:

- **94%** who have bought hardware/gardening products in the last 4 weeks.
- **93%** who have renovated their home in the last 3 months.
- **92%** who redecorated in the last 3 months.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.



## Eddie and Jane - All people 18-24

**346,000** Herald Sun readers are aged 18-24.

Combined, News Australia products reach **85%** of Victorians aged 18-24 including:

- **91%** who have had a drink at a hotel/wine bar in the last 3 months.
- **90%** who have been to a nightclub in the last 3 months.
- **90%** who have been to a concert in the last 3 months.
- **87%** who have been to the cinema in the last 3 months.



Source: emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013. Total Audience (last 4 weeks). Filter: Vic.

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# Our Brands



## Herald Sun

With nearly 3.2 million\* monthly readers across print and online, the *Herald Sun* is Victoria's favourite newspaper brand. Appetite for the *Herald Sun* reinforces the continuing value of newspapers and their importance to Victorians.

The *Herald Sun* delivers the best news and views from those in the know, including Australia's most-read political commentator Andrew Bolt, the nation's leading business voice Terry McCrann, investigative crime writer Andrew Rule, and social columnist Susie O'Brien. Readers enjoy privileged access to some of the most connected people in town including Eddie McGuire, Jeff Kennett, Peter Costello, Sharon McCrohan and Beverley O'Connor.

In footy-mad Melbourne, there is no greater authority on our great game than the team at the *Herald Sun*. With Mark "Robbo" Robinson at the helm as chief football

writer, the *Herald Sun* delivers the most in-depth news and analysis every day, across every platform. And with the likes of Gerard Whateley, Shane Crawford, Scott Pendlebury and Paul Roos weighing in, it's an unbeatable combination. The *Herald Sun* has also added unrivalled video coverage from Fox Sports to the mix.

Whether it's food, fashion, music or movies, information on your home or your next getaway, the *Herald Sun* has every angle covered. It's not surprising that our readers are highly engaged and spend an average of 25 minutes reading the news section.<sup>^</sup>

With our content now optimised across web, mobile and tablet even when our readers are on the go they are always in the know.

\* emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013.  
<sup>^</sup> News Limited Sections Research, 2009.



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## Sport

The *Herald Sun* is Australia's best destination for sports lovers and number one for footy – the lifeblood of Victoria.

Combining the power of Australia's most popular daily newspaper and *heraldsun.com.au*, the *Herald Sun* is the biggest voice of the greatest game in Australia.

Led by chief football writer Mark Robinson, the *Herald Sun* team has the heaviest hitters in footy – premiership coach Paul Roos, dual premiership player David King, premiership player and Brownlow medallist Shane Crawford, premiership and current Collingwood player Scott Pendlebury, and award-winning journalist and commentator Gerard Whateley.

The *Herald Sun* is essential reading for every sports fan with breaking news, Australia's best match analysis, the country's best stats

packages, and award-winning photographers.

A weekly diet of must-read digital columns includes Robbo's hard-hitting 'The Tackle', Jon Ralph's 'The Buzz', and Glenn McFarlane's 'Please Explain'.

The *Herald Sun* publishes the most comprehensive coverage of international events including the Australian Open tennis, the Spring Racing Carnival, the Australian Formula One Grand Prix, and the Summer of Cricket with the Boxing Day Test at the MCG.

We're the champions for fans of NRL premiers the Melbourne Storm, A-League's Melbourne Victory and Melbourne Heart, Super Rugby's Melbourne Rebels, and the ANZ Championship's Melbourne Vixens netball team.

We are also home to Australia's biggest fantasy footy game, **SuperCoach**.

The *Herald Sun* is the place to stay up to speed with sport and to connect with sports fans.

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Available across these media types: Print Web Tablet Mobile



# Business Daily

**BusinessDaily** is the place to turn for Australia's most engaging and accessible finance coverage.

It is home to the nation's best-known business commentator, Terry McCrann, and a team of experts including John Beveridge and Scott Pape, the Barefoot Investor.

Focused on Australia's leading corporate, the share market, captains of industry and economic developments around the globe and at home, **BusinessDaily** is a rich source of news and advice on personal finance and small business.

It is a staple for the 69,000\* professionals and managers who read the *Herald Sun BusinessDaily* every weekday. Read by around 61,000\* university educated readers, **BusinessDaily** is also the paper of choice for 20,000\* readers with a household income of \$150,000 or more.

Published Monday to Saturday, **BusinessDaily** includes weekly sections **Business Tenders**, **Business Owner** and **Commercial Property**. It is complemented by **BusinessSunday** every week in the *Sunday Herald Sun*.

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\* emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013.



## moneysaverHQ

**moneysaverHQ is the largest single Australian media brand focused on money in Australia.**

With a distinctive and straightforward tone, it helps readers decipher current domestic, business, economic and small business finance issues in a jargon-free, friendly style.

Appearing every Monday in the *Herald Sun*, **moneysaverHQ** also brings the best deals across a whole range of financial and other services, such as credit card costs, home and car insurance, private medical insurance and power bills.

Leading our team is Network Seven's David Koch, the country's leading personal finance expert, and our national Cost of Living Editor, John Rolfe.

"moneysaverHQ is not just about informing and educating on money matters, it's also about action. To get those deals done to benefit everyone."

*David Koch*



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## Escape

**Escape is about inspiring readers and helping to make their travel dreams a reality.**

It is about understanding readers' wants and needs – and then delivering the information required to make their journey as easy, and memorable, as possible.

**Escape** is edited by Brian Crisp who heads up a national team of writers and travel experts, covering more than just destination-based travel. Regular sections include favourite travel spots from celebrities, travel trends and important issues such as travel health.

Inserted into Australia's number one Sunday newspaper, *Sunday Herald Sun*, it delivers rich content that reaches all market sectors and covers every aspect of travel from budget backpacking to reviews of five-star resorts.

In a relaxed weekend environment, **Escape** readers will be introduced and inspired to travel with different options and driven to *escape.com.au* for the best travel deals on offer.

With local Victorian deals revealed each week, **Escape** captures the imagination of readers seeking to get the most out of their travel money and who love looking for their next great holiday destination.

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## Weekend

### Weekends are all about slowing down.

They're about switching off, putting your feet up and taking the time to read about all the things that make Victoria great.

With a focus on women aged 24 to 49, the *Herald Sun's* dedicated lifestyle magazine **Weekend** captures that relaxed vibe with the very best in celebrity interviews, profiles on some of Victoria's most recognisable characters, as well as fashion, food, film, arts and entertainment.

Columnist Wendy Tuohy shares her trials and tribulations of parenting while Kathy Lette and Mark Dapin take a look at the lighter side of life.

Fancy a cook up? The world's favourite celebrity chef, Jamie Oliver, leads our food team with recipes to take readers from brunch to Saturday night entertaining while the *Herald Sun's* much-loved recipe columnist

Kate McGhie shares her kitchen secrets. If eating out is more appealing, **Weekend** reviews the hottest restaurants and cafes and keeps readers up to date with the latest local food news and events.

Australia's best film reviewer Leigh Paatsch shares his thoughts on the latest releases and our comprehensive arts coverage and event listings means you'll be the first to know what's going on around Melbourne and beyond with live music, theatre, dance, comedy and entertainment.

**Weekend** is now also the Saturday home of Australia's premiere travel media brand **Escape**; showcasing the best of Victoria as well as affordable interstate and overseas trips.

**Weekend** is the best part of the week.



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## Taste

### A weekly guide on what to cook, how to cook and why to cook.

**Taste** is a positive, upbeat and solutions-driven food section designed to inspire readers and show them how to cook wholesome, nutritious food.

The ever-popular 'Family Food' segment is full of food solutions for parents and kids and weekday dinner recipes, while 'In Season' looks at the cheap, plentiful products that are in season right now. Each week, Matt Preston, one of the most well connected and high profile food personalities in Australia, shares his insights and ideas for home cooking.

**Taste** is the perfect blend for grocery buyers and foodies of all ages. 'Cover stories' focus on a major trend, dish, technique or cooking solution and 'Treat Yourself' teaches readers how to make sweet treats. **Taste** also includes wine reviews along with their ideal food companions.

The national newspaper liftout stimulates readers' minds and tastebuds by giving them access to Australia's most experienced food writers. It celebrates the best local talent and represents Australian food culture.

Beyond the printed page, **Taste** works in close alignment with Australia's number one recipe site, *taste.com.au*.



