



stuff.co.nz



THE PRESS



178 *MEDIA KIT*

Welcome From the editor



Welcome to the advertising media kit for The Press. We trust you'll find everything you'll need to know about our products and services inside.

The Press loves being at the heart of life in this city and region.

Press reporters have been covering news in Canterbury and beyond for the past 153 years and every day the team delivers information relevant to the lives of people across the Mainland.

As the largest newspaper in the South Island, we have more reporters than any other media organisation, ensuring we get you the information you trust.

While media consumption continues to fragment, we have focused on innovation to ensure our readers get South Island news and information when and how they want it. The Press has stayed true to the traditions of fine newspapering while also evolving to ensure we meet the needs of readers young and old.

As a result, we reach hundreds of thousands of people every day across print and online and news from The Press team reaches more people than ever before.

We are well placed to help businesses and organisations reach audiences in creative, exciting ways across print and digital.

We love connecting with people and look forward to working with you.

Joanna Norris
Editor
The Press



Why Us?



The Press delivers you a strong Canterbury audience, whether it's daily through the **The Press**, online at stuff.co.nz or in one of our local community papers like the **Christchurch Mail**.

If you're after something a little different, whether the solution is a special advertising feature, geo-targeted advertising on stuff.co.nz, or placement in one of our popular magazines, our experienced media consultants are here to help.



Still not convinced?

Contact one of our media consultants for an informal chat on **03 379 0940**

Each day Fairfax Media connects with Kiwis up and down the country, so when you talk to Fairfax Media, you talk to New Zealand.

79%

Fairfax Media connects with 79% of New Zealanders each day across our multi-media platforms. **That's nearly 2.9 million people.**

300,000

People subscribe to our **print products**

2 million

Over 2 million New Zealanders read a **Fairfax newspaper**

118,000

Subscribers to Fairfax **e-newsletters**

1.4 million

Kiwis visit **stuff.co.nz** each month

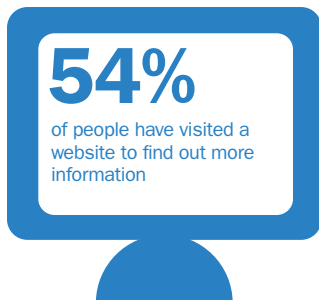
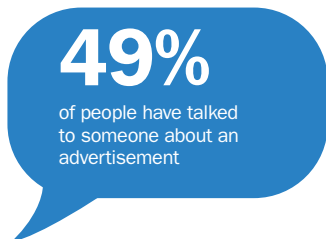
Reaching your customers



Our audience are your customers. Whether they're online, reading the daily paper or catching up on the issues in their community paper, Fairfax Media can help you connect with customers in Canterbury and across the South Island.

Delivering credible, and authoritative news and information as well as the lighter things in life, consumers turn to the The Press to connect with their community through a trusted voice. Advertisers benefit from this trust and credibility, reaching an engaged and open audience.

As a result of reading their daily newspaper...



Online is becoming an increasingly popular medium for consumers...

59%

Or 271,000 Cantabrians, have made a purchase online in the last 12 months

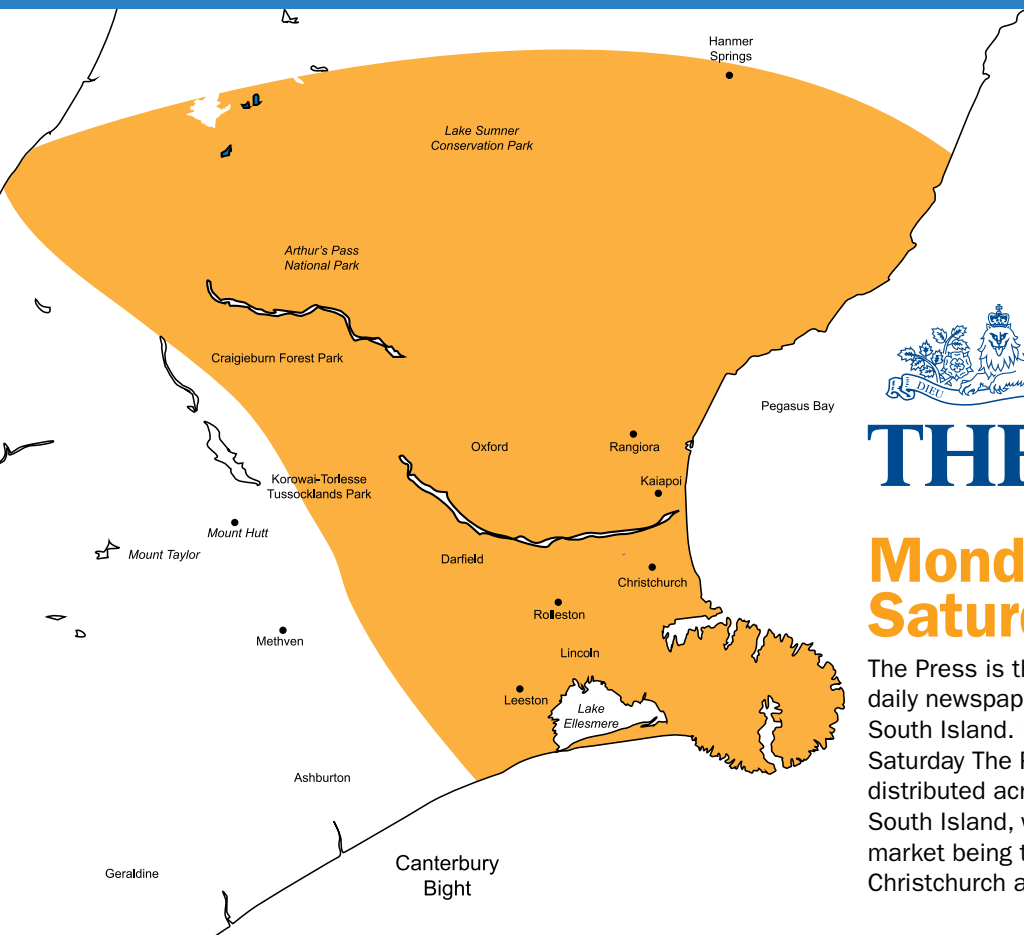
13%

Have made 4 or more purchases online in the last 12 months

30%

Say that online advertising is good as it means they can click on links they're interested in

