



ADVERTISING RATE CARD

Effective 1st July, 2014

Northern **outlook**

CENTRAL CANTERBURY **NEWS**

MID CANTERBURY **HERALD**

CHRISTCHURCH **mail**

AREA: North Canterbury

Published Circulation:
22,461

Readership:
34,000 (average issue)

Type: Twice weekly (Wed & Sat)

Website:
www.northernoutlook.co.nz

Audited circulation: ABC

Circulation source: Source: NZ Audit Bureau of Circulation, 12 months to 31 December 2013.
Readership source: Nielsen CMI Survey Q3 2013 - Q2 2014. Base: AP15+.

AREA: Selwyn

Published Circulation:
15,171

Readership:
23,000

Type: Weekly (Wed)

Website:
www.press.co.nz

Audited circulation: ABC

Circulation source: NZ Audit Bureau of Circulation, 12 months to 31 December 2013.
Readership source: Nielsen CMI Survey Q3 2013 - Q2 2014. Base: AP15+.

AREA: Mid Canterbury
(Ashburton)

Published Circulation:
13,424

Readership: 28,000

Type: Weekly (Wed)

Website:
www.timaruherald.co.nz

Audited circulation: ABC

Circulation source: NZ Audit Bureau of Circulation, 12 months to 31 December 2013.
Readership source: Nielsen CMI Survey Q3 2013 - Q2 2014. Base: AP15+.

AREA: Christchurch

Published Circulation:
86,695

Readership:
137,000

Type: Weekly (Thu)

Website:
www.christchurchmail.co.nz

Audited circulation: ABC

Circulation source: NZ Audit Bureau of Circulation, 12 months to 31 December 2013.
Readership source: Nielsen CMI Survey Q3 2013 - Q2 2014. Base: AP15+.



CHRISTCHURCH AND CANTERBURY COMMUNITY NEWSPAPERS



MARKET FACTS

Effective 1st July, 2014

Northern outlook

The Northern Outlook is the largest circulating community paper in North Canterbury, reaching more readers than any other community paper in the North Canterbury area.

Published twice a week, the Wednesday edition is read by 36,000 people aged 15+ with 32,000 readers picking up the Saturday edition. In total the Northern Outlook is read by 40,000 individuals each week.

The Northern Outlook is a great choice for advertisers wanting to reach residents in North Canterbury. An average issue is read by 18,000 main household shoppers and 23,000 homeowners. Readers of the Northern Outlook have an average household income of \$77,427.

Source: Nielsen CMI Survey Q3 2013 - Q2 2014.
Base: AP15+.

CENTRAL CANTERBURY NEWS

The Central Canterbury News is the #1 community paper from the Selwyn district. Each Wednesday the paper is read by 23,000 Cantabrians living in areas such as Rolleston, Darfield, Leeston and Sheffield.

Three out of every four readers are homeowners and over half (54%) have a household income of \$60,000+. A typical edition is read by 13,000 main household shoppers.

Readers of CCN are active consumers and community papers play a big role in their purchasing decisions. In fact 73% of CCN readers have actually purchased something as a result of seeing it in a community newspaper, and three out of every five have gone to an event after seeing it promoted in a community newspaper.

Source: Nielsen CMI Survey Q3 2013 - Q2 2014.
Base: AP15+.

MID CANTERBURY HERALD

The Mid Canterbury Herald is a local community paper circulating in the Ashburton district. Every Wednesday the Mid Canterbury Herald attracts 28,000 readers.

The Mid Canterbury Herald is a great choice for local advertisers. Each week the paper is read by 17,000 homeowners and 14,000 main household shoppers.

Mid Canterbury Herald readers are an attractive group of consumers for advertisers to reach. Their average household income is \$62,442 and 78% of them say they've purchased goods after seeing them advertised in a community newspaper.

Source: Nielsen CMI Survey Q3 2013 - Q2 2014.
Base: AP15+.

CHRISTCHURCH mail

With an audience of 137,000 the Christchurch Mail is the #1 community newspaper in greater Christchurch.

Published each Thursday, the Christchurch Mail reaches 43% of all people aged 15+ in Christchurch city.

Readers of the Christchurch Mail are an attractive audience for advertisers - the Christchurch Mail is read by 66% of homeowners in the city, one in every three people who live in a household with at least one child, and 50% of main household shoppers.

Combine The Weekend Press with the Christchurch Mail and increase your reach to 61% of all people aged 15+ in Christchurch.

Source: Nielsen CMI Survey Q3 2013 - Q2 2014.
Base: AP15+.