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## Hit

**Hit is published in the *Herald Sun* every Thursday and aims to bring readers the hottest news, reviews and features in music, movies and what's on right now in their city.**

Edited by James Wigney, **Hit** has the best stable of entertainment writers in the country. Cameron Adams and Kathy McCabe have their fingers on the musical pulse of Australia and the world, from the biggest international acts to the coolest bands emerging from local venues.

Australia's most widely read movie reviewer Leigh Paatsch casts his critical eye over the new releases to help readers decide how to spend their hard-earned money, while Neala Johnson and Vicky Roach deliver profiles on Hollywood's hottest names.

*Herald Sun's Hit* is available in print and online making it a one-stop destination for readers to make the most of their precious spare time.



Available across these media types:

Print Web Tablet Mobile



## Entertainment

**The *Herald Sun* brings the vibrant world of Melbourne entertainment into readers' hands every day. The daily Entertainment pages cover movie listings, the freshest art plus music and theatre reviews.**

Get the inside word on what's coming up with Melbourne's authority on the hottest gigs, live acts, arts, movies and cinema session times and the biggest interviews and reviews.

Weekly highlights include Tuesday's 'Arts' section covering theatre and dance, Thursday's **Hit** with the latest listing from Melbourne's premier live music venues, as well as movies, music, charts and reviews.

Saturday's **Weekend** section is the go-to-guide for weekend planning with ideas and information on local activities and events for the whole family.

*Sunday Herald Sun's* in-depth interviews, gaming, music and film reviews allow Victorians to enjoy some down time with the best-value read of the week.



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## Switched On

**Switched On is a weekly section that looks at the ever converging world of home entertainment.**

With emphasis on the most popular and controversial shows, as well as more comprehensive TV show reviews, **Switched On** makes planning the week in television easy for readers.

Published every Wednesday, **Switched On** also has a strong accent on the newest gadgets and games, the latest in home entertainment technology, and keeps a close eye on what's happening on the internet.

Edited by Darren Devlyn, **Switched On** targets media-savvy consumers thinking about buying electronic products or deciding what to watch on television.

**Switched On** ensures consumers receive news of the latest technology trends from a trusted source and guides people who are confused about electronics to help them make the right choices.

Available across these media types:



## Confidential

**Confidential has its finger on the pulse of celebrity news, gossip and entertainment. Showcasing all that is hot and happening in showbiz, fashion, parties and everything celebrity.**

Appearing in the *Herald Sun* seven days a week, **Confidential** offers readers everything they need to know about the world of celebrities, parties and the general fabulousness that comes with living in Australia's most liveable city Melbourne.

In its hard-to-miss location behind the news pages, **Confidential** is popular amongst women and attracts 28,000\* females aged 18-34, an audience that spends an average of 10 minutes^ reading the section.

Positioned alongside **Confidential** at the back of the *Sunday Herald Sun*, **Party Central** captures the must-see photos of headline guests and VIPs from the latest local events and launches.

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\* emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013.  
^ News Limited Sections Research, 2009.



## Body+Soul

**Body+Soul captures the relaxed weekend mindset.**

For more than 10 years **Body+Soul** has been a leading source of inspiration for those seeking to live a happier, longer, healthier life.

Loyal readers rely on **Body+Soul** for expert health, body, food, parenting, beauty and relationship advice as well as trustworthy information and research to help them make up their own minds about their health and wellbeing.

\* emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013.  
 ^ News Limited Sections Research, 2009.

Read by 48 per cent\* of female *Sunday Herald Sun* readers, with an average of 15 minutes^ reading time, **Body+Soul** is accessible across multiple platforms.

With the launch of its new website, it is now even easier for readers to locate **Body+Soul** content online and in print. Working hand-in-hand, the liftout and website provide readers with more information on each and every topic, every day of the week.

Available across these media types:



## Your Time

**Your Time** is a great way to take time out during the day.

Topics range from relationship issues and health and fitness ideas, to advice on parenting, healthy eating, shopping bargains and the latest fashion trends.

Published weekdays in print, **Your Time** includes crosswords, puzzles, Sudoku, horoscopes and cartoons helping readers to unwind and relax.

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## Carsguide

**Carsguide brings readers up to date news and reviews of all things automotive.**

Each week 494,000\* Friday *Herald Sun* readers read **Carsguide** in print while 91,000\* Victorians visited *carsguide.com.au* in the last four weeks. Readers turn to **Carsguide** to learn all they need to know about the biggest financial investment most of them will make after buying a home. In fact, 72 percent^ of male Friday *Herald Sun* readers who intend to buy a car in the next 12 months read **Carsguide**.

The only national, weekly publication for car buyers, **Carsguide** is home to the nation's leading motoring

journalists and opinion leaders. Every new passenger vehicle on the market is assessed, compared and reviewed; from the cheapest commuter runabout to the most expensive, top of the range automobile.

Turn to 'Prestigeguide' at the back of the **Carsguide** section and read what the experts think about the latest prestige vehicles, from the aspirational to the exotic, direct from car launches around the world.

\* emma™ conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013.  
^ News Limited Sections Research, 2009.

Available across these media types:



## Realestate

**Realestate is the property bible.**

Offering comprehensive coverage of the local real estate market for an audience that is passionate about property. Research shows 88 per cent of *Herald Sun* readers believe the section gives them a good feel for prices in their suburb and surrounds, 84 per cent say **Realestate** gives them an idea of active agents in their local area and 61 per cent agree they need a combination of newspapers and property websites to find a property\*.

**Realestate** is published in print on Saturday and includes news and information about buying and selling, the best advice from experts, market insights and house listings.

Available across these media types:



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\*Pulse Panel Real Estate Study, Jan 2013 (Vic).



## Home magazine

**Home is a market leader when it comes to new homes, land and lifestyle.**

During the past 19 years *Herald Sun Home* magazine has earned itself a strong reputation and is a proven reference point for ideas, inspiration and information on everything to do with the home.

A weekly full-colour magazine, in Saturday's *Herald Sun*, **Home** offers a variety of stories including decorator looks, design ideas, garden makeovers, renovations, easy weekend projects, new land releases, the latest display homes plus more – all in a chatty, weekend-friendly format.

Special themed 'athome' and property magazine supplements, are also part of the mix each month, providing readers with added value and even more inspiring home ideas.

Available across these media types:



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## Learn

**Learn is the Herald Sun's respected education section.**

Delivering quality news on education issues, trends, teacher resources, and study advice on Tuesdays in print.

Each week, **Learn** features a bright educational poster on subjects that feature in the new Australian curriculum and that matter to your children's schooling.

Featuring timely exam advice and study tips for VCE students from expert teachers, **Learn** engages with parents, teachers, students, schools and communities with an interest in learning.

It strikes a chord with teachers and children in both primary and secondary school classrooms.

**Learn** is your education must-read, published during school terms.

Available across these media types:



Print





## CareerOne

**CareerOne is all about careers and job skills.**

Published in the *Herald Sun* each Saturday, **CareerOne** gives readers an insight into the latest employment news and trends, advice on workplace issues and informative facts and figures to help them make decisions about their career path.

**CareerOne** is targeted to people who work in a trade or professional role, want to improve in their current position, make a change into a different job or field, or are passive jobseekers and would be enticed into making a switch for just the right role.

**CareerOne** includes dedicated 'Upskill' training and education editorial which aims to encourage all workers to update and upgrade their informal and/or formal skills to improve their career prospects.

Available across these media types:



## Classifieds

**Herald Sun's daily Classifieds section includes shopper retail listings, general services and public notices.**

The **Classifieds** section is the perfect opportunity to share life's special moments including marriages, the arrival of a new baby, or a friend or loved ones' birthday.

The **Classifieds** section is also the destination for memorial tributes, death notices, and event listings. Permanent tributes and memorial message boards are published online. **Classifieds** are published daily in print and online.

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## TV Guide

**TV Guide offers everything the avid or casual couch surfer needs.**

Featuring a complete seven day program guide, along with reviews and interviews, **TV Guide** is one of the most popular sections in the *Sunday Herald Sun*. It includes detailed TV listings complemented by expert recommendations and reviews with all the week's listings for free to air, digital TV as well as popular subscription TV shows.

**TV Guide's** compact size and format make it perfect for the coffee table. With a long shelf life, advertisers have the opportunity to connect with their target audiences for the whole week and gain a competitive edge through the use of positioning on specific viewing days.