Our footprint



THE PRESS

Monday – Saturday

The Press is the largest daily newspaper in the South Island. Monday to Saturday The Press is distributed across the South Island, with its home market being the greater Christchurch area.

78%

The Press' readers are a loyal bunch. Home subscriptions account for more than 78% of the newspaper's circulation.

66%

Across a week The Press is read by two in every three people living in The Press' home market.

Source: Nielsen CMI Q4 2013 - Q3 2014. Base: AP15+, Christchurch Retail Catchment Area

Our audience



327,000

Total audience: On an average day The Press reaches 327,000 South Islanders across our print and online channels.

\$94,183

Average household income

Readers of The Press have a higher household income than the average South Island resident.

50%/50%

Gender split

The Press has an even split of audience with 50% of readers being men and 50% women.

183,000

Daily readership

On an average day, The Press is read by 40% of residents in our home market.

326,000

Weekly readership

Across a typical week The Press connects with 66% of people in our home market.

82,000

Main household shoppers

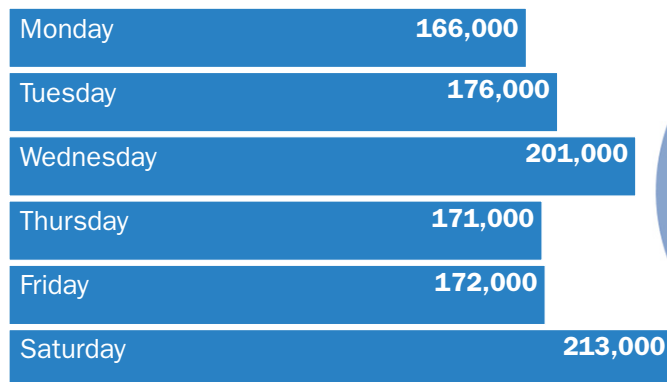
An average edition of The Press reaches 45% of main household shoppers in our home market

105,000

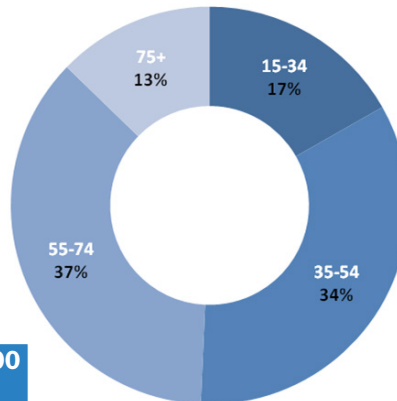
Homeowners

An average edition of The Press reaches 52% of homeowners in our home market.

Readership by day



Audience age



What's in it?

Editorial overview



Daily

- News
- Mainland Live
- Business
- Perspective
- World
- Sport
- Go
- Weather
- TV Listings
- Puzzles

Monday

- Go
- Entertainment
- Escape
- Catalyst

Tuesday

- The Box
- Go Arts
- Well & Good

Wednesday

- Zest
- Technology
- Go Family
- Career Market
- Property
- Classifieds

Thursday

- Well & Good
- Go Film & Arts

Friday

- Go Weekend
- Go Guide
- Farming
- Punt
- Classifieds

Saturday

- Your Weekend
- Mainlander
- Drive
- Career Market
- Property

From delivering the daily headlines and breaking news to providing inspiration for the next big trip and that new signature dish, our team of expert journalists live and breathe their towns, their regions and their audience.



stuff.co.nz

- National
- World
- Business
- Technology
- Sport
- Entertainment
- Life & Style
- Travel
- Motoring

Features

Features are a great way to promote your business to a targeted group, whether it's a couple about to walk down the aisle or parents comparing schooling options. If you see one that catches your eye, talk to one of our media consultants to reserve your spot in the next edition.

Weekly

- From the Menu

Fortnightly

- Health & Wellbeing • Travel Directory

Monthly

- At Home • Art & About • Farming Directory • KiwiKids

Education

Learning Together (Jan)
Educational Options (Mar, Jun, Sep)
Meet the Principal (Apr)
Scholarships (May)
Education the next level (May, Oct)
Boarding Schools (Aug)

Home & Lifestyle

Land & New Homes (Mar, Sep)
Lifestyle Properties (Apr, Sep)
Wedding Bells (Mar, Jun, Sep)

Business

Conferences (Mar, Aug)
Champion Canterbury (Sep)
Our province, Our success (Nov)

Rural

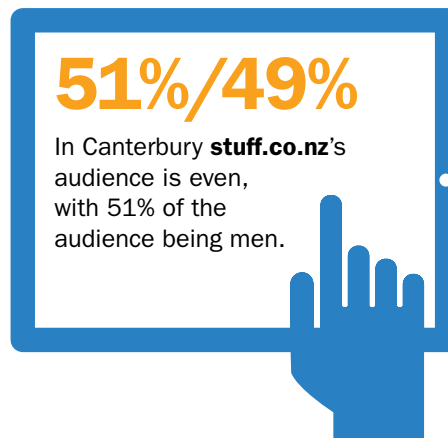
South Island Farmer (Mar, Aug)