CONTACTS

For **display** advertising:

Agencies contact
03 943 2452
pas.national@press.co.nz

Direct Advertisers contact
03 311 8701
jan.reed@northernoutlook.co.nz

For **classified** advertising
contact: **03 311 8701**
christine.pearson@fairfaxmedia.co.nz

For **display** advertising:

Agencies contact
03 943 2452
pas.national@press.co.nz

Direct Advertisers contact
03 311 8701
jan.reed@northernoutlook.co.nz

For **classified** advertising
contact: **03 311 8701**
christine.pearson@fairfaxmedia.co.nz

For **display** advertising:

Agencies contact
03 943 2452
pas.national@press.co.nz

Direct Advertisers contact
03 307 5858
ellenor.sullivan@press.co.nz

For **classified** advertising
contact: **03 307 5858**
ellenor.sullivan@press.co.nz

For **display** advertising:

Agencies contact
03 943 2452
pas.national@press.co.nz

Direct Advertisers contact
03 943 2451
ad.sales@press.co.nz

For **classified** advertising
contact: **03 377 8778**
goclassifieds@press.co.nz

Display Advertising Rates

These run of paper rates include colour* and exclude GST
* Black and white advertising less 12.5%

| 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 |
| 1/2 Page | \$1,127.70 | \$976.36 | \$787.50 | \$787.50 |
| 1/4 Page | \$510.15 | \$441.75 | \$356.25 | \$356.25 |
| 1/8 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 |

Premium Positions

Guaranteed Positions } + 25%
Guaranteed page 2 or 3 } + 50%

*applies to same day insertions and copy in both newspapers

Display Classified Rates

These display classified rates include colour* and exclude GST
* Black and white advertising less 12.5%

| Rate (per col/cm) | Christchurch Mail | Northern Outlook | Central Canterbury News | Mid Canterbury Herald |
|-------------------|-------------------|------------------|-------------------------|-----------------------|
| General | \$10.23 | \$8.91 | \$7.25 | \$7.25 |
| Employment | \$10.65 | \$10.34 | \$9.06 | \$9.06 |

Classified Liner Rates

Minimum of four lines, rates exclude GST
Additional colour and highlighting charges may apply

| Rate | Christchurch Mail | Northern Outlook | Central Canterbury News | Mid Canterbury Herald |
|--|-------------------|------------------|-------------------------|-----------------------|
| General (per line) | \$2.65 | \$2.32 | \$1.65 | \$1.65 |
| Community Noticeboard - incl. 50 words | \$13.50 | \$13.50 | \$13.50 | \$13.50 |
| - incl. 100 words | \$20.00 | \$20.00 | \$20.00 | \$20.00 |

Annual Spend Discounts*

| Annual Spend: | \$2.5K+ | \$5K+ | \$10K+ | \$15K+ | \$25K+ | \$50K+ | \$75K+ | \$100K+ | \$150K+ | \$250K+ | \$500K+ |
|-------------------------|---------|-------|--------|--------|--------|--------|--------|---------|---------|---------|---------|
| Display Adv Discount | 10% | 12.5% | 15% | 17.5% | 20% | 22.5% | 22.5% | 25% | 25% | 27.5% | 30% |
| Classified Adv Discount | 10% | 12.5% | 15% | 15.0% | 16.5% | 18% | 18% | 20% | 20% | 22.5% | 25% |

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

Packages

| Packages | | Christchurch Mail | Northern Outlook | Central Canterbury News | Mid Canterbury Herald |
|-----------------|-----|---------------------|---------------------|-------------------------|-----------------------|
| Trade Directory | | Price per insertion | Price per insertion | Price per insertion | Price per insertion |
| -6 pack | 8x1 | - | \$66.00 | \$60.00 | \$60.00 |
| -12 pack | 8x1 | - | \$57.00 | \$50.00 | \$50.00 |
| -24 pack | 8x1 | - | \$52.00 | \$45.00 | \$45.00 |
| -48 pack | 8x1 | - | \$45.00 | \$40.00 | \$40.00 |
| -6 pack | 8x2 | - | \$108.00 | \$100.00 | \$100.00 |
| -12 pack | 8x2 | \$96.00 | \$97.00 | \$90.00 | \$90.00 |
| -24 pack | 8x2 | \$88.00 | \$86.00 | \$80.00 | \$80.00 |
| -48 pack | 8x2 | \$80.00 | \$75.00 | \$70.00 | \$70.00 |

Multi Publication Discounts

Multi-paper discounts only apply to same Advertisement running in all publications Inserts, online and further contract or other discounts/packages not applicable

2 papers less 20%

3 papers less 30%

4 papers less 35%

Inserts

| | Christchurch Mail | Northern Outlook | Central Canterbury News | Mid Canterbury Herald |
|----------------------|-------------------|------------------|-------------------------|-----------------------|
| Rate (cost per 1000) | \$55.00 | \$55.00 | \$55.00 | \$55.00 |

Publishing Deadlines

Advertising cancelled after booking deadline incur a cancellation fee.