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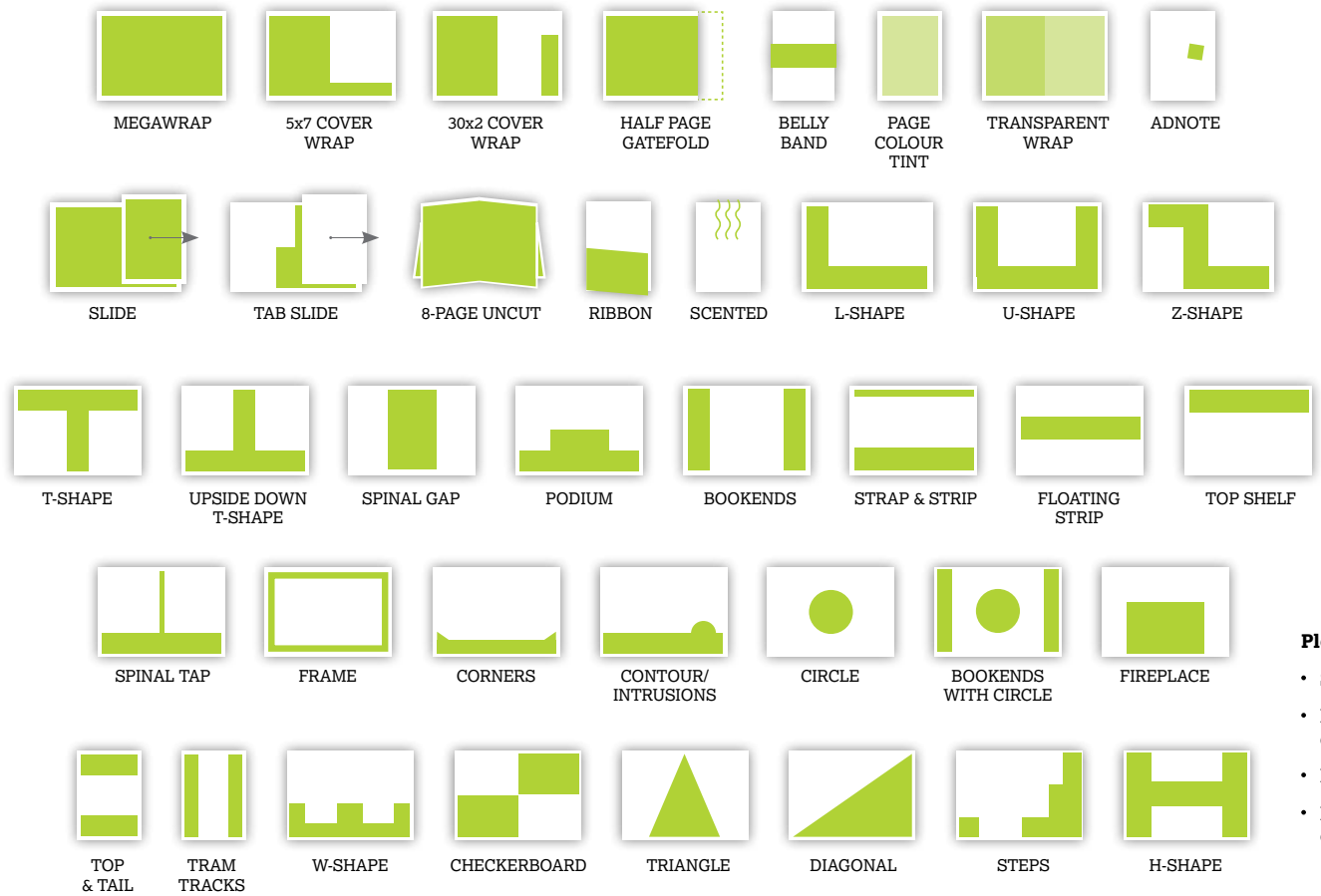
# Creative Options



# Print creative options overview

Designed to deliver dominance on any platform our wide range of creative options is a great way to take your brand to market and raise your company profile.

A specially designed package can be created to fulfil your business objectives within budget.



**Please note:**

- Subject to availability at time of booking.
- News Australia reserves the right to cancel any execution if deemed inappropriate.
- Page positioning will not be guaranteed.
- Limited to one execution per issue or at the discretion of the News Australia General Manager – Sales/Editor.

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## Bookends

## Contours



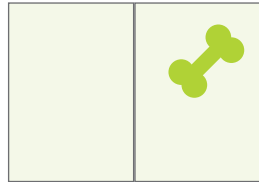
## U-shape

## AdNotes

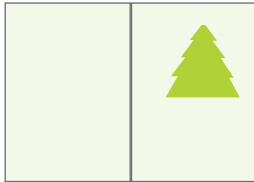


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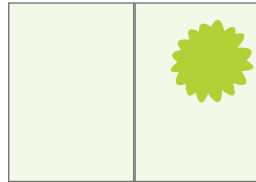
# AdNotes



Bone



Christmas Tree



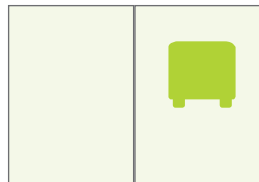
Flower



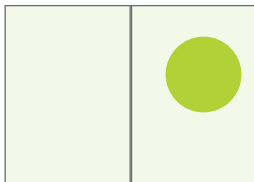
Popcorn



Star



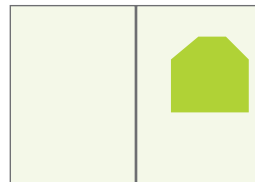
Bus



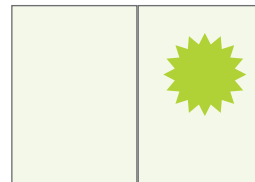
Circle



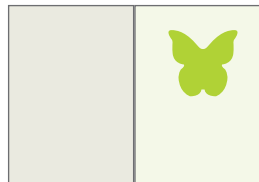
Heart



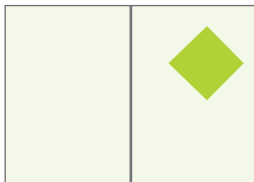
Price Tag



Star Burst



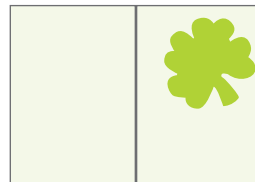
Butterfly



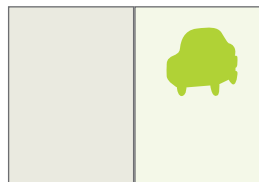
Diamond



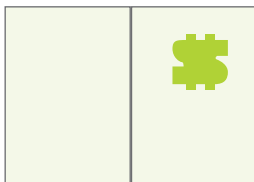
House



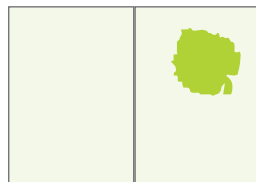
Shamrock



Car



Dollar Sign



Leaf



Snowman

We have multiple AdNote die cuts available. To tailor an AdNote for your next campaign please talk to your News Australia Sales Representative.

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# Online and mobile creative options

### Side skins



### Over the page



### Push down



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### Mobile site banner

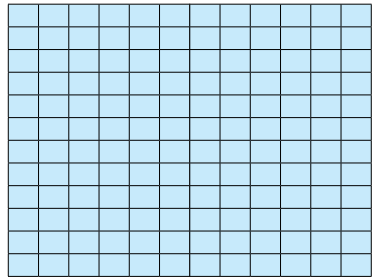


### Mobile site medium rectangle

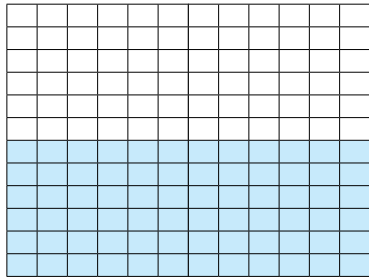


# Sizes

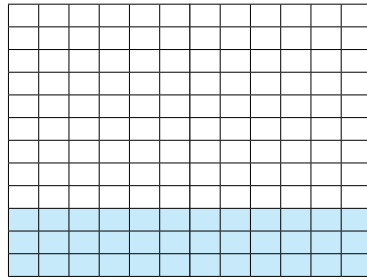
# Print sizes: tabloid 405mm (h) x 290mm (w)



