



Waikato Times

As Waikato As It Gets

Display Advertising Rates

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

Size	Run of Press		Section A		Business		World		Sport	
	MTTF	WS	MTTF	WS	MTTF	WS	MTTF	WS	MTTF	WS
Full Page	\$7,532.11	\$8,189.83	\$12,051.38	\$13,103.73	\$10,544.95	\$11,465.76	\$10,544.95	\$11,465.76	\$10,544.95	\$11,465.76
2/3 Page	\$5,411.00	\$5,883.50	\$8,657.60	\$9,413.60	\$7,575.40	\$8,236.90	\$7,575.40	\$8,236.90	\$7,575.40	\$8,236.90
Junior Page	\$4,328.80	\$4,706.80	\$6,926.08	\$7,530.88	\$6,060.32	\$6,589.52	\$6,060.32	\$6,589.52	\$6,060.32	\$6,589.52
1/2 Page	\$4,328.80	\$4,706.80	\$6,926.08	\$7,530.88	\$6,060.32	\$6,589.52	\$6,060.32	\$6,589.52	\$6,060.32	\$6,589.52
1/3 Page	\$2,782.80	\$3,025.80	\$4,452.48	\$4,841.28	\$3,895.92	\$4,236.12	\$3,895.92	\$4,236.12	\$3,895.92	\$4,236.12
1/4 Page	\$2,164.40	\$2,353.40	\$3,463.04	\$3,765.44	\$3,030.16	\$3,294.76	\$3,030.16	\$3,294.76	\$3,030.16	\$3,294.76
1/8 Page	\$1,082.20	\$1,176.70	\$1,731.52	\$1,882.72	\$1,515.08	\$1,647.38	\$1,515.08	\$1,647.38	\$1,515.08	\$1,647.38
Solus	-	-	\$2,518.40	\$2,604.80	-	-	-	-	-	-
Other sizes (per col/cm)	\$15.46	\$16.81	\$24.74	\$26.90	\$21.64	\$23.53	\$21.64	\$23.53	\$21.64	\$23.53

Annual Spend Discounts (Display Advertising)*

Annual Spend:	\$2.5K+	\$5K+	\$10K+	\$15K+	\$25K+	\$50K+	\$100K+	\$250K+	\$500K+
Discount :	10%	12.5%	15%	17.5%	20%	22.5%	25%	27.5%	30%

* For contract holders in Waikato publications. Contracted discounts exclude online advertising, inserts, classified advertising and other advertising as specified.

Classified Advertising Rates

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

Rate	Display/Bordered* (per col/cm)		Non-Bordered* (per col/cm)		Liners (Mono) (per line)
	MTTF	WS	MTTF	WS	Additional colour/highlighting charges may apply
General Classified	\$17.86	\$18.01	\$15.37	\$15.75	\$3.99
Public Notices	\$19.99	\$20.49	\$16.72	\$17.15	\$4.46
Employment	\$21.46	\$22.61	\$18.65	\$19.12	\$4.46
Family Notices	-	-	-	-	\$3.99
Garage Sales	-	-	-	-	\$4.46

Annual Spend Discounts (Classified Advertising)*

Annual Spend:	\$2.5K+	\$5K+	\$10K+	\$15K+	\$25K+	\$50K+	\$100K+	\$250K+	\$500K+
Discount :	10%	12.5%	15%	15%	16.5%	22.5%	25%	27.5%	30%

* For contract holders in Waikato publications. Contracted discounts exclude online advertising, inserts, display advertising and other advertising as specified.

Online Advertising Rates

For our online advertising rates please visit www.stuff.co.nz/ratecard and click on the *mastheads* tab.

Digital Delivery (Publishing)

Please ensure that your advertisement is booked with your account manager prior to sending material. Advertising material can be delivered in the following methods:

Adstream Limited
www.quickcut.co.nz
Tech Support **09 913 1479**

Adtracker Online (ATOL) • adtracker.fairfaxmedia.co.nz
If you require any assistance, please contact your account manager or one of the production centres below.

Auckland - **09 580 1728**
Hamilton - **07 849 9538**

Wellington - **04 474 0468**
Christchurch - **03 943 2453**



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Technical Information (Publishing)

To assist you in achieving the best results from your advertising, we require a high standard advertising material.

The printing method is offset. All materials can be supplied by ISDN, email or CD/DVD.

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.

