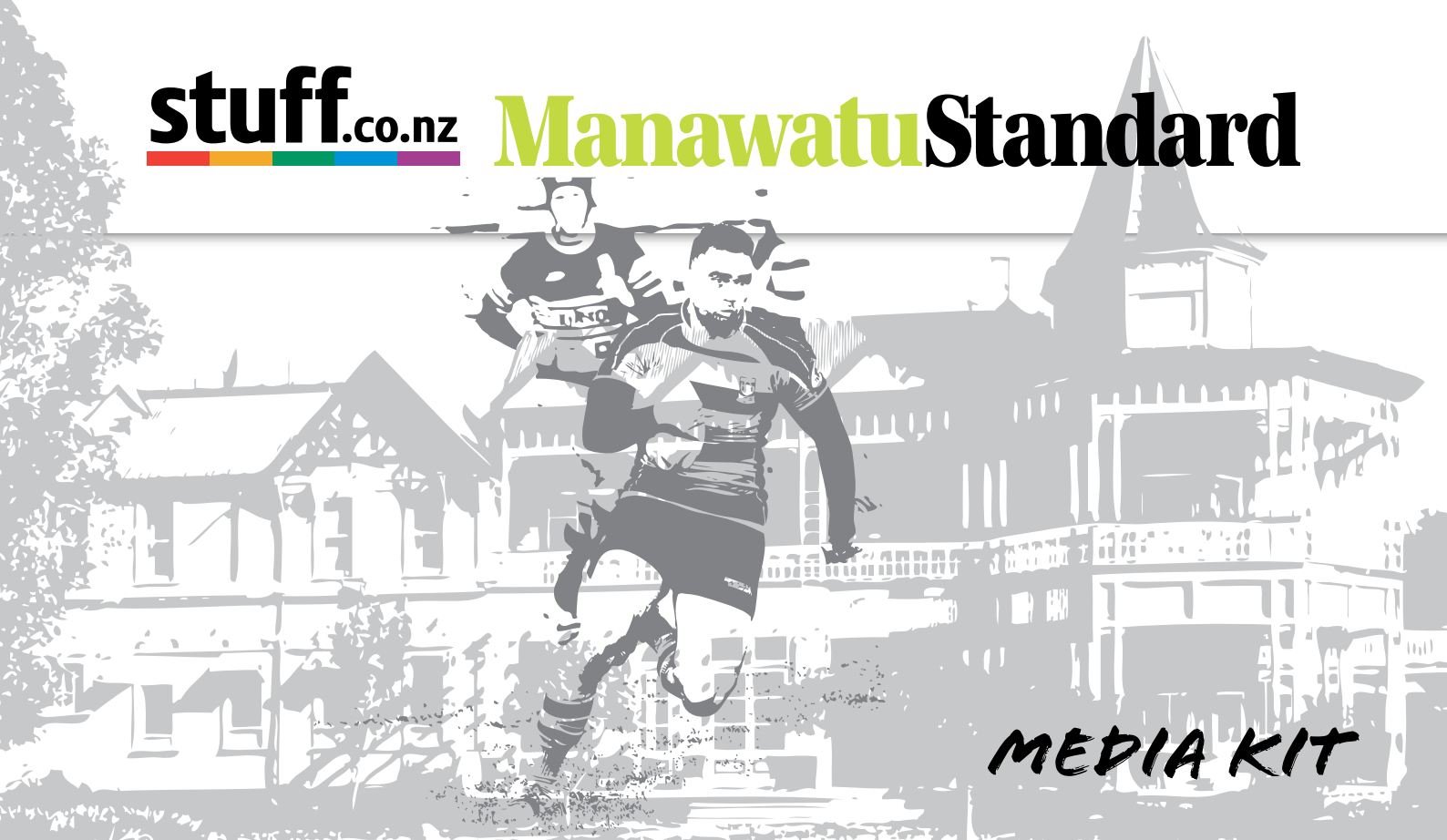


**stuff.co.nz** **ManawatuStandard**



**MEDIA KIT**



# Welcome From the editor

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

She was born almost 100 years before me but still looks fresh as a daisy when she lands in the region a little after midday each day. Your Manawatu Standard has gone through a range of facelifts over the years to ensure she remains by far the best dressed newspaper in the province.

And we're proud of her. In recent years we have seen the Standard embrace the digital revolution, to bring news, views, entertainment and advertising to readers on a variety of platforms. Her journalists have been honoured repeatedly at the Canon media awards.