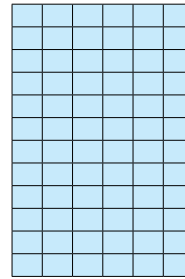
Double Page Spread  
M12x12  
380mm x 551mm



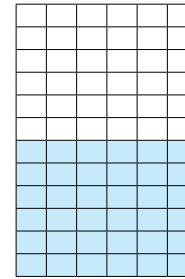
Half Page Spread  
M6x12  
188mm x 551mm



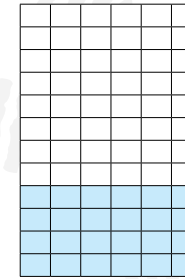
Quarter Page Spread  
M3x12  
92mm x 551mm



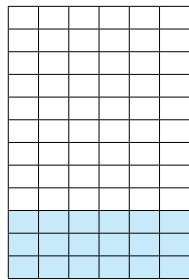
Full Page  
M12x6  
380mm x 262mm



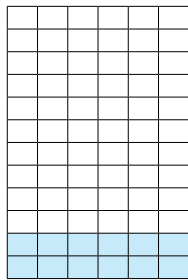
Half Page Horizontal  
M6x6  
188mm x 262mm



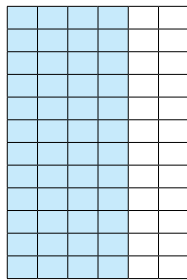
Large Strip  
M4x6  
124mm x 262mm



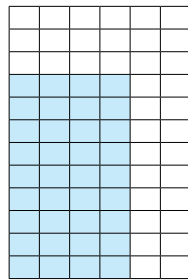
Medium Strip  
M3x6  
92mm x 262mm



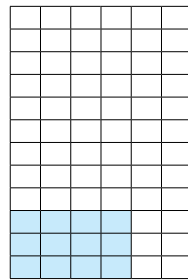
Small Strip  
M2x6  
60mm x 262mm



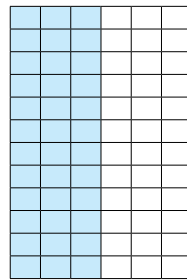
Dominant  
M12x4  
380mm x 174mm



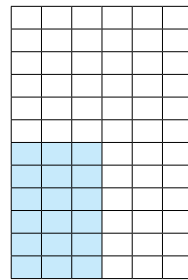
Portrait  
M9x4  
284mm x 174mm



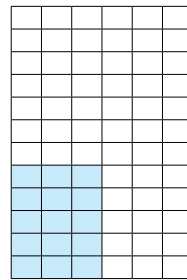
M3x4  
92mm x 174mm



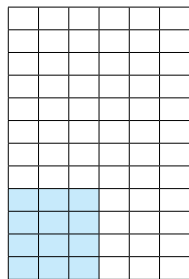
Half Page Vertical  
M12x3  
380mm x 129mm



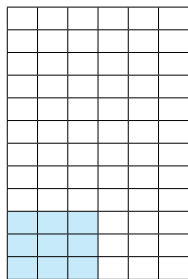
Quarter Page  
M6x3  
188mm x 129mm



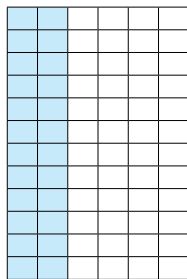
M5x3  
156mm x 129mm



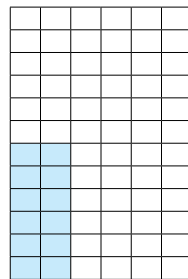
M4x3  
124mm x 129mm



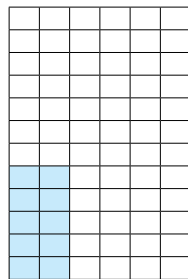
M3x3  
92mm x 129mm



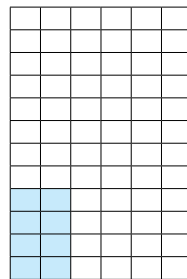
Third Page Vertical  
M12x2  
380mm x 85mm



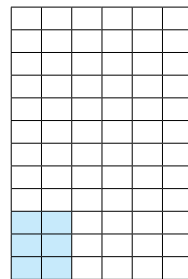
M6x2  
188mm x 85mm



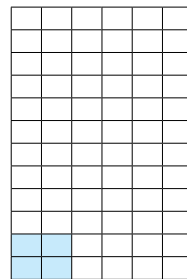
M5x2  
156mm x 85mm



M4x2  
124mm x 85mm



M3x2  
92mm x 85mm



M2x2  
60mm x 85mm

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## Online sizes

**Leaderboard**  
728 x 90 (px)



**Medium rectangle**  
300 x 250 (px)



**Half page**  
300 x 600 (px)



**Side skins**  
115 x 1,050 (px)



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# Mobile sizes

**Mobile site banner**  
300 x 50 (px)



**Mobile site medium rectangle**  
300 x 250 (px)



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# Rates

# Print advertising rates by ad size

Ad Size Name	Height in Modules	Width in Modules	Total Modules	Mon-Fri (excl. GST)	GST	Total (incl. GST)	Saturday (excl. GST)	GST	Total (incl. GST)	Sunday (excl. GST)	GST	Total (incl. GST)
M12 x 12 (Double)	12	12	144	\$100,512.00	\$10,051.20	\$110,563.20	\$90,000.00	\$9,000.00	\$99,000.00	\$101,664.00	\$10,166.40	\$111,830.40
M12 x 6 (Full Page)	12	6	72	\$50,256.00	\$5,025.60	\$55,281.60	\$45,000.00	\$4,500.00	\$49,500.00	\$50,832.00	\$5,083.20	\$55,915.20
M6 x 12 (Half Page Spread)	6	12	72	\$50,256.00	\$5,025.60	\$55,281.60	\$45,000.00	\$4,500.00	\$49,500.00	\$50,832.00	\$5,083.20	\$55,915.20
M12x4 (Dominant)	12	4	48	\$33,504.00	\$3,350.40	\$36,854.40	\$30,000.00	\$3,000.00	\$33,000.00	\$33,888.00	\$3,388.80	\$37,276.80
M3 x 12 (Quarter Page Spread)	3	12	36	\$25,128.00	\$2,512.00	\$27,640.80	\$22,500.00	\$2,250.00	\$24,750.00	\$25,416.00	\$2,541.60	\$27,957.60
M9x4 (Portrait)	9	4	36	\$25,128.00	\$2,512.80	\$27,640.80	\$22,500.00	\$2,250.00	\$24,750.00	\$25,416.00	\$2,541.60	\$27,957.60
M6x6 (Half Horizontal)	6	6	36	\$26,444.71	\$2,644.47	\$29,089.18	\$23,661.00	\$2,366.10	\$26,027.10	\$26,745.26	\$2,674.53	\$29,419.79
M12x3 (Half Vertical)	12	3	36	\$25,128.00	\$2,512.80	\$27,640.80	\$22,500.00	\$2,250.00	\$24,750.00	\$25,416.00	\$2,541.60	\$27,957.60
M12x2 (Third Vertical)	12	2	24	\$16,752.00	\$1,675.20	\$18,427.20	\$15,000.00	\$1,500.00	\$16,500.00	\$16,944.00	\$1,694.40	\$18,638.40
M4x6 (Large Strip)	4	6	24	\$16,752.00	\$1,675.20	\$18,427.20	\$15,000.00	\$1,500.00	\$16,500.00	\$16,944.00	\$1,694.40	\$18,638.40
M6x3 (Quarter)	6	3	18	\$12,564.00	\$1,256.40	\$13,820.40	\$11,250.00	\$1,125.00	\$12,375.00	\$12,708.00	\$1,270.80	\$13,978.80
M3x6 (Medium Strip)	3	6	18	\$12,564.00	\$1,256.40	\$13,820.40	\$11,250.00	\$1,125.00	\$12,375.00	\$12,708.00	\$1,270.80	\$13,978.80
M5x3	5	3	15	\$10,470.00	\$1,047.00	\$11,517.00	\$9,375.00	\$937.50	\$10,312.50	\$10,590.00	\$1,059.00	\$11,649.00
M2x6 (Small Strip)	2	6	12	\$8,376.00	\$837.60	\$9,213.60	\$7,500.00	\$750.00	\$8,250.00	\$8,472.00	\$847.20	\$9,319.20
M3x4	3	4	12	\$8,376.00	\$837.60	\$9,213.60	\$7,500.00	\$750.00	\$8,250.00	\$8,472.00	\$847.20	\$9,319.20
M4x3	4	3	12	\$8,376.00	\$837.60	\$9,213.60	\$7,500.00	\$750.00	\$8,250.00	\$8,472.00	\$847.20	\$9,319.20
M6x2	6	2	12	\$8,376.00	\$837.60	\$9,213.60	\$7,500.00	\$750.00	\$8,250.00	\$8,472.00	\$847.20	\$9,319.20
M5x2	5	2	10	\$6,980.00	\$698.00	\$7,678.00	\$6,250.00	\$625.00	\$6,875.00	\$7,060.00	\$706.00	\$7,766.00
M3x3	3	3	9	\$6,282.00	\$628.20	\$6,910.20	\$5,625.00	\$562.50	\$6,187.50	\$6,354.00	\$635.40	\$6,989.40
M4x2	4	2	8	\$5,584.00	\$558.40	\$6,142.40	\$5,000.00	\$500.00	\$5,500.00	\$5,648.00	\$564.80	\$6,212.80
M3x2	3	2	6	\$4,188.00	\$418.80	\$4,606.80	\$3,750.00	\$375.00	\$4,125.00	\$4,236.00	\$423.60	\$4,659.60
M2x2	2	2	4	\$2,792.00	\$279.20	\$3,071.20	\$2,500.00	\$250.00	\$2,750.00	\$2,824.00	\$282.40	\$3,106.40