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

Images

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

General

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

Publishing Deadlines

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

Waikato Times	Run of Paper/Display Classified		Classified Computer-Set		
	Booking/Copy	Print Ready Files	Display	General Classifications	Family Notices
Monday	4pm Wednesday	12noon Friday	5pm Friday	5pm Friday	2.30pm-5pm Sunday
Tuesday	4pm Thursday	12noon Monday	10am Monday	5pm Monday	5pm Monday
Wednesday	4pm Friday	12noon Tuesday	10am Tuesday	5pm Tuesday	5pm Tuesday
Thursday	4pm Monday	12noon Wednesday	10am Wednesday	5pm Wednesday	5pm Wednesday
Friday	4pm Tuesday	12noon Thursday	10am Thursday	5pm Thursday	5pm Thursday
Saturday	12noon Wednesday	12noon Friday	10am Friday	1pm Friday	5pm Friday
Tempo (Wed)	12noon Thursday	12noon Monday	-	-	-
Motortimes (Thu)	12noon Monday	12noon Wednesday	-	-	-
Your Weekend (Sat)	12noon Wednesday	12noon Thursday	-	-	-

Size Specifications (Publishing)

FULL PAGE Broadsheet 540mm x 376mm Tabloid 370mm x 262mm		2/3 PAGE HORIZONTAL Broadsheet 350mm x 376mm Tabloid N/A		2/3 PAGE VERTICAL Broadsheet 540mm x 224mm Tabloid N/A	
HALF PAGE HORIZONTAL Broadsheet 280mm x 376mm Tabloid 180mm x 262mm		HALF PAGE VERTICAL Broadsheet 540mm x 186mm Tabloid 370mm x 148mm		JUNIOR PAGE Broadsheet 400mm x 262mm Tabloid 280mm x 186mm	
1/3 PAGE HORIZONTAL Broadsheet 180mm x 376mm Tabloid N/A		1/3 PAGE VERTICAL Broadsheet 540mm x 110mm Tabloid N/A		QUARTER PAGE HORIZONTAL Broadsheet 140mm x 376mm Tabloid 100mm x 262mm	
QUARTER PAGE ISLAND Broadsheet 280mm x 186mm Tabloid 190mm x 110mm		1/8 PAGE HORIZONTAL Broadsheet 70mm x 376mm Tabloid N/A		1/8 PAGE ISLAND Broadsheet 140mm x 186mm Tabloid N/A	
1/8 PAGE STANDARD Broadsheet 100mm x 262mm Tabloid 100mm x 110mm		FRONT PAGE SOLUS Broadsheet 60mm x 376mm Tabloid 60mm x 262mm		FOR SIZES OUTSIDE OF THESE SPECIFICATIONS, PLEASE CONTACT YOUR ADVERTISING CONSULTANT.	

Column Widths (mm)	1	2	3	4	5	6	7	8	9	10	11
Run of Paper	34	72	110	148	186	224	262	300	338	376	
Classified	32	66	100	134	168	202	236	270	304	338	372

PAGE SIZES

Run of Paper 540mm x 10 cols 370mm x 7 cols
 Classified 540mm x 11 cols 370mm x 8 cols

BROADSHEET

TABLOID

General Advertising Terms & Conditions

1. In accepting an advertisement for publication, and in publishing it we are doing so in consideration of and relying on your express warranty, the truth of which is essential:
 - a) That the advertisement does not contain anything that:
 - (i) is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986;
 - (ii) is defamatory or indecent or which otherwise offends against generally accepted community standards;
 - (iii) infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights;
 - (iv) breaches any provision of any statute, regulation, by-law or other rule or law, and
 - b) That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand, and;
 - c) Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.
2. You agree to indemnify us against all losses or costs arising directly or indirectly from any breach of those warranties above and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
3. By supplying or placing an advertisement for publication you grant us a perpetual, royalty free license to reproduce the advertisement in any print or electronic advertising media we offer advertisers now or in the future.
4. 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 commissioning payment has been made or agreed.
5. We may refuse to publish, or withdraw an advertisement from publication without having to give a reason.
6. We may publish the advertisement on the next available day if there is an error or delay in publication of the advertising as booked.
7. We may correct or amend advertising to conform to style or for other genuine reason as long as we do so using reasonable care.
8. All DVDs, blue-ray disks and videos, and any other restricted publications advertised for sale must include its Classification as determined by the NZ Classification Office and may be advertised only in accordance with the conditions imposed by the Classification Office. We may require written evidence of New Zealand Classification ratings and Classification Office conditions for each DVD, video or any publication.
9. We may take orders for advertising in specific spaces (space orders). The space may be used only by you for advertising of the advertiser's usual business and may not be transferred by you to another person.
10. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where you acquire goods and services from us for the purpose of a business.
11. You must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any direct liability for any circumstance that liability is limited to the cost of the space of the advertisement.
12. To cancel an advertisement a cancellation number must be obtained from us at least three days prior to publication. Cancellations which occur inside of the three-day working period may incur a 100% penalty.
13. The charge for an advertisement will be in accordance with the published ratecard applying at the time for the publication, unless we agree otherwise in writing. Rates for space orders apply for the whole space and are not reduced if the whole space is not used. Rates confirmed in advertising volume agreements will be honoured over the period of that agreement if all other conditions of the agreement have been met by you.
14. Advertising placed by advertisers who are not New Zealand residents will be zero-rated for GST purposes. GST will be applied at the standard rate to advertising placed by non-resident agents acting for New Zealand resident principals.
15. If payment on a commercial account is not made by due date (which is the 20th of the month following invoice, unless we specify otherwise) you will be liable for interest at market rates and all costs of recovery, commissions and collection fees.
16. All casual advertising must be prepaid prior to publication. Payment by credit card for casual advertising is accepted.
17. We may provide guidelines to be followed where you include internet addresses in advertising.