There was a time when we told you when the news would be delivered. Today you tell us not only when you want it, but also where. The Standard has met those demands head on, and she remains far and away the most sought-after place to go for news about this region.

These are exciting times for the media industry. Our reporters are working faster than ever to bring you the latest news and Fairfax Media uses its resources to get it to you through newsprint and digital channels. Readers recognise the benefits of that unique combination, and that is why the number of eyes on our work is increasing.

We live in an era of fragmentation and the more fragmented the market becomes the better we are placed to keep our readers and advertisers connected with a first-class, reliable source of news and information.

Talk to our advertising team about how we can connect our audience to your business, products or services.

**Rob Mitchell**  
Editor  
Manawatu Standard

**SPLIT VOTE**  
Bike park for kids gets bumpy  
News Page 7

**KNIGHT TO REMEMBER**  
Win tickets to see Elton John  
TV Page 10

**CHAMPION CHEESE**  
The art of good taste  
NZ Focus Page 11

Tuesday  
14/10/2014  
\$1.50  
manawatustandard.co.nz

## Manawatu Standard

### Dog link to petrol attack

**Inside:**

- To play union or league?
- Tough talking
- Go Dylan!
- The big question

**Landlord using power bill to check for illegal activity**

**Weather** TONIGHT Cloudy, 10°C TOMORROW 17°C

**Property** Buy in Property Auction

**Birth centre considered**

**\$2000 WORTH OF BOOKS**

# Why Us?

The **Manawatu Standard** provides coverage across the Manawatu region, and delivers advertisers a strong, local audience whether it's daily through the **Manawatu Standard**, online at [manawatustandard.co.nz](http://manawatustandard.co.nz) or in one of our local community papers such as the **Central District Times**, the **Feilding Herald** and the **Rangitikei Mail**.

If you're after something a little different, whether the solution is a special advertising feature, geo-targeted advertising on [stuff.co.nz](http://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 **06 356 9009**

**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

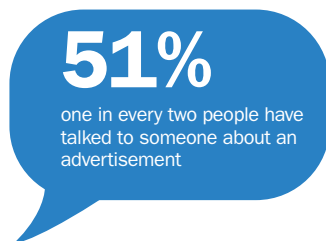
Kiwis visit **stuff.co.nz** each month

# 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 the Manawatu region.**

Delivering credible, and authoritative news and information as well as the lighter things in life, consumers turn to the **Manawatu Standard** 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...**

**60%**

Or 53,000 people, in the Manawatu Standard circulation area have made a purchase online in the last 12 months