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# Print advertising rates

## Modular rates\*

	Discount	Mon-Fri (excl. GST)	GST	Total (incl. GST)	Saturday (excl. GST)	GST	Total (incl. GST)	Sunday (excl. GST)	GST	Total (incl. GST)
Casual	0%	\$698.00	\$69.80	\$767.80	\$625.00	\$62.50	\$687.50	\$706.00	\$70.60	\$776.60
\$60,000	-2%	\$684.04	\$68.40	\$752.44	\$612.50	\$61.25	\$673.75	\$691.88	\$69.19	\$761.07
\$115,000	-4%	\$670.08	\$67.01	\$737.09	\$600.00	\$60.00	\$660.00	\$677.76	\$67.78	\$745.54
\$230,000	-6%	\$656.12	\$65.61	\$721.73	\$587.50	\$58.75	\$646.25	\$663.64	\$66.36	\$730.00
\$450,000	-8%	\$642.16	\$64.22	\$706.38	\$575.00	\$57.50	\$632.50	\$649.52	\$64.95	\$714.47
\$860,000	-10%	\$628.20	\$62.82	\$691.02	\$562.50	\$56.25	\$618.75	\$635.40	\$63.54	\$698.94
\$1,250,000	-12%	\$614.24	\$61.42	\$675.66	\$550.00	\$55.00	\$605.00	\$621.28	\$62.13	\$683.41

## Sectional discounts

Classification	Mon-Fri	Sat	Sun
Business	-15%	-15%	-15%
Entertainment	-15%	-15%	-15%
Escape			-15%
Features	-12%	-12%	-12%
Sport	-15%	-15%	-15%
Taste	-15%		

## Position loadings

Page Location	%
Page 1 <sup>f</sup>	100%
Page 2-7	50%
Page 8-15	30%
Back Page	50%
Specified Position	20%
Front Page Sections	20%

### Notes:

Rates apply from July 1, 2013.

Rates are inclusive of colour.

Prices based per module. 72 modules = Full Page.

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

Should back to back colour not be available, your advertisement will appear in mono and a 20% discount will be applied.

\*Modules not sold individually but only sold by ad sizes shown on previous page.

<sup>f</sup>Must be part of a creative execution (wrap).

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## Modular rates calculator: example

A medium strip (M3 x 6) colour advertisement is to appear in the **Sport** section of Saturday's *Herald Sun*.

Medium Strip M3 x 6 ( 3 x 6 = 18 modules)			Module Cost
Load	+/-%	\$	\$625.00
Section	-15%	\$93.75	\$531.25
Mono	-	-	-
Module Cost			\$531.25
			<b>Base Cost</b>
Base Rate = Module Cost (\$531.25) x No. Modules (18)			\$9,562.50
Position Load	-	-	-
Creative Execution	-	-	-
GST	+10%	\$956.25	\$10,518.75
<b>Total Insertion Cost</b>			<b>\$10,518.75</b>

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# Classifieds and magazine style environments advertising rates

## 8 column pages daily

8 Column Pages Daily	WEEKDAYS			SATURDAY			SUNDAY		
	Column cm (exc. GST)	GST	Column cm (inc. GST)	Column cm (ex GST)	GST	Column cm (inc. GST)	Column cm (ex GST)	GST	Column cm (inc. GST)
CareerOne (main section on Saturday)	-	-	-	\$90.95	\$9.10	\$100.05	-	-	-
General Classifieds	\$131.45	\$13.15	\$144.60	\$131.10	\$13.15	\$144.25	\$131.45	\$13.15	\$144.60

## Lineage

Lineage	Per Line (exc. GST)	GST	Per Line (inc. GST)
CarsGuide	\$14.20	\$1.42	\$15.62
CareerOne	\$13.35	\$1.34	\$14.69
Property	\$11.80	\$1.18	\$12.98
General Classifieds	\$14.10	\$1.41	\$15.51

## Magazine style environments

Magazine - Style Environments	Per Page* (exc. GST)	GST	Per Page (inc. GST)
Home Magazine	\$26,840.20	\$2,605.85	\$28,664.29
Body+Soul (Victoria)	\$23,873.50	\$2,387.35	\$26,260.85
TV Guide	\$22,212.65	\$2,221.27	\$24,433.92

\* For specific ad shapes and sizes, please contact your News Australia Sales Representative.

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# Online and mobile advertising rates

Creative Type	Size	Per 1,000 Ad Impressions (exc GST)	GST	Per 1,000 Ad Impressions (inc GST)
<b>Leaderboard</b>	728x90	\$30.00	\$3.00	\$33.00
<b>Medium Rectangle</b>	300x250	\$40.00	\$4.00	\$44.00
<b>Half Page</b>	300x600	\$50.00	\$5.00	\$55.00
<b>Roadblock Medium Rectangle</b>	300x250 + 728x90	\$60.00	\$6.00	\$66.00
<b>Roadblock Half Page</b>	300x600 + 728x90	\$70.00	\$7.00	\$77.00
<b>Mobile Site Banner</b>	300x50	\$15.00	\$1.50	\$16.50
<b>Mobile Site Medium Rectangle</b>	300x250	\$30.00	\$3.00	\$33.00

Buyout	Timing	Execution	Cost (ex GST)	GST	Cost (inc GST)
<b>Homepage Daily Buyout</b>	<b>Weekday</b> Reduce Weekend Buyout by 50%	Roadblock Med Rec Home Buyout	\$12,800.00	\$1,280.00	\$14,080.00
		Roadblock Med Rec Weekend Home Buyout	\$6,400.00	\$640.00	\$7,040.00
		Roadblock Med Rec RMX Home Buyout	\$16,000.00	\$1,600.00	\$17,600.00
		Roadblock Med Rec Video Lightbox Home Buyout	\$17,600.00	\$1,760.00	\$19,360.00
		Skins Buyout (in addition to Buyout)	\$3,200.00	\$320.00	\$3,520.00
<b>Breaking News Section Buyout</b>	<b>Weekday</b> Reduce Weekend Buyout by 50%	Roadblock Med Rec, Home Buyout	\$900.00	\$90.00	\$990.00
		Roadblock Half Page Buyout	\$1,100.00	\$110.00	\$1,210.00
		Skins Buyout (in addition to Buyout)	\$200.00	\$20.00	\$220.00
<b>State News Section Buyout</b>	<b>Weekday</b> Reduce Weekend Buyout by 50%	Roadblock Med Rec Home Buyout	\$1,000.00	\$100.00	\$1,100.00
		Roadblock Half Page Home Buyout	\$1,500.00	\$150.00	\$1,650.00
		Skins Buyout (in addition to Buyout)	\$400.00	\$40.00	\$440.00

Please note: The above rates are valid until Monday, March 31, 2014. Roadblocks include Medium Rectangle and Leaderboard.