| | Run of Paper | | Classified | | |
|-------------------------|----------------|------------------|-----------------|------------------|----------------|
| | Booking/Copy | Print Ready File | Booking/Copy | Print Ready File | Computer-set |
| Christchurch Mail | 12noon Friday | 5pm Tuesday | 12noon Friday | 11am Tuesday | 9am Wednesday |
| Northern Outlook (Wed) | 12noon Friday | 11am Tuesday | 4.30pm Monday | 1pm Tuesday | 12noon Tuesday |
| Northern Outlook (Sat) | 10am Wednesday | 11am Friday | 4.30pm Thursday | 1pm Friday | 12noon Friday |
| Central Canterbury News | 11am Thursday | 1pm Monday | 12noon Monday | 3pm Monday | 3pm Monday |
| Mid Canterbury Herald | 11am Thursday | 12noon Monday | 11am Monday | 2pm Monday | 2pm Monday |

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 9653**

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

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 |

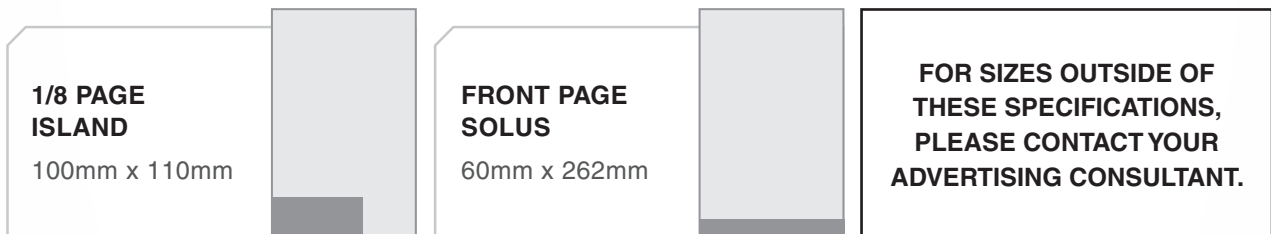
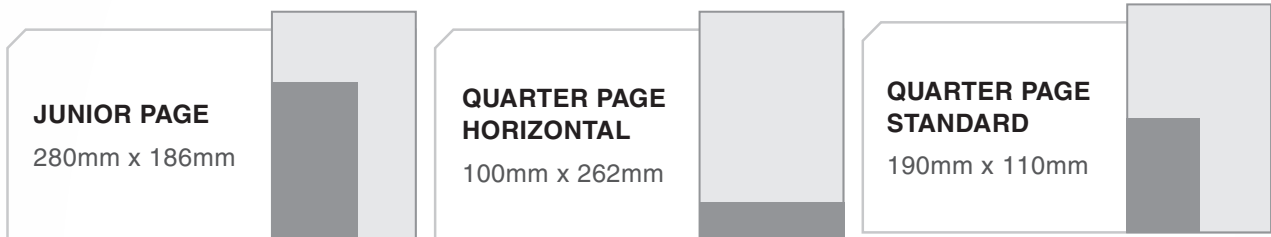
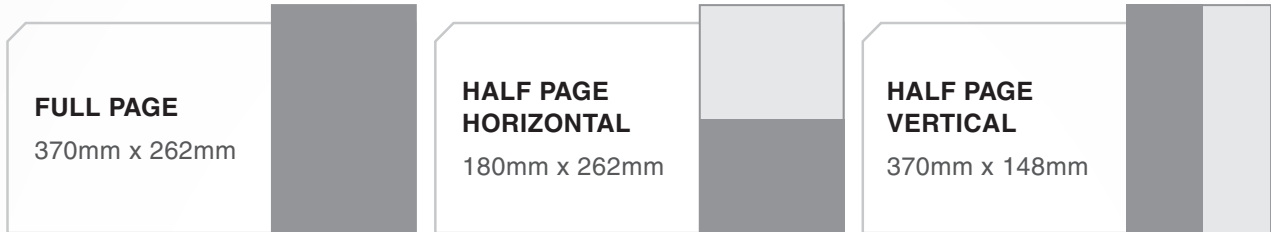
Images

| | |
|--|----------------------------|
| Format | EPS, TIFF, JPG, PDF |
| Photographs | 1Mb |
| Minimum resolution for colour images | 150dpi |
| Minimum resolution for greyscale 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**

Size Specifications (Publishing)



FOR SIZES OUTSIDE OF THESE SPECIFICATIONS, PLEASE CONTACT YOUR ADVERTISING CONSULTANT.

| Column Widths (mm) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------------------|------|------|-------|-------|-------|-------|-------|-------|
| Run of Paper | 34.0 | 72.0 | 110.0 | 148.0 | 186.0 | 224.0 | 262.0 | |
| Classified | 32.0 | 66.0 | 100.0 | 134.0 | 168.0 | 202.0 | 236.0 | 270.0 |

PAGE SIZES

Run of Paper 370mm x 7cols
 Classified 370mm x 8 cols

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.