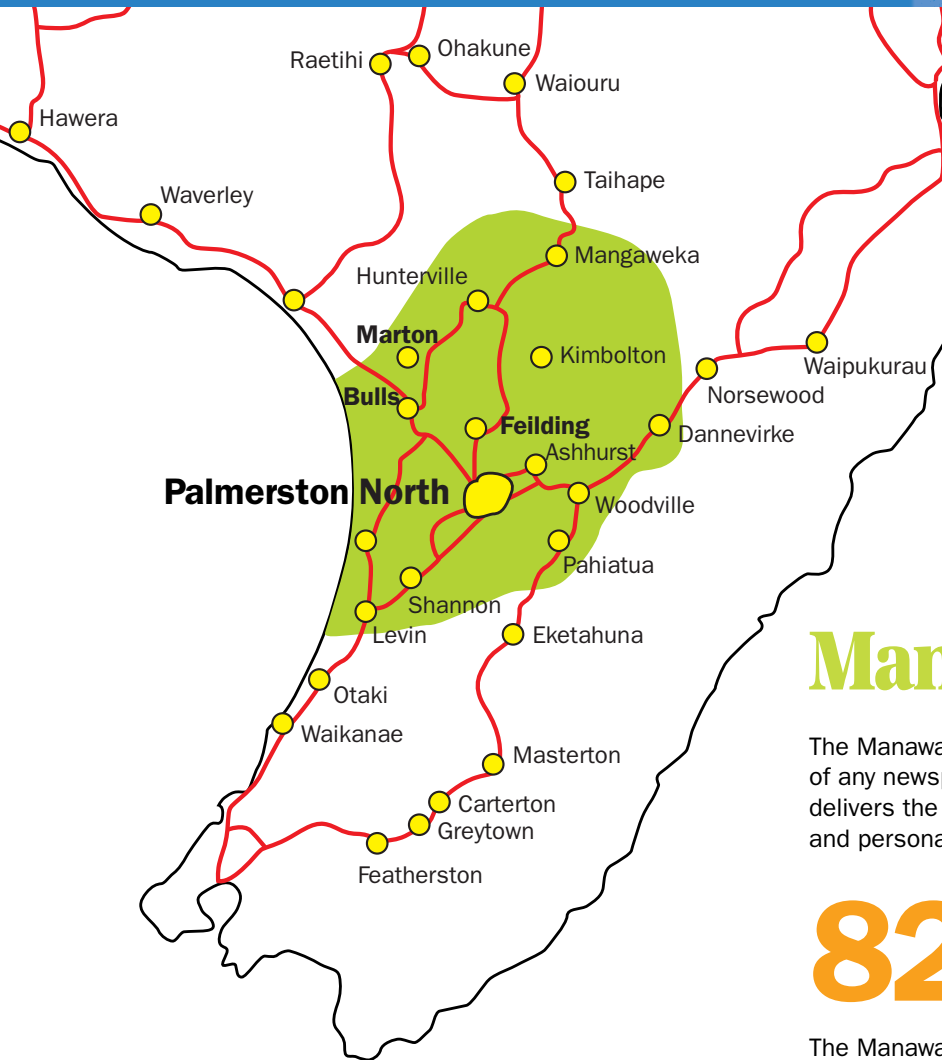
**66%**

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

**26%**

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

# Our footprint



## Manawatu Standard

The Manawatu Standard delivers the largest audience of any newspaper in the Manawatu region. Each week it delivers the very best coverage on the issues, successes and personalities that make the region what it is.

# 82%

The Manawatu Standard has a very loyal customer base with subscriptions accounting for over 82% of the newspaper's circulation.

# 61%

Across a week the Manawatu Standard is read by 61% of people living in its circulation area.

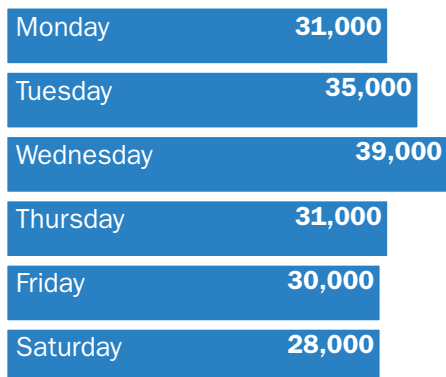
# Our audience

# 32,000

## Daily readership

On an average day, the Manawatu Standard is read by 36% of residents in our circulation area.

## Readership by day



# 54,000

## Weekly readership

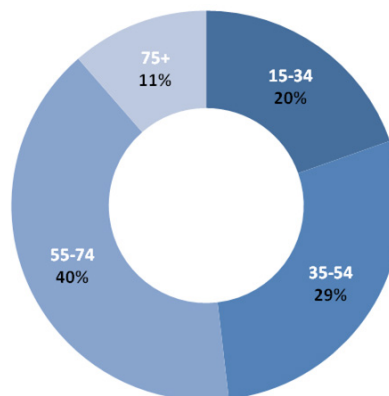
Across a typical week the Manawatu Standard connects with 61% of people in our circulation area.

# \$80,957

## Average household income

Readers of the Manawatu Standard have a higher household income than the average resident in our circulation area.

## Audience age



# 52%/48%

## Gender split

The Manawatu Standard audience is relatively even with 52% of readers being men.

# 21,000

## Homeowners

An average edition of the Manawatu Standard reaches 45% of homeowners in our circulation area.

# 12,000

## Main household shoppers

An average edition of the Manawatu Standard reaches 32% of main household shoppers in our circulation area.

# What's in it?

## Editorial overview

### Daily

- News
- World
- In Business
- Comment & Opinion
- Sport
- Puzzles
- Television

### Monday

- Travel

### Tuesday

- NZ Farmer Manawatu
- Well & Good

### Wednesday

- Fashion & Beauty
- Food & Drink

### Thursday

- Technology & Science

### Friday

- Entertainment
- Overdrive

### Saturday

- Weekend Magazine
- NZ Farmer Manawatu
- Books
- Home & Garden

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.



[manawatustandard.co.nz](http://manawatustandard.co.nz)

- News
- Sport
- Business
- Opinion
- Rural
- Lifestyle
- Digital Editions
- What's On



# 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 a family looking at schooling options. If you see one that catches your eye, talk to one of our media consultants about featuring in the next edition.