Event/Seasonal

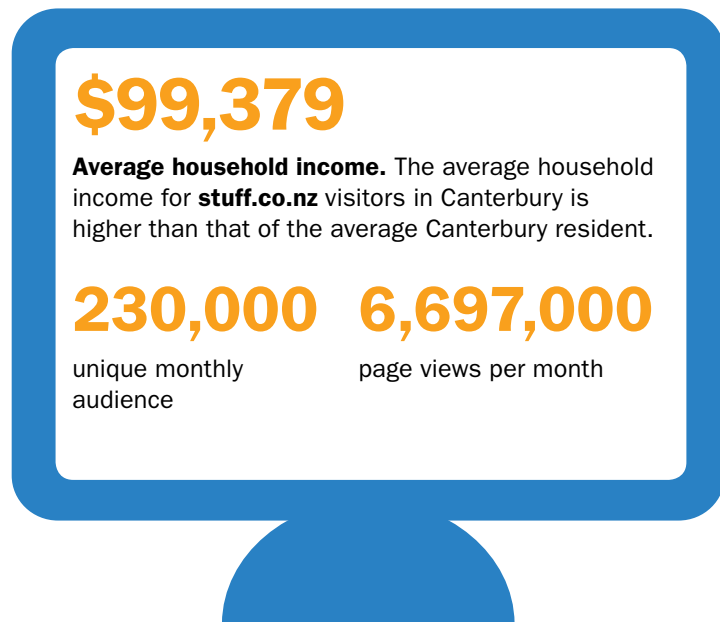
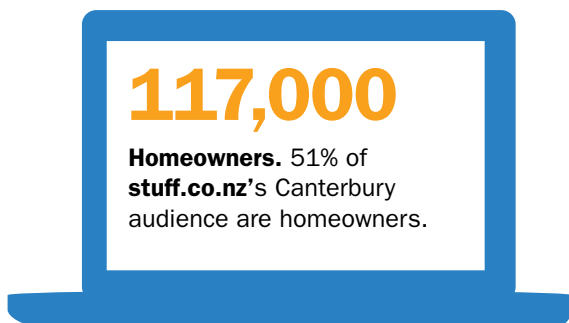
NZ Cup & Show - Glitz & Glamour (Oct)
Canterbury A&P Show (Nov)
Christmas Gift Guide (Dec)



Our digital audience



41% of stuff.co.nz's Canterbury audience are their household's main shopper.



Digital solutions



In addition to advertising on press.co.nz, Fairfax Digital has a range of solutions to help you target both current and potential customers online across our range of top websites.

Geo-Connect

Geo-Connect is Fairfax Media's new premium digital product. With Geo-Connect advertisers can target customers online no matter what site they're browsing, reaching Kiwis all across New Zealand through quality content over a number of top sites including stuff.co.nz, essentialmums.co.nz, and regional sites such as press.co.nz and dompost.co.nz.

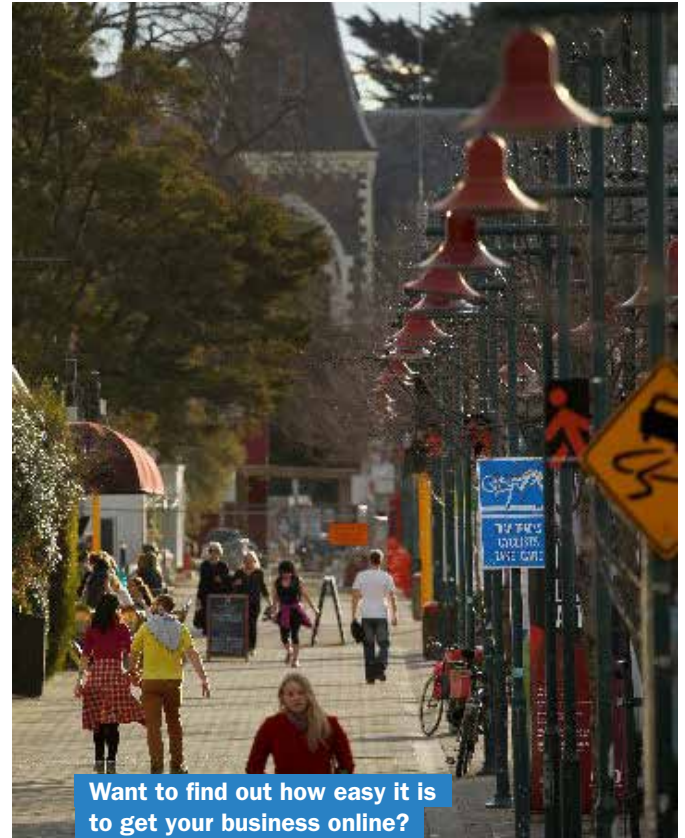
Fairfax Digital Marketing Services

Fairfax Digital Marketing Services provides businesses of all shapes and sizes with an array of digital marketing services designed to increase web presence, expand customer base, and drive revenue. You know your business and you know your customers.

You also know there are more customers in your area. But did you know they are looking for you online? We know you probably don't have time to build and regularly maintain a successful digital marketing campaign in order to reach them. That's where we can help. The Fairfax Digital Marketing Solutions team are local and proven, just like you; let people you know and trust look after your digital marketing, giving you time to focus on your business.