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# Deadlines

# Print advertising deadlines

Day	Section	Booking/Cancellation Deadline	Copy for In-house Setting	Material Deadlines Display		Material Deadlines Lineage	
				Full Colour	Spot Colour/Mono	By Telephone	By Email or Fax
<b>Monday - Saturday</b>	Premium positions	5pm, 2 weeks prior	12pm, 2 working days prior	5pm, 2 working days prior	9am, 1 working day prior		
	General News	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior	9am, 1 working day prior		
	Business Daily	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior	9am, 1 working day prior		
	Confidential	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior	9am, 1 working day prior		
	Sport (Mon-Fri)	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior	9am, 1 working day prior		
	Entertainment (Mon, Tue, Wed, Fri)	5pm, 2 working days prior	12pm, 2 working days prior	5pm, 2 working days prior	9am, 1 working day prior		
	General Classifieds	10am, 2 working days prior	11am, 2 working days prior	3pm, 1 working day prior	3pm, 1 working day prior	6pm, 1 day prior	4pm, 1 day prior
<b>Monday</b>	Your Time	5pm, Tuesday prior	12pm, Wednesday prior 1	2pm, Friday prior	12pm, Friday prior		
	Your Money	5pm, Tuesday prior	5pm, Thursday prior	12pm, Friday prior	2pm, Friday prior		
<b>Tuesday</b>	Taste	12pm, Tuesday prior	12pm, Thursday prior	12pm, Friday prior	12pm, Friday prior		
	Learn	9am, Thursday prior	12pm, Thursday prior	5pm, Friday prior	9am, Monday prior		
<b>Wednesday</b>	Commercial Property	5pm, Friday prior	10am, Friday prior	12pm, Monday prior	12pm, Monday prior	6pm, Monday prior	4pm, Monday prior
	Switched On	11am, Wednesday prior	12pm, Thursday prior	9am, Friday prior	5pm, Friday prior		
	Business Tenders	5pm, Monday prior	11am, Monday prior	12pm, Tuesday prior	12pm, Tuesday prior	4pm, Tuesday prior	2pm, Tuesday prior
<b>Thursday</b>	Hit	5pm, Monday prior	12pm, Tuesday prior	12pm, Wednesday prior	12pm, Wednesday prior		
	Gig Guide (inside Hit)	5pm, Monday prior	12pm, Tuesday prior	12pm, Wednesday prior	12pm, Wednesday prior	1pm, Tuesday prior	11am, Tuesday prior
	BusinessOwner	5pm, Tuesday prior	9am, Tuesday prior	3pm, Tuesday prior	9am, Wednesday prior		
<b>Friday</b>	CarsGuide	10am, Monday prior	12pm, Tuesday prior	2pm, Wednesday prior	2pm, Wednesday prior	6pm, Wednesday prior	4pm, Wednesday prior
	Weekend	5pm, Monday, 5 days prior	12pm, Tuesday prior	12pm, Wednesday prior	12pm, Wednesday prior		
<b>Saturday</b>	Travel Directory (inside Weekend)	5pm, Monday, 5 days prior	12pm, Tuesday prior	12pm, Wednesday prior	12pm, Wednesday prior		
	Weekend Sport	9am, Thursday prior	12pm, Tuesday prior	9am, Thursday prior	5pm, Thursday prior		
	Property	5pm, Friday, 8 days prior	12pm, Friday prior	5pm, Monday prior	5pm, Monday prior	6pm, Wednesday prior	4pm, Wednesday prior
	CareerOne	10am, Thursday prior	11am, Thursday prior	3pm, Friday prior	3pm, Friday prior	6pm, Friday prior	4pm, Friday prior
	Home	12pm, Tuesday, 11 days prior	12pm, Wednesday, 10 days prior	4pm Friday, 8 days prior	Not applicable	12pm, Thurs, 9 days prior	12pm, Thurs, 9 days prior
<b>Sunday</b>	Premium positions	9am, Monday prior	12pm, Thursday prior	5pm, Thursday prior	9am, Friday prior		
	General News	5pm, Tuesday prior	12pm, Thursday prior	5pm, Thursday prior	9am, Friday prior		
	General Classifieds	10am, Thursday prior	11am, Thursday prior	3pm, Friday prior	3pm, Friday prior	6pm, Friday prior	4pm, Friday prior
	Sunday Sport	5pm, Tuesday prior	12pm, Thursday prior	5pm, Thursday prior	9am, Friday prior		
	Escape	9am, Tuesday prior	9am, Thursday prior	12pm, Thursday prior	12pm, Thursday prior		
	Travel Directory (inside Escape)	4pm, Tuesday prior	11am, Tuesday prior	3pm, Thursday prior	3pm, Thursday prior	4pm, Thursday prior	2pm, Thursday prior
	Making Money	12pm, Thursday prior	12pm, Thursday prior	5pm, Thursday prior	9am, Friday prior		
	Entertainment	5pm, Tuesday prior	9am, Thursday prior	12pm, Thursday prior	12pm, Thursday prior		
	Gig Guide (inside Entertainment)	5pm, Wednesday prior	12pm, Wednesday prior	12pm, Thursday prior	12pm, Thursday prior	1pm, Tuesday prior	11am, Thursday prior
	tvguide	12pm, Friday, 16 days prior	5pm, Thursday, 10 days prior	5pm, Thursday, 10 days prior	5pm, Thursday, 10 days prior		
Body+Soul	10am, Wednesday, 18 days prior	12pm, Tuesday, 12 days prior	12pm, Tuesday, 12 days prior	12pm, Tuesday, 12 days prior			



## Online and mobile advertising deadlines

Creative Type	Turnaround Time*
<b>Leaderboard</b>	2 full working days
<b>Medium Rectangle</b>	2 full working days
<b>Half Page</b>	2 full working days
<b>Rich Content (Video, Side Skins)</b>	5 full working days

\*All digital turnaround times are based on receiving correct creative.

### Delivery

Email [creative@newsdigitalmedia.com.au](mailto:creative@newsdigitalmedia.com.au) and place insertion order number in the subject field.



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# Advertising Specifications

# Print advertising specifications

Physical Dimensions	Height mm	Width mm	Live Art Area	Height mm	Width mm
Mechanical	405	289		380	262

Ad Size Name	Height mm	Width mm	Ad Size Name	Height mm	Width mm
M2x2	60	85	M9x4 (Portrait)	284	174
M3x2	92	85	M12x4 (Dominant)	380	174
M4x2	124	85	M2x6 (Small Strip)	60	262
M5x2	156	85	M3x6 (Medium Strip)	92	262
M6x2	188	85	M4x6 (Large Strip)	124	262
M12x2 (Third Page Vertical)	380	85	M6x6 (Half Page Horizontal)	188	262
M3x3	92	129	M12x6 (Full Page)	380	262
M4x3	124	129	M3x12 (Quarter Page Spread)	92	551
M5x3	156	129	M6x12 (Half Page Spread)	188	551
M6x3 (Quarter Page)	188	129	M12x3 (Double Page Spread)	380	551
M12x3 (Half Page Vertical)	380	129			
M3x4	92	174			



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# Print and classifieds advertising specifications

News Limited is leading the world in colour news printing. To achieve our consistently high quality, we've dedicated years of research to develop the clearest colours, the cleanest whites and the sharpest blacks in the world of newsprint. To pass on these achievements to our advertisers, we insist on trade houses adhering to some simple yet strictly enforced procedures. This enables you to achieve the best possible results from the fastest newspaper presses in the world.

## Newscolour quality control

News Limited specifies GCR. Grey Component Replacement (GCR) is the procedure used in the colour separation process to reduce, or remove a grey component made up of yellow, magenta and cyan inks and replace it with a suitable amount of black ink.

The application of GCR improves shadow detail, reduces ink weight and renders cleaner colors on newsprint with less set off to other pages. For these reasons Newscolour specifications insist that the colour separator apply GCR.

Please note: replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the scanner operator assess the original material and use the appropriate percentage of GCR. Call our Quality Control Manager on 1300 557 418 to assist you with expert knowledge outlining the GCR process.

## Four colour requirements

- ▶ **Image resolution** 200dpi @ 100%
- ▶ **Print sequence** Cyan, Magenta  
Yellow, Black
- ▶ **Dot shape** Round

## Tone reproduction guidelines

Highlights	C	M	Y	K
Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non-essential whites	0%	0%	0%	0%
Essential whites	3%	2%	2%	0%

## Midtones

Allow for 30% dot gain. Keep midtones open for newspaper stock (more than for magazine separations, to compensate for dot gain).