## Monthly

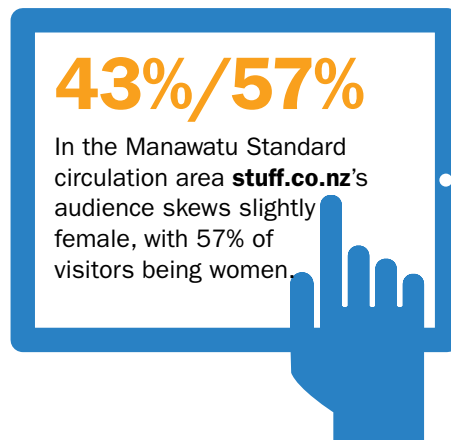
---

- Home & Garden

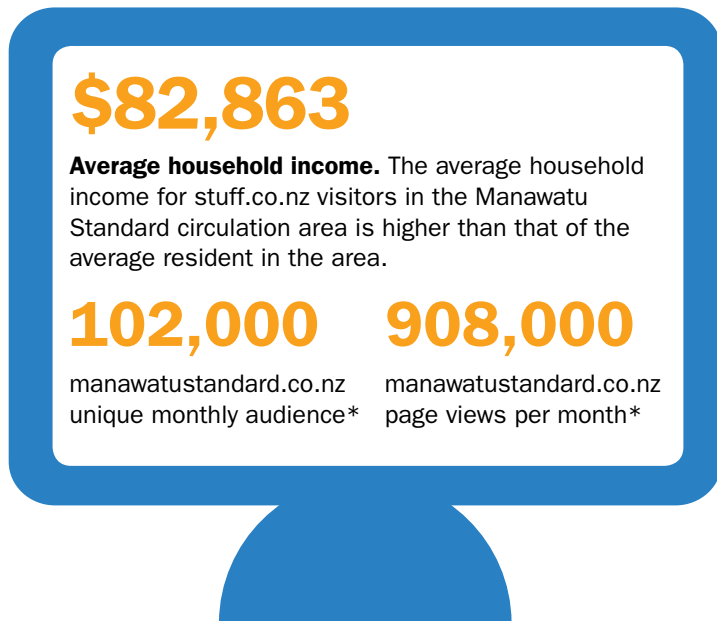
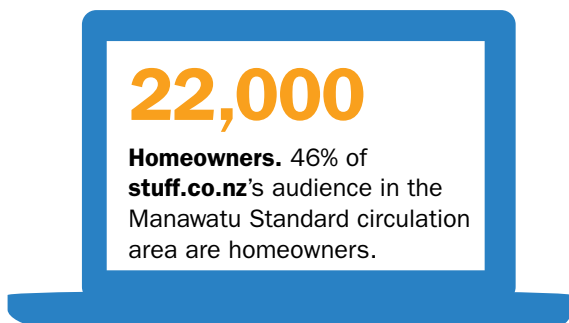
|                  |  |
|------------------|--|
| <b>February</b>  | Student City   |
| <b>March</b>     | Central District Field Days<br>In Fashion – Autumn/Winter        |
| <b>April</b>     | Weddings   |
| <b>May</b>       | Freight & Transport  |
| <b>June</b>      | Manawatu Medical & Complimentary Health Directory<br>Our Schools |
| <b>August</b>    | Manawatu Turbos Souvenir Guide                                   |
| <b>September</b> | In Fashion - Spring/Summer                                       |
| <b>October</b>   | Weddings   |
| <b>December</b>  | Christmas Gift Guide   |



# Our digital audience



**51% of stuff.co.nz's audience in the Manawatu Standard circulation area are their household's main shopper.**



# Digital solutions

**In addition to advertising on [manawatustandard.co.nz](http://manawatustandard.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](http://stuff.co.nz), [essentialmums.co.nz](http://essentialmums.co.nz) and regional sites such as [manawatustandard.co.nz](http://manawatustandard.co.nz) and [dompost.co.nz](http://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 showrooms, price-checkers and product comparers. The app gives businesses the online opportunity to discuss with shoppers what exactly they're looking for