Pricemaker

Pricemaker is an app which connects local businesses with in-store showroomers, price-checkers and product comparers. The app gives businesses the online opportunity to discuss with shoppers what exactly they're looking for and make



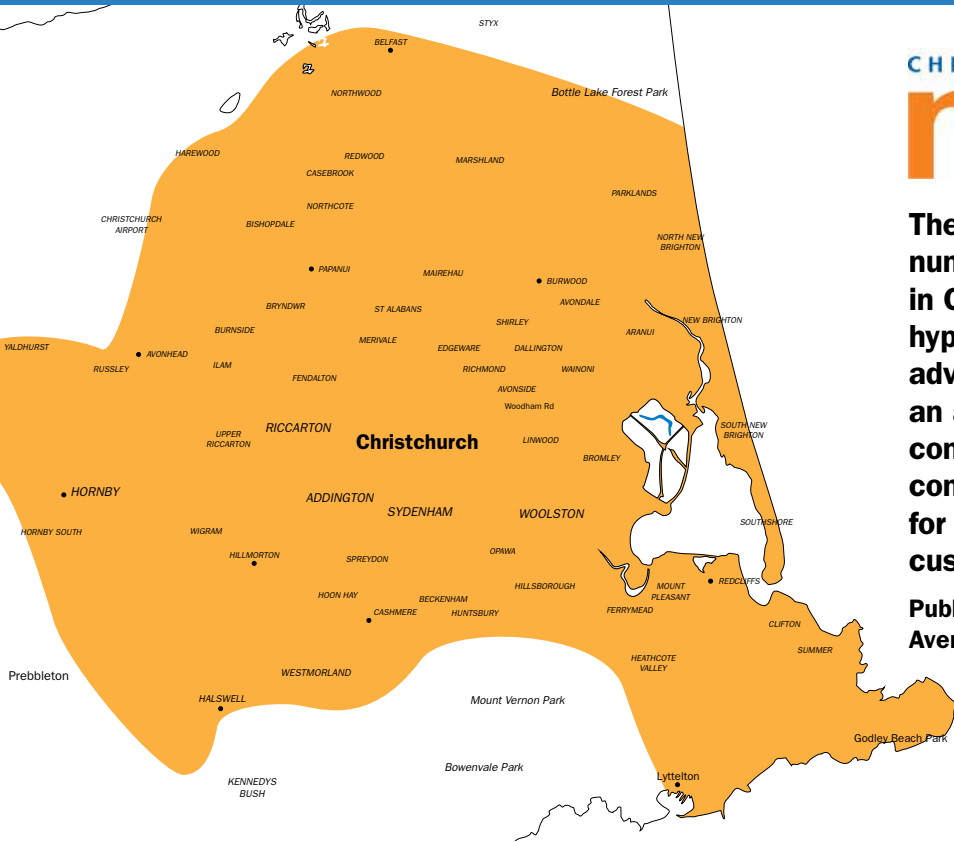
Want to find out how easy it is to get your business online?

Contact one of our media consultants on **03 379 0940** and they'll find the right solution for you

a personalised offer which directly meets their needs. It's a quick and easy way to engage with shoppers in

the market to buy, but who aren't necessarily walking through your door.

Community papers



The Christchurch Mail is the number one community paper in Christchurch and provides a hyper-local flavour to news and advertising. Delivering advertisers an audience engaged with their community and who shop local, community papers are the ideal way for businesses to reach their local customers.

Publishing day: Thursday
Average readership: 133,000

44%/56%

Gender split

The Christchurch Mail attracts a slightly more female audience with 56% of readers being women.

\$81,388

Average household income

Readers of the Christchurch Mail have a lower average household income than the audiences of The Press, stuff.co.nz and Avenues.

73,000

Main household shoppers

55% of Christchurch Mail readers are their household's main shopper.