## Shadows

1. A maximum total shadow end density not to exceed 230%.
2. To allow ink trapping, limit Cyan, Magenta & Yellow to 90%.
3. Halftone Black limit is 80%.

## Black & white material requirements

### Monochrome

- ▶ **Image Resolution:** 200dpi @ 100%
- ▶ **Catchlights:** 0%
- ▶ **Non-essential whites** 0%
- ▶ **Essential whites** 2%
- ▶ **Midtones** Allow for 30% dot gain

## Mechanical requirements

### Tabloid format image size

- Single page:** 380mm x 262mm  
(no bleed available)
- Double page spread:** 380mm x 551mm  
(incl. gutter bleed)

### Spot colour

There are eight News Limited spot colour inks available and each of these can be broken down into process with one solid ink element.

Therefore spot color jobs should be supplied as process 'spot ready' separated files, to take advantage of the increased placement options within our publications.

<b>Spot 1</b>	100% M
<b>Spot 2</b>	100% C • 95% Y
<b>Spot 3</b>	100% Y
<b>Spot 4</b>	100% C • 60% M
<b>Spot 5</b>	100% C
<b>Spot 6</b>	100% M • 90% Y
<b>Spot 7</b>	50% M • 100% Y
<b>Spot 8</b>	100% C • 40% M

Please note: certain PMS colours are difficult to emulate with process colours on newsprint. The News Limited Advertising Quality Control Manager will be happy to assist you in this selection if you have difficulty. Please telephone 1300 557 418.

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## Publishing conditions

- News Australia reserves the right to refuse any material that is considered unsuitable for publishing.
- While every effort will be made to publish advertisements, no liability can be accepted for misplacement or omission.
- News Australia cannot guarantee a level of response or be held responsible for poor response.
- The advertiser undertakes that the advertisement or insert does not contain material that is misleading or deceptive, and that it does not contravene any Federal or State laws or advertising industry codes.
- The advertiser and/or the accredited agency jointly and severally agree to indemnify News Australia against any liability or potential liability for any penalty, damages, costs or otherwise arising from publication of advertisements.

### Ad delivery

News Australia is currently using third party providers Adstream and AdSend. News Australia prefers files to be sent with Adobe Acrobat compression (PDF)\*. To obtain the News Australia Acrobat settings, please contact our Quality Control Team on 1300 557 418. All material successfully processed for publication are flagged with an acceptance in both Adstream and AdSend systems. If you have not received an acceptance before the publication date please contact the Media Support Team on 1300 557 418 to ensure the material has been used.

\*PDF/X-1a required for TV Guide.

### Eproof

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

### AdDrop

AdDrop enables pdf delivery via FTP where an 'email link' can be sent several days prior to publication deadline.

### 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

### Payment Options

Cash, bank cheque, personal cheque (subject to approval), Electronic Funds Transfer, credit card – American Express, Bankcard, Diners, Mastercard and Visa only.

The maximum dollar value transaction(s) allowed on credit card(s) within a 30 day calendar period must not exceed \$20,000 for an individual direct customer.

The credit card payment facility is not available to advertising agencies, newsagencies or third parties.

## Advertorial/editorial style requirements

Advertisements which emulate an editorial style are subject to approval prior to publication. Guidelines for these advertisements are below:

### Design

Advertisements must not copy the overall design of the newspaper.

### Type

Advertisements must not use the same or similar typeface as those used by the host publication.

### Border

Advertisements must be fully enclosed within a border. The border must have a minimum thickness of 4 point.

### Header

Advertisements must have the word 'Advertisement' centred at the top and breaking into the border. 'Advertisement' must be set in a minimum 14 point for a full page, or for smaller advertisements, 10 point is the minimum.

### Deadline

Advertisements of this nature are subject to an earlier deadline than usual. Complete material must be received no later than 12 noon, 2 working days prior to publication. Advertisements must not be misleading.

### Advertorial/editorial style deadlines

Deadlines for special sections and features may differ from those printed in this rate card. Please check with your sales representative for details. These deadlines may vary from time to time.

Note: days prior excludes weekends and public holidays.

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## Online advertising specifications

Ad Format	Dimensions	Max File Size (Flash/Image)	Notes
<b>Leaderboard</b>	728 x 90	40kb	
<b>Medium Rectangle</b>	300 x 250	40kb	Required for all CPC/CPA performance campaigns
<b>Half Page</b>	300 x 600	40kb	
<b>Rich Content</b>	Available on request	Available on request	

For updated specifications please visit [http://sops.news.com.au/adspecs/NewsAustralia\\_DigitalAdSpecs.pdf](http://sops.news.com.au/adspecs/NewsAustralia_DigitalAdSpecs.pdf)

### 3rd party ad serving guidelines and creative acceptance policies

- All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency.
- Should you wish to utilise a 3rd party ad serving vendor not currently listed, please contact your Campaign Manager as early as possible to arrange testing/certification and provide detailed publisher trafficking instructions. Vendors who do not provide the ability for News Australia to track clicks through DFP will **not** be certified.
- News Australia reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.
- News Australia may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.
- News Australia reserves the right to remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.
- The setting of 3rd or 4th party cookies on News Australia sites for re-targeting or any other user tracking purposes is not permitted without prior approval from News Australia. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation. Creatives can be returned to rotation once unauthorised connections have been removed.

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## Mobile advertising specifications

Ad Format	Dimensions	Max File Size (GIF/JPG)	Notes
<b>Standard Banner</b>	300 x 50	15 kb	---
<b>BTYB Header Banner</b>	300 x 20	25 kb	Creative must include text "In Partnership with <LOGO>" or "Brought To You By <LOGO>"
<b>Medium Rectangle Banner</b>	300 x 250	40kb	Dynamically resizes to fit all screens and positioned to appear in article

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# Inserts



# Inserts rates

## Inserts

Inserts	1-4 PAGES			5-12 PAGES		
	Per 1,000 (exc. GST)	GST	Per 1,000 (inc. GST)	Per 1,000 (exc. GST)	GST	Per 1,000 (inc. GST)
Full Run^	\$110.70	\$11.07	\$121.77	\$117.50	\$11.75	\$129.25
Metro Run	\$116.85	\$11.69	\$128.54	\$120.25	\$12.03	\$132.28
Minimum	\$134.60	\$13.46	\$148.06	\$134.60	\$13.46	\$148.06

^ Full Run refers to Victorian copies only. Boxing Day inserts attract a 30% loading.



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## Inserts deadlines and distribution

### Booking deadlines

Availability should be checked as soon as a preferred date for insertion is available, at least seven days.

### Delivery deadlines

*Herald Sun* inserts must arrive five working days prior to publication date, and nine days prior for *Sunday Herald Sun*. Additional costs to the customer will apply if delivery times are not adhered to or agreed to by Publishing Manager.

Deliveries earlier than 14 days will not be accepted. (Unless by prior agreement)

### Cancellation

Cancellation must be verified four weeks prior to deadline of booked publication date.

### Publisher's conditions

- Select Runs (special regions runs) are based on News Australia's current delivery runs not individual suburbs and as such every attempt will be made to cover nominated areas however 100% coverage is not guaranteed.
- All inserts are subject to approval of the Publisher, who reserves the right to refuse any material considered unsuitable for publication.
- Whilst every effort will be made to publish inserts as ordered, no liability can be accepted for misplacement or omission.
- The Publisher does not guarantee a level of response regarding an insert.
- The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene any Federal or State advertising laws or advertising industry codes.
- Both the advertising principal and the accredited agency jointly and severally agree to indemnify News Australia publications against any liability for any penalty, damages, costs or otherwise arising from publication of the insert.
- The Publisher reserves the right to abort insertion of products outside of specification if it disrupts production.

- Commercial inserts may appear in any section within the booked day's publication.
- Please note insert quantities will be updated quarterly.
- News Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses.
- News Australia will give first right of refusal for insert berths to advertisers that book regular activity.

If you have any questions regarding inserts or for technical support please call our Inserts Manager (03) 9292 3468.

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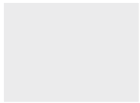
# Inserts advertising specifications

## Acceptable inserts

All paper weight specifications are the minimum acceptable. Please see following page for detailed information on acceptable sizes and stock weights.