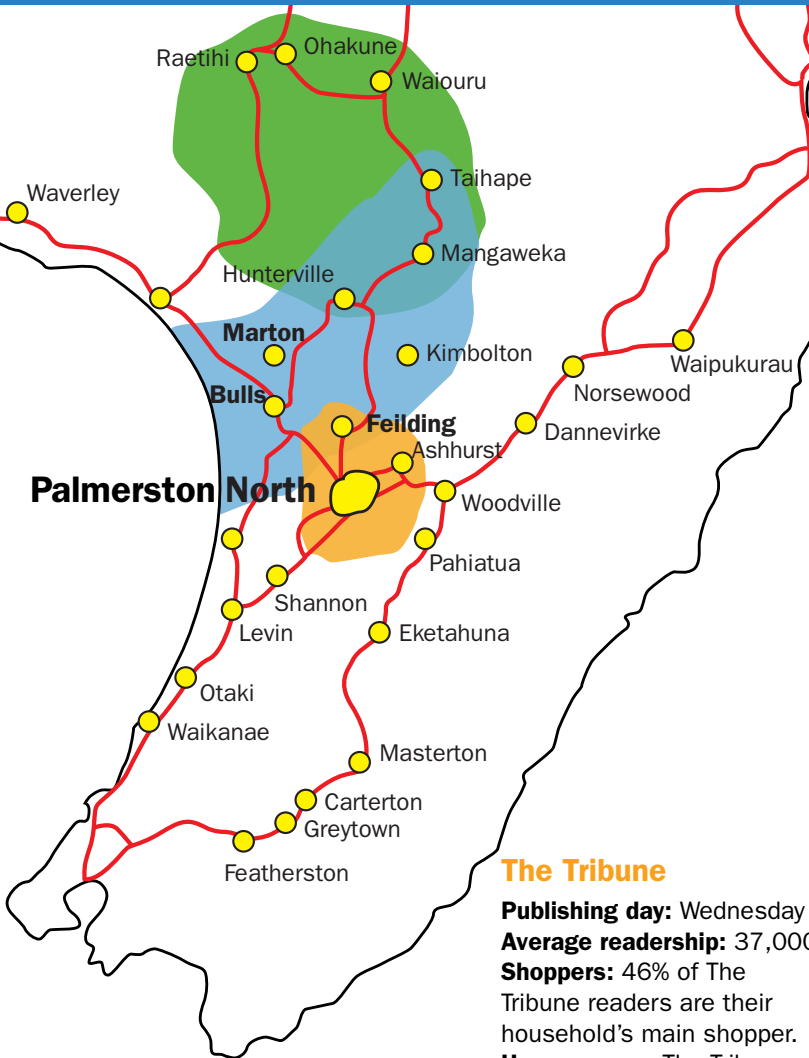
**Want to find out how easy it is to get your business online?**

Contact one of our media consultants on **06 356 9009** and they'll find the right solution for you

and make 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



**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.**

The Manawatu Standard publishes a suite of community papers covering local issues across the Manawatu region. 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.

## Rangitikei Mail

**Publishing day:** Thursday  
**Average readership:** 3,000  
**Shoppers:** 63% of Rangitikei Mail readers are their household's main shopper.  
**Homeowners:** 91% of Rangitikei Mail readers own their own home.



## Feilding Herald

**Publishing day:** Thursday  
**Average readership:** 19,000  
**Shoppers:** An average edition is read by 76% of main household shoppers in the circulation area.  
**Homeowners:** Two in every three homeowners in the circulation area read the Feilding Herald.



## Central District Times

**Publishing day:** Tuesday  
**Circulation:** 3,400\*  
**Distribution:** Central District Times is distributed free to the central district of the North Island, covering Northern Rangitikei, Ruapehu and the Waimarino. Distributed to every house in the towns of Ohakune, Ohakune Junction, Waiouru (including the Military Camp housing area), Taihape, Mangaweka, Ohingaiti, Hunterville and the majority of the rural areas in between.