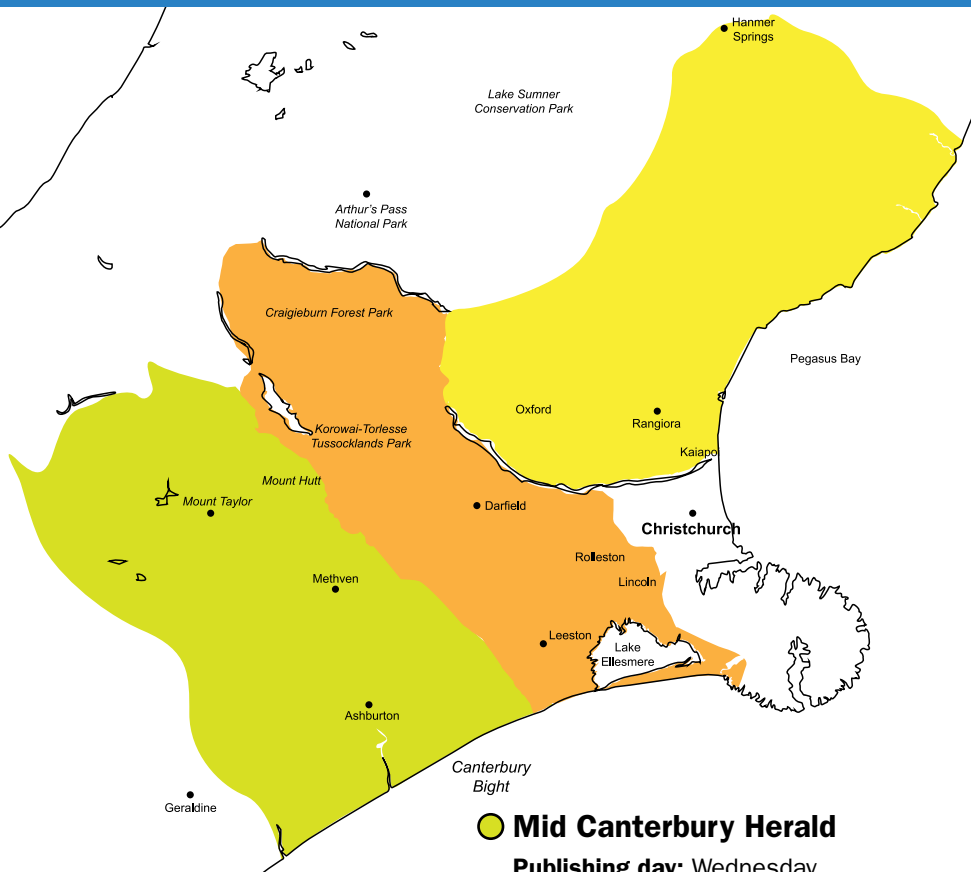
85,000

Homeowners

The Christchurch Mail is read by 53% of people in Christchurch who own their home.

Source: Nielsen CMI Fused Q4 2013 - Q3 2014, Sep 14 TV/Online. Base: AP15+.

Community papers



In Canterbury, Fairfax Media publishes three community papers in neighbourhoods outside of Christchurch. Covering the issues, successes and personalities that make these communities great, they offer a closer look at what's happening in these areas and what makes them tick.

● Northern Outlook

Publishing day: Wednesday & Saturday

Average readership: 34,000

Shoppers: An average edition reaches 61% of main household shoppers in the Hurunui and Waimakariri.

Homeowners: Seven out of every ten readers own their home.

**Northern
outlook**

● Central Canterbury News

Publishing day: Wednesday

Average readership: 13,000

Shoppers: An average edition is read by 64% of main household shoppers in Selwyn.

Homeowners: Seven out of every ten CCN readers own their home.

**CENTRAL CANTERBURY
NEWS**

● Mid Canterbury Herald

Publishing day: Wednesday

Average readership: 22,000

Shoppers: Mid Canterbury Herald reaches 80% of main household shoppers in the Ashburton District.

Homeowners: An average edition is read by 74% of homeowners in the district.

**MID CANTERBURY
HERALD**

Source: Nielsen CMI Fused Q4 2013 - Q3 2014, Sep 14 TV/Online.

Base: AP15+ Hurunui & Waimakariri Districts (Northern Outlook), Selwyn District (Central Canterbury News) and Ashburton District (Mid Canterbury Herald).

Avenues

Avenues is the definitive city guide that helps people get the most out of living in Christchurch. Avenues delivers the best of everything each month, from dining to trends, fashion, entertainment, South Island travel and local personalities. Coupled with insightful features and reviews, Avenues encapsulates what makes Christchurch the unique community it is.

Avenues is the ideal channel to reach mature, financially comfortable consumers and puts your product or business in front of an engaged audience in an environment they trust.

Publishing day: Last Friday of the month

Average readership: 93,000

39%/61% **\$105,396**

Gender split

Avenues audience skews heavily to females, with six out of every ten readers being women.

Average household income

Avenues' audience have a higher household income than the average resident in our home market.

57,000

Main household shoppers

62% of Avenues readers are their household's main shopper.

73,000

Homeowners

79% of Avenues readers own their home.

Avenues

Source: Nielsen CMI Q4 2013 - Q3 2014. Base: AP10+.

*Home market defined as Christchurch Retail Catchment Area.



What does it cost?



The Press – Display

	RUN OF PRESS	SECTION A	BUSINESS/ FARMING	WORLD	SPORTS	MAINLANDER
MTTF	\$16.20	\$24.30	\$23.49	\$23.49	\$19.44	-
W	\$18.57	\$27.86	\$26.94	\$27.39	\$22.29	-
S	\$22.85	\$36.74	\$33.13	\$34.27	\$27.42	\$33.13

These rates include colour and exclude GST. Black and white advertising less 30%.

The Press – Display Classified

	GENERAL	REAL ESTATE/ AUTOMOTIVE	EMPLOYMENT
MTTF	\$21.20	\$21.20	\$21.82
W	\$23.22	\$23.22	\$23.72
S	\$27.10	\$27.10	\$27.60

These rates include colour and exclude GST.

Black and white advertising less 20% for employment and 30% for all others.

Digital

	CPM
Medium Rectangle	\$20.00
Skyscraper	\$20.00
Top Banner	\$20.00
Half Page	\$30.00
Home page takeover	\$2,300.00

Community Publications

SIZE	CHRISTCHURCH MAIL	NORTHERN OUTLOOK	CENTRAL CANTERBURY NEWS	MID CANTERBURY HERALD
Full page	\$2,318.05	\$1,953.00	\$1,575.00	\$1,575.00
Junior page	\$1,253.00	\$1,085.00	\$875.00	\$875.00
½ page	\$1,127.70	\$976.36	\$787.50	\$787.50
¼ page	\$510.15	\$441.75	\$356.25	\$356.25
⅛ page	\$268.50	\$232.50	\$187.50	\$187.50
Front page solus	\$1,126.86	\$927.78	\$792.12	\$792.12
Other sizes (per col/cm)	\$8.95	\$7.75	\$6.25	\$6.25

These rates include colour and exclude GST. Black and white advertising less 12.5%. Rates effective 1 July 2014.