### Single sheet

390mm x 285mm (180gsm)  
200mm x 180mm (135gsm)

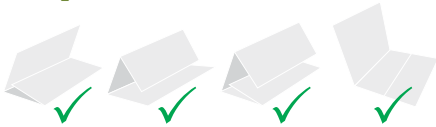


### Single fold

390mm x 285mm (100gsm)  
200mm x 180mm (80gsm)



### Acceptable folds



### Unacceptable folds

No single spine. Uneven stack height will cause jamming.



## Tabloid inserts

Four and eight page tabloid products, less than 100 gsm, must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required. Maximum size is 390mm deep x 285mm wide.

## Card and envelope inserts

Cards and envelope inserts should be stacked flat in cartons with no turns. Packing should be used to fill gaps in rows. The weight of the carton should not exceed 15kg. The cartons should then be palletised and strapped as per palletising illustration.

## Maximum insert thickness

The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Publishing Manager.

## Use of unsuitable products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to clients for clearance prior to inserting.

## Stapled inserts

Inserts less than 24 pages should not be stapled; a glued spine is the preferred option. Any insert that is stapled must have the staples firmly attached so they are not able to pull free and jam up the equipment.

If staples are used they must not exceed the thickness of the product and be placed perfectly within the fold of the product.

## Unusual inserts

Any card, envelope, perforated insert, stickers, part fold backs, index folds or steps, or other insert material of an unusual nature, will require a dummy sample of the product to be viewed by the Publishing Manager prior to acceptance.

Testing of unusual products may be required, a minimum of 500 samples will be required, 6 weeks in advance of intended publication date. Inserts containing metal or sharp objects, such as keys, coins, razor blades etc, will not be accepted. Clients are advised to seek assurance from printers that gloss surfaces will not be sticky or compacted into unmanageable bricks. Excessive slip may affect the insertion or retention of the insert into the paper.

## Inserts with externally printed magazines

### Loose inserts

Minimum Size of the insert must be no less than 75% of the height and width of the product which it is being inserted into. Maximum Size of the insert must be 20mm smaller than the width (spine to foredge) and 30mm smaller than the length (head to tail) of the product which it is being inserted into.

## Bound inserts

Inserts which fall below the above loose insert specification bound-in inserts are the preferred option. Small bound inserts still present issues winding the host product onto disk and consultation with publishing anagement is required prior to approval. Bound insert specifications and guidelines will need to be coordinated with the commercial printer supplying the host product.

## Inserting conditions

Whilst the specification table allows for some landscape shaped inserts it is preferred that the spine is the longest edge.

Some high gloss inserts are difficult to insert and may require approval prior to insertion.

Maximum size inserts (390mm x 285mm) run the risk of damage during the inserting and packaging processes.

Inserts below the winding capabilities (smaller than A4) will require direct (hopper) feeding into the publication and a surcharge may be applied to cover additional processing costs. No guarantee is given for full coverage of these inserts in the distribution areas.

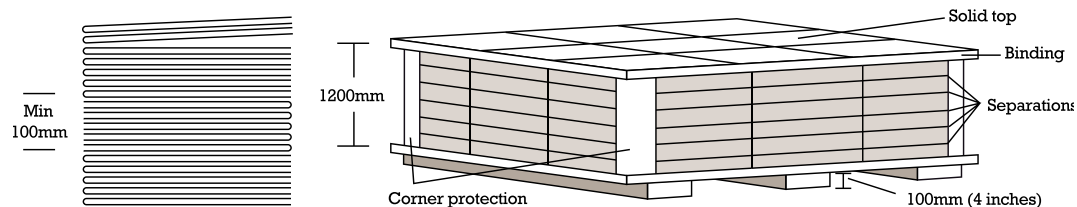
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# Inserts packaging and delivery

## Packaging

- Full packaging and delivery instructions must be supplied to the commercial printer. Please provide printer's name, address and phone number to your News Australia representative.
- Inserts are to be turned so that the minimum turned height is 100mm (as per illustration).
- Spine of the insert to be packed all the one way within a bundle or turn. Bundles must contain a maximum of one turn with a maximum bundle weight of 10kg.
- Bundles may be strapped from top to bottom, single tie only (the wider the strapping the better). The tension of the strapping should not in any way damage the bundle.
- Boxes or cartons for packing should only be used at publishing managers request if neat bundles can not be achieved. If packed in cartons inserts should be stacked flat with no turns. The weight of the carton should not exceed 15kg.
- Pallets should be Australian standard size 1165mm x 1165mm and in good condition, without loose or broken timbers.
- Maximum height of pallet to be 1200mm including runners and the maximum weight not to exceed 1000kg.
- If the pallet does not have a solid smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking.
- The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep the inserts flat, and avoid shifting during transportation. Gaps between bundles on the pallet should be kept to a minimum.
- A solid piece of wood, the same dimensions as the base of the pallet, should be placed on top of the stacked bundles to prevent strap damage.
- Inserts are to be stacked squarely on pallets with cardboard corners and shrink wrapped.
- Outside edges should be vertically even and the inserts should be stacked so that they do not protrude beyond the limits of the pallet.
- The pallets should be strapped four ways as per the following illustration.
- The pallet should be wrapped in plastic with cardboard corner protection and shrink wrapped for further protection.
- The Publisher reserves the right to refuse inserts which have been damaged in the process of printing, packaging and transportation.



## Deliveries

All deliveries must be accompanied by a delivery docket which must indicate the following details:

- The name of insert and key number or code if available.
- The total number of pallets for delivery.
- The total amount of copies on each pallet.
- The number of pallets on each vehicle.
- When more than one delivery is used the last docket is to be marked 'final'.

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to client prior to inserting.

### Pallet identification

The pallets must have the following information shown on at least two sides:

1. Client's name
2. The name and address of the company and the publication concerned
3. The publication issue, insertion date or other details for further identification
4. The estimated weight of the pallet
5. Total supplied quantity
6. Individual pallet quantity
7. Total number of pallets in consignment

### Inserts delivery address

Publishing Department,  
Herald & Weekly Times Westgate Park  
127 - 129 Todd Road  
Port Melbourne Vic 3207  
Telephone (03) 9292 3461

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# 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](http://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](http://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.

## 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.

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## 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
  - 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 ordered 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.newspace.com.au](http://www.newspace.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.

## 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.

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- 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](http://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](http://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](http://www.newsspace.com.au)

Publisher	If limited, then in relation to:	Jurisdiction
News Limited	News Australia	New South Wales
Nationwide News Pty Ltd	The Daily Telegraph The Sunday Telegraph The Australian mX	New South Wales
Nationwide News Pty Ltd	The Sunday Times	Western Australia
Nationwide News Pty Ltd	Quest Publications	Queensland
Nationwide News Pty Ltd	News Local	New South Wales
Nationwide News Pty Ltd	NT News	Northern Territory
Leader Associated Newspapers Pty Ltd		Victoria
Messenger Press Pty Ltd		South Australia
News Digital Media Pty Ltd		New South Wales
The Herald & Weekly Times Pty Limited		Victoria
Advertiser Newspapers Pty Limited		South Australia
Davies Brothers Pty Limited		Tasmania
Gold Coast Publications Pty Limited		Queensland
News Life Media Pty Limited		New South Wales
Queensland Newspapers Pty Limited		Queensland
The Cairns Post Pty Limited		Queensland
The Geelong Advertiser Pty Limited		Victoria
The North Queensland Newspaper Company Pty Limited		Queensland



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### News Australia

*Herald Sun* Advertising  
T: 1300 398 151

### News Australia Sales

Victoria  
Level 5, HWT Tower  
40 City Road  
Southbank, VIC 3006  
T: 03 9292 2885

New South Wales  
Level 23, 175 Liverpool Street  
Sydney, NSW 2000  
T: 02 9288 8440

Queensland  
28 Mayne Road  
Bowen Hills, QLD 4006  
T: 07 3666 7431  
F: 07 3666 7430

South Australia  
Level 3, 31 Waymouth Street  
Adelaide, SA 5000  
T: 08 8206 2332  
F: 08 8206 3677

Western Australia  
34 Stirling Street  
Perth, WA 6000  
T: 08 9326 9805  
F: 08 9326 9801

Tasmania  
91 - 93 Macquarie Street  
Hobart, TAS 7000  
T: 03 6230 0655  
F: 03 6230 0766

Northern Territory Printers Place  
Darwin, NT 8000  
T: 08 8944 9900  
F: 08 8981 3693

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