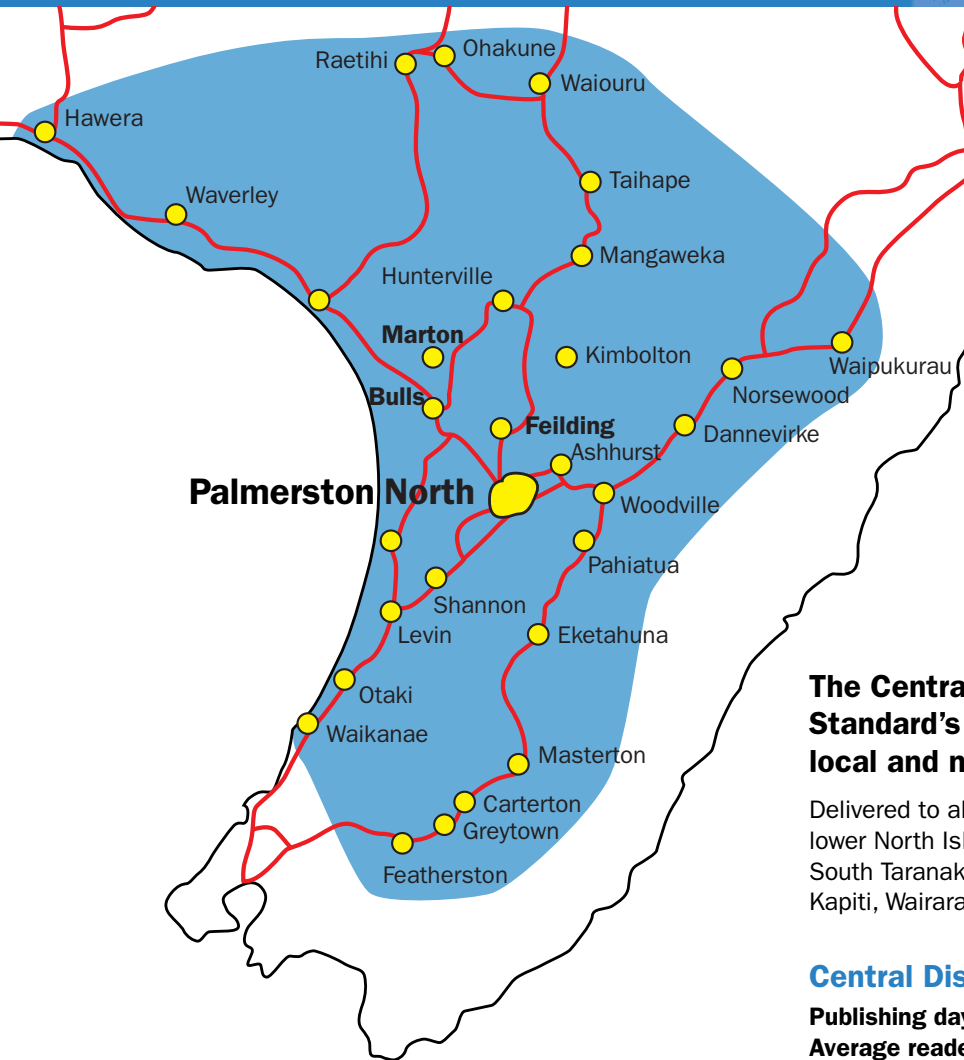
## The Tribune

**Publishing day:** Wednesday  
**Average readership:** 37,000  
**Shoppers:** 46% of The Tribune readers are their household's main shopper.  
**Homeowners:** The Tribune is read by one in every two homeowners in the circulation area.



Source: Nielsen CMI Regional 1 Y/E Jun 2014.  
 Base: AP15+, Respective newspaper circulation area.  
 \*Non audited circulation (weekly).

# Community papers



**The Central Districts Farmer is the Manawatu Standard's dedicated rural publication, covering local and national news.**

Delivered to all boxes on rural delivery in the central and lower North Island, including the rural regions of Ruapehu, South Taranaki, Wanganui, Rangitikei, Manawatu, Horowhenua, Kapiti, Wairarapa, Tararua and central Hawke's Bay.

## Central District Farmer

**Publishing day:** First Friday of every month

**Average readership:** 34,000

**Shoppers:** 53% of Central District Farmer readers are their household's main shopper.

**Homeowners:** 63% of Central District Farmer readers own their own home.

# What does it cost?



| <b>Display</b>                  | <b>MANAWATU STANDARD</b> | <b>THE TRIBUNE</b> | <b>FEILDING HERALD &amp; RANGITIKEI MAIL</b> | <b>CENTRAL DISTRICTS FARMER</b> | <b>CENTRAL DISTRICTS TIMES</b> |
|---------------------------------|--------------------------|--------------------|--|---------------------------------|--------------------------------|
| <b>Full page</b>                | \$5,303.23               | \$2,571.91         | \$2,347.38                                   | \$2,442.64                      | \$2,034.40                     |
| <b>2/3 page</b>                 | \$3,702.15               | -                  | -  | -                               | -                              |
| <b>Junior page</b>              | \$2,946.24               | \$1,428.84         | \$1,304.10                                   | \$1,357.02                      | \$1,130.22                     |
| <b>1/2 page</b>                 | \$2,946.24               | \$1,632.96         | \$1,490.40                                   | \$1,550.88                      | \$1,291.68                     |
| <b>1/3 page</b>                 | \$1,974.78               | -                  | -  | -                               | -                              |
| <b>1/4 page</b>                 | \$1,535.94               | \$714.42           | \$652.05                                     | \$678.51                        | \$565.11                       |
| <b>1/8 page</b>                 | \$767.97                 | \$306.18           | \$279.45                                     | \$290.79                        | \$242.19                       |
| <b>Front page solus</b>         | \$823.50                 | \$520.20           | \$495.90                                     | \$576.00                        | \$495.90                       |
| <b>Other sizes (per col/cm)</b> | \$10.97                  | \$10.21            | \$9.32                                       | \$9.69                          | \$8.07                         |
| <b>General Classified</b>       | \$14.94                  | \$11.56            | \$8.97                                       | \$9.49                          | \$8.97                         |