Booking and material deadlines



	RUN OF PAPER/DISPLAY		CLASSIFIED DISPLAY			CLASSIFIEDS	
	Booking/Copy	Print Ready Files	Booking/Copy	Booking (Print Ready Only)	Print Ready Files	Classifieds	Announcements
Monday (incl Escape)	4pm Wed	2pm Fri	4pm Wed	11am Fri	2pm Fri	5pm Sun	5pm Sun
Tuesday	4pm Thu	2pm Mon	4pm Thu	11am Mon	2pm Mon	5pm Mon	5pm Mon
- The Box	12 noon Wed	2pm Fri	-	-	-	-	-
Wednesday	4pm Fri	2pm Tue	4pm Fri	11am Tue	2pm Tue	5pm Tue	5pm Tue
- Zest	4pm Thu	11am Tues	-	-	-	-	-
- Property	-	-	4pm Fri	11am Tue	2pm Tue	3pm Tue	-
Thursday	4pm Mon	2pm Wed	4pm Mon	11am Wed	2pm Wed	5pm Wed	5pm Wed
Friday	4pm Tue	2pm Thu	4pm Tue	11am Thu	2pm Thu	5pm Thu	5pm Thu
- Go	4pm Tue	12 noon Thu	4pm Tue	4pm Tue	12 noon Thu	12 noon Thu	-
Saturday	12 noon Wed	2pm Fri	10am Tue	11am Thu	2pm Thu	10am Fri	5pm Fri
- Your Career	-	-	10am Tue	11am Thu	2pm Thu	5pm Thu	-
- Drive	-	-	10am Tue	11am Thu	2pm Thu	5pm Thu	-
- Property	-	-	10am Wed	4pm Thu	11am Fri	1pm Fri	-
- Your Weekend	12 noon Mon	12 noon Thu	12 noon Mon	2pm Wed	12 noon Thu	12 noon Thu	-
Advertising Features (excl pre-prints)	4 weeks prior	2pm day prior					-
Lift-out Front page solus	12 noon, 7 days prior	As per lift-out in question					-

Community Publications

	RUN OF PAPER/DISPLAY		CLASSIFIED DISPLAY		
	Booking/Copy	Print Ready Files	Booking/Copy	Booking (Print Ready Only)	Print Ready Files
Christchurch Mail	12 noon Fri	5pm Tue	12 noon Fri	11am Tue	9am Wed
Northern Outlook (Wed)	12 noon Fri	11am Tue	4.30pm Mon	1pm Tue	12 noon Tue
Northern Outlook (Sat)	10am Wed	11am Fri	4.30pm Thu	1pm Fri	12 noon Fri
Central Canterbury News	11am Thu	1pm Mon	12 noon Mon	3pm Mon	3pm Mon
Mid Canterbury Herald	11am Thu	12 noon Mon	11am Mon	2pm Mon	2pm Mon

Advertisements cancelled after booking deadline incur a cancellation fee. Deadlines will vary around public holidays.

Advertising specs

Technical information

PRINT

The printing method is offset. All materials can be supplied by ISDN, email, USB or CD/DVD. Materials should be supplied as EPS or print ready PDF files.

Postscript compatible (acceptable software)

Adobe Indesign, QuarkXPress, Adobe Illustrator. *Files should be created using these applications and saved and supplied as PDFs. Appropriate Distiller job options are available on request.*

Not Postscript compatible (unacceptable software)

Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, Adobe Photoshop. *Note: Adobe Photoshop should be used for image manipulation only.*

General

PDF version **1.3**. Postscript Level **2+**
ICC Compliant **No**
Colour Model **CMYK only**

Images

- Format **EPS, TIFF, JPG, PDF**
- Photographs **1Mb**
- Minimum resolution for colour and greyscale images **150dpi**
- Minimum resolution for black & white (single bit) images **600dpi**
- Maximum ink weight **240%**

DISPLAY CLASSIFIED

Column Width	1	2	3	4	5	6	7	8	9	10	11
mm	32	66	100	134	168	202	236	270	304	338	372

DISPLAY

Column Width	1	2	3	4	5	6	7	8	9	10
mm	34	72	110	148	186	224	262	300	338	376

FULL PAGE SIZING

	Run of Press 10 columns	Classified 11 columns	Tabloid 7 columns	Double page spread 20 columns
Depth (mm)	540	540	370	540
Width (mm)	376	372	262	775

DIGITAL

	Dimensions	Max File Size
Medium Rectangle	300x250	40KB
Skyscraper	160x600	40KB
Top Banner	760x120 or 728x90	40KB
Half Page	300x600	40KB
Gutters (for homepage takeover)	160x1500	50KB

Fonts & Type

- Font embedding required **Yes**
- Font subsetting allowed **Yes**
- Minimum point size for colour type **12pt**
- Minimum weight for reversed colour type **Bold**
- Maximum plates allowed for reversed colour type **3**
- Minimum point size for single colour type (100% C,M,Y or K) **6pt**

DIGITAL

File Types

- GIF, JPG, PNG.
- SWF + backup GIF, JPG or PNG (Flash Player 10.1 or lower, ActionScript 2.0 or 3.0 to create the clickTag).

- Creatives require a 1 pixel border or background to differentiate them from other content.
- Ads must not exceed 18fps
- Continuous looping is accepted for standard display advertising

What does it all mean?

Key terms



Average issue readership (AIR)

The average number of people who read a single issue of a newspaper.

Broadsheet

The largest of the newspaper formats. The Press is a broadsheet paper, each page measuring 54cm deep by 37.6cm wide.

Classified advertising

Ads grouped into 'classes' and confined to a single section.

Compact/Tabloid

A smaller newspaper format. The majority of community papers are this size, with each page measuring 37cm deep by 26.2cm wide.

CPM

Stands for cost per thousand and is one of the most common ways of buying digital advertising. If you are buying digital advertising on a CPM basis you are buying on the basis of impressions your ad will receive.

CPD

Stands for cost per day. When you purchase a homepage takeover you buy it on the basis of owning the ad space on that page for the day, rather than purchasing based on the number of impressions your advertising will receive.

Display advertising

Creative advertisements placed in the main sections of the paper, News, World, Business and Sport.

Display classified

Creative advertisements confined to classified sections such as Recruitment, Property and Motoring.

Double page spread

An advertisement spread across two full, facing pages.

Double truck

Double page spread with the inclusion of the centre gutter.

Front page solus

Strip ad at the bottom of the front page.

Gutter

The inner column between two facing pages in a newspaper.

Impression

An impression is the number of times an online page, or page element such as an ad, is viewed. Each time a page (or ad) is viewed, an impression is counted.

Lug

Fixed spaces at the top left and right hand corners of the front page of select sections measuring 2.8cm deep by 4.6cm wide.

Non-display classified

Ads with no creative elements and confined to the classifieds pages. These ads are charged at a run-on rate.

Rate

The price charged per column centimetre of space purchased for advertising.

Reach

The total audience (readers) of a publication (e.g. newspaper, magazine). Can be expressed as an absolute number (000's) or as a percentage of a particular target (e.g. males aged 45-59).

Readership

The number of people who read the paper (higher than circulation as there is generally more than one person reading each copy).

Run of paper

The main sections of the paper: News, World, Business, Features, Mainlander and Sport.

Run-on rate

Rate for non-display classified ads. Charged per line of copy.

Unique Audience

A 'People Measure' which is designed to represent the online activity of actual people rather than computers or devices. Unique Audience removes duplication of one person's activity which can occur in cookie based Unique Browser measures.

Weekly coverage

Includes all who have read at least one issue to the newspaper in the last 7 days.

Get in touch



The Press

Press House
158 Gloucester Street
Christchurch 8011

Post

Private Bag 4722
Christchurch 8140

03 379 0940

Canterbury Communities

7 Albert Street
Rangiora 7400

03 311 8711

General email enquiries

Display advertising
ad.sales@press.co.nz

Classified advertising
goclassifieds@press.co.nz

National advertising
info@fairfaxmedia.co.nz

Digital advertising
ad.sales@press.co.nz

Key Contacts

Regional Advertising Manager

Boyd Warren
03 943 2802
boyd.warren@press.co.nz

Sales Manager

Kris Morgan
03 943 2558
kristian.morgan@press.co.nz

Digital Advertising

Andrew McFarlane
03 943 2513
andrew.mcfarlane@press.co.nz

Classified Advertising

03 377 8778
goclassifieds@press.co.nz

Christchurch Mail

Sharee Brosnan
03 943 2647
sharee.brosnan@themail.co.nz

Canterbury Community papers

*(Northern Outlook,
Central Canterbury News,
Mid Canterbury Herald)*
Lydia Von Ronge
03 311 8711
lydia.vonronge@fairfaxmedia.co.nz