| <b>SIZE</b>                     | <b>KAPITI OBSERVER</b> | <b>HOROWHENUA MAIL</b> | <b>WAIRARAPA NEWS</b> | <b>NAPIER MAIL</b> | <b>HASTINGS MAIL</b> |
|---------------------------------|------------------------|------------------------|-----------------------|--------------------|----------------------|
| <b>Full page</b>                | \$2,778.55             | \$1,491.84             | \$1,617.71            | \$2,237.76         | \$2,237.76           |
| <b>Junior page</b>              | \$1,668.80             | \$896.00               | \$971.60              | \$1,344.00         | \$1,344.00           |
| <b>1/2 page</b>                 | \$1,764.16             | \$947.20               | \$1,027.12            | \$1,420.80         | \$1,420.80           |
| <b>1/4 page</b>                 | \$834.40               | \$448.00               | \$485.80              | \$672.00           | \$672.00             |
| <b>1/8 page</b>                 | \$357.60               | \$192.00               | \$208.20              | \$288.00           | \$288.00             |
| <b>Other sizes (per col/cm)</b> | \$11.92                | \$6.40                 | \$6.94                | \$9.60             | \$9.60               |
| <b>General Classified</b>       | \$11.82                | \$6.27                 | \$6.75                | \$9.41             | \$9.41               |

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

| <b>Digital</b>     | <b>CPM</b> |
|--------------------|------------|
| Medium Rectangle   | \$20.00    |
| Skyscraper         | \$20.00    |
| Top Banner         | \$20.00    |
| Half Page          | \$30.00    |
| Home page takeover | \$500.00   |

These rates exclude GST. All rates effective 1 July 2014.

# Booking and material deadlines

## Manawatu Standard

|                              | RUN OF PAPER/DISPLAY |                   | CLASSIFIEDS  |                   |              |
|------------------------------|----------------------|-------------------|--------------|-------------------|--------------|
|                              | Booking/Copy         | Print Ready Files | Booking/Copy | Print Ready Files | Computer-set |
| <b>Monday</b>                | 3.30pm Wed           | 12 noon Fri       | 3.30pm Thu   | 3.30pm Thui       | 4pm Fri      |
| <b>Tuesday</b>               | 3.30pm Thu           | 12 noon Mon       | 3.30pm Fri   | 3.30pm Fri        | 4pm Mon      |
| <b>Wednesday</b>             | 3.30pm Fri           | 12 noon Tue       | 3.30pm Mon   | 3.30pm Mon        | 4pm Tue      |
| <b>Thursday</b>              | 3.30pm Mon           | 12 noon Wed       | 3.30pm Tue   | 3.30pm Tue        | 4pm Wed      |
| <b>Friday</b>                | 3.30pm Tue           | 12 noon Thu       | 3.30pm Wed   | 3.30pm Thu        | 4pm Fri      |
| <b>Saturday</b>              | 3.30pm Wed           | 12 noon Fri       | 3.30pm Thu   | 3.30pm Thu        | 4pm Fri      |
| <b>Overdrive (Fri)</b>       | 3.30pm Mon           | 4pm Tue           |              |                   |              |
| <b>Property Weekly (Sat)</b> | 3.30pm Mon           | 5pm Tue           |              |                   |              |

## Community publications

|  | RUN OF PAPER/DISPLAY          |                   | CLASSIFIEDS  |                   |              |
|--|-------------------------------|-------------------|--------------|-------------------|--------------|
|  | Booking/Copy                  | Print Ready Files | Booking/Copy | Print Ready Files | Computer-set |
| <b>The Tribune</b>                           | 4pm Fri                       | 10am Wed          | 4pm Fri      | 10am Wed          | 12 noon Tue  |
| <b>Features</b>                              | 12 noon Tue                   | 10am Wed          | 4pm Fri      | 10am Wed          | 12 noon Tue  |
| <b>Feilding Herald &amp; Rangitikei Mail</b> | 3.00pm Fri                    | 3.00pm Fri        | 3.00pm Mon   | 3.00pm Mon        | 11.00am Tue  |
| <b>Features</b>                              | 10 working days prior         |                   |              |                   |              |
| <b>Central Districts Farmer</b>              | 12 noon, 9 working days prior |                   |              |                   |              |
| <b>Features</b>                              | 10 working days prior         |                   |              |                   |              |
| <b>Central District Times</b>                | 3.00pm Wed                    | 3.00pm Wed        | 3.00pm Thu   | 3.00pm Thu        | 11.00am Fri  |
| <b>Features</b>                              | 10 working days prior         |                   |              |                   |              |
| <b>Kapiti Observer</b>                       | 9.00am Fri prior              | 3.00pm Tue        | 2.00pm Tue   | 2.00pm Tue        | 2.00pm Tue   |
| <b>Horowhenua Mail</b>                       | 9.00am Fri prior              | 3.00pm Tue        | 2.00pm Tue   | 2.00pm Tue        | 2.00pm Tue   |
| <b>Wairarapa News</b>                        | 12 noon Thu                   | 12 noon Mon       | 9am Mon      | 10am Mon          | 11am Mon     |
| <b>Napier Mail</b>                           | 12 noon Wed prior             | 3.00pm Thu        | 5.00pm Fri   | 9.00am Mon        | 9.00am Mon   |
| <b>Hastings Mail</b>                         | 12 noon Wed prior             | 3.00pm Thu        | 5.00pm Fri   | 9.00am Mon        | 9.00am 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           | 34.8 | 70.9 | 107.1 | 143.3 | 179.4 | 215.6 | 251.7 | 287.9 | 324 | 360.2 | 396.3 |

#### DISPLAY

| Column Width | 1    | 2    | 3   | 4   | 5     | 6     | 7     | 8     | 9     | 10    |
|--------------|------|------|-----|-----|-------|-------|-------|-------|-------|-------|
| mm           | 35.8 | 75.9 | 116 | 156 | 196.1 | 236.1 | 276.2 | 316.2 | 356.3 | 396.3 |

#### FULL PAGE SIZING

|            | Run of Press<br>10 columns | Classified<br>11 columns | Tabloid<br>7 columns | Double page spread<br>20 columns |
|------------|----------------------------|--------------------------|----------------------|----------------------------------|
| Depth (mm) | 560                        | 560                      | 370                  | 560                              |
| Width (mm) | 396.3                      | 396.3                    | 276.2                | 775                              |

#### KAPITI OBSERVER, HOROWHENUA MAIL, WAIRARAPA NEWS, NAPIER MAIL and HASTINGS MAIL

| Column Width | 1  | 2  | 3   | 4   | 5   | 6   | 7   | 8   |
|--------------|----|----|-----|-----|-----|-----|-----|-----|
| Classified   | 32 | 66 | 100 | 134 | 168 | 202 | 236 | 270 |
| Display      | 34 | 72 | 110 | 148 | 186 | 224 | 262 |     |

#### 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 Manawatu Standard is a broadsheet paper, each page measuring 560mm deep by 396.3mm 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 four main sections of the paper: News, World, Business 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



## Manawatu Standard

---

51 The Square  
Palmerston North 4410

### Post

PO Box 3  
Palmerston North 4440

06 356 9009

## Feilding Herald, Rangitikei Mail & Central Districts Farmer

---

75 Fergusson Street  
Feilding 4702

### Post

PO Box 190  
Feilding 4740

06 323 5839

## Central District Times

---

61 Hautapu Street  
Taihape 4720

### Post

PO Box 30  
Taihape 4742

06 388 0659

## Key Contacts

---

### Regional Advertising Manager

Shaun Englebretsen  
06 355 7304  
shaun.engebretsen@fairfaxmedia.co.nz

## Classified Advertising

---

internetsales@msl.co.nz

## Accounts

---

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.
19. By placing an advertisement for publication you grant us a perpetual, royalty free license to reproduce the advertisement in any print or electronic media we offer customers now or in the future.
  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.
  21. All DVD's, Blu-ray disks and videos, and any other restricted publications advertised for sale must include its Classification as determine by the New Zealand classification office any 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.
  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.
  24. In addition to these Terms and Conditions you acknowledge that all advertising including the conditions of payment, delivery and changes to or cancellation of such advertising, will be in accordance with and subject to the conditions notified to you or generally published by Fairfax from time to time.
  25. We may at our sole discretion vary these Terms and Conditions at any time provided that: (a) such amended terms will not affect prior agreed advertising orders; and (b) if you do not agree with a variation then you may cease placing orders with us.



Fairfax Media

Our Audience. Your Customers.