Accounts

0800 324 005
accounts@fairfaxmedia.co.nz

Fairfax New Zealand Limited

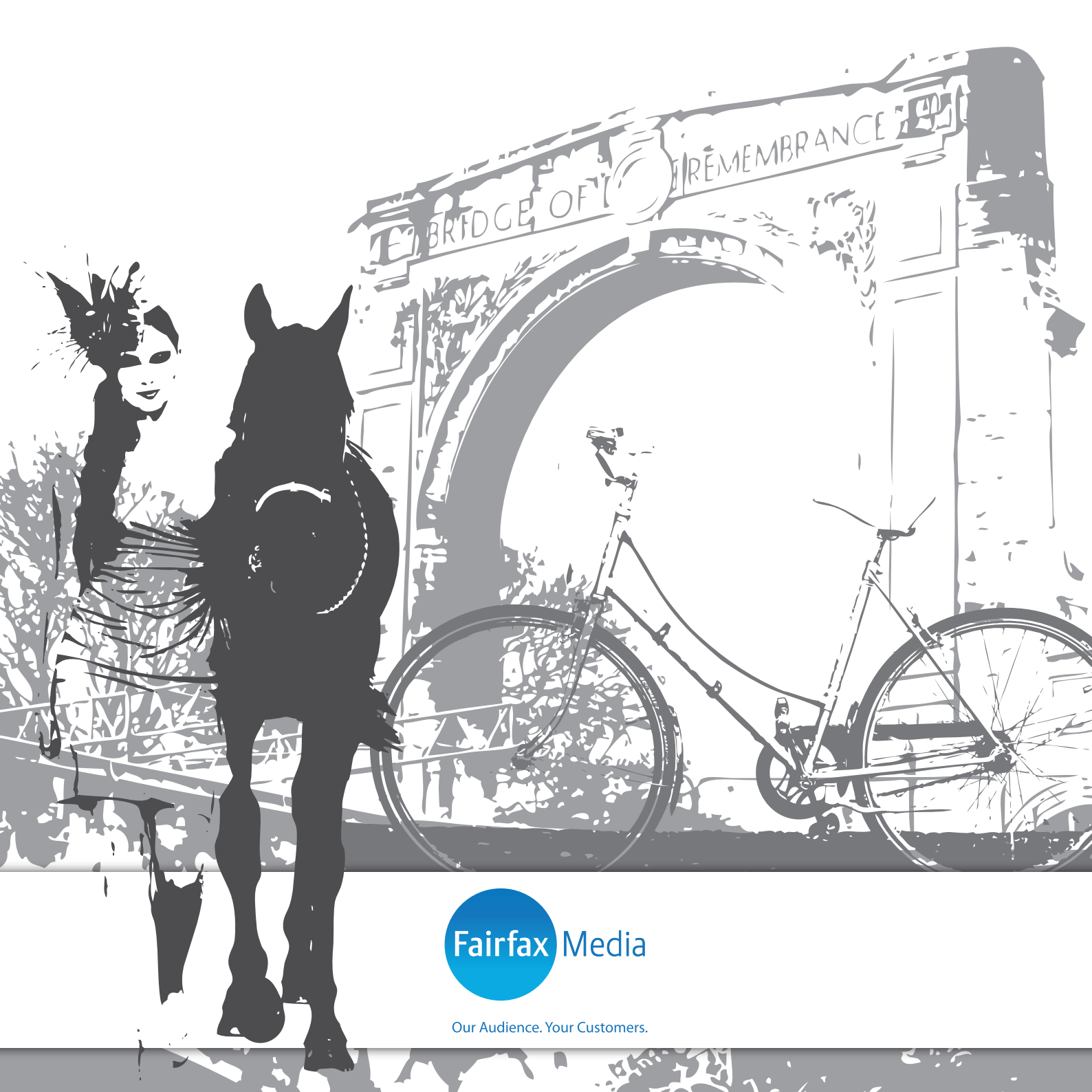
Advertising Terms & Conditions

for websites and publications

Fairfax New Zealand Limited (Fairfax, we, us, our) place material for publication on behalf of the customer (you) subject to these terms and conditions of advertising (Terms).

These Terms apply to all advertising in any of our publications or websites unless we have agreed other terms in writing with you.

1. In accepting any material including electronic material or data for publication, and in publishing it we are doing so in consideration of and relying on the your express warranty, the truth of which is essential that :
 - a) the material does not contain anything:
 - that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986;
 - that is defamatory or indecent or which otherwise offends against generally accepted community standards;
 - that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights;
 - that breaches any right of privacy or confidentiality;
 - that breaches any provision of any statute, regulation, by-law or other rule or law; and
 - b) the material complies in every way with the Advertising Code of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standing relating to advertising in New Zealand;
 - c) publication of the material will not give rise to any liability on our part or in a claim being made against us in New Zealand or elsewhere; and
 - d) the material does not include any cookie, tracking tag or other tracking device unless we have provided our prior written consent to such inclusion, to the extent we consent to you collecting information relating to our users ("User Information") you may only use such information for the advertiser's internal statistical purposes and solely in respect of the relevant advertising campaign. For the avoidance of doubt you must not disclose any User Information to any third party and must not use any User Information in connection
- with any advertising campaigns on any third party properties or websites. If you are a representative of an advertiser, this does not prevent you from disclosing the User Information in summary format only to the advertiser, provided you procure that the advertiser only uses such information in accordance with this paragraph 1(d).
2. You agree to indemnify us against any losses, liabilities, costs, claims or expenses whatsoever arising directly or indirectly from any breach of the warranties set out above and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
3. We must receive all creative materials and information from you in accordance with the timeframes specified on the insert order or email confirmation.
4. We may refuse to publish, or withdraw material from publication without having to give reason.
5. We may publish the material at a time different from originally booked or where applicable in the next available issue if there is an error or delay in publication of the advertising as booked.
6. All creative submissions are subject to reasonable approval by us. We may require that material is corrected or amended to conform to style, or for other genuine reasons.
7. We may provide guidelines to be followed where you include an Internet addresses in advertising.
8. The positioning or placing of any material in a publication or website is at our discretion except where specifically agreed in writing.
9. You must tell us as soon as possible if there is an error or omission in any material placed by us on your behalf.
10. Campaign advertising impressions will be counted and recognised by our ad-serving engine. A third party ad-serving engine may also be used but its impression count won't be recognised unless we agree otherwise in writing.
11. If you wish to cancel an advertisement or campaign you must communicate this in writing to us. A cancellation fee may apply, please refer to the applicable advertising rate card or insertion order for specific details of any cancellation fee.
12. The charge for advertising will be in New Zealand dollars and in accordance with the applicable rate card applying at the time for the publication, unless we agree otherwise in writing.
13. Rate card adjustments will be published on our publications and sites. New rates will apply one month after the rate adjustment is published.
14. If you are not a New Zealand resident the cost of any advertising you place with us will be zero-rated for GST purposes. If you are a non-resident agent placing advertising on behalf of a New Zealand resident GST will be applied at the standard rate.
15. Payment is due on the 20th of the month following advertising unless we specify otherwise in writing. If payment is not made by the due date you will be liable for all costs of recovery, commissions and collection fees at market rates.
16. We exclude all implied conditions and warranties from these terms except to the extent that they cannot be excluded by law. The guarantees contained in the Consumer Guarantees Act 1993 are excluded where you acquire or hold yourself out as acquiring goods or services for the purpose of a business.
17. We will not be liable for any loss including any loss of revenue or profit and any indirect or consequential loss arising from or in relation to any error or omission in publishing or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.
18. Where you utilise any aspect of our creative services in the design or production of an advertisement (including photographic or design work) you acknowledge that we own the copyright in such work and that such work is not work for which a commission payment has been made or agreed. You may not use any such advertisement in any other publication without our specific written consent.
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20. You acknowledge that you have not relied on any representation made by us or on behalf of Fairfax New Zealand in connection with advertising.
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22. We have the right at any time to provide advertising data (including but not limited to the Customers total advertising rate card spend) for publication by Nielsen Media Research as part of our membership of the IAB of New Zealand and to monitor ad spend of New Zealand.
23. You will be charged an additional fee of 2% including GST when making payments by Visa, MasterCard or American Express cards. This excludes prepaid advertising unless prepaid advertising is being paid for at the front counter of any of our premises.
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