

Display Advertising Rates

These run of paper rates include colour* and exclude GST
* Black and white advertising less 30%

Size	Manawatu Standard	The Tribune	Feilding Herald/ Rangitikei Mail	Central Districts Farmer	Central District Times
Full Page	\$5,303.23	\$2,571.91	\$2,347.38	\$2,442.64	\$2,034.40
2/3 Page	\$3,702.15	-	-	-	-
Pony (Large)	\$2,946.24	\$1,428.84	\$1,304.10	\$1,357.02	\$1,130.22
1/2 Page	\$2,946.24	\$1,632.96	\$1,490.40	\$1,550.88	\$1,291.68
1/3 Page	\$1,974.78	-	-	-	-
Pony (Small)	\$1,535.94	\$653.18	\$596.16	\$620.35	\$516.67
1/4 Page	\$1,535.94	\$714.42	\$652.05	\$678.51	\$565.11
1/8 Page	\$767.97	\$306.18	\$279.45	\$290.79	\$242.19
Front Page Solus	\$823.50	\$520.20	\$495.90	\$576.00	\$495.90
Other sizes (per col/cm)	\$10.97	\$10.21	\$9.32	\$9.69	\$8.07

Premium Positioning

Guaranteed Section } **Plus 25%**
Guaranteed Page/Position } **Plus 40%**

Display Classified Rates

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

Rate (per col/cm)	Manawatu Standard	The Tribune	Feilding Herald/ Rangitikei Mail	Central Districts Farmer	Central District Times
General Classified	\$14.94	\$11.56	\$8.97	\$9.49	\$8.97
Adult Entertainment	\$18.23	\$18.23	\$8.97	\$9.49	\$8.97
Church Notices	\$10.90	\$10.90	\$6.46	\$9.49	\$6.46

Classified Liner Rates

Rates exclude GST
Additional colour and highlighting charges may apply

Rate	Manawatu Standard	The Tribune	Feilding Herald	Central Districts Farmer	Central District Times
General Classified (3 lines)	\$12.61	\$12.61	\$10.00	\$12.61	\$10.00
Adult Entertainment (3 lines)	\$14.35	\$14.35	\$10.00	\$12.61	\$10.00
General Classifieds (each additional line)	\$0.87	\$0.87	\$0.87	\$0.87	\$0.87
Announcements (3 lines)	\$12.61	\$12.61	\$10.00	\$12.61	\$10.00
Announcements (each additional line)	\$1.74	\$1.74	\$1.74	\$1.74	\$1.74
Garage Sales (4 lines)	\$14.35	\$14.35	\$14.35	\$14.35	\$14.35

Annual Spend Discounts*

Annual Spend:	\$2.5K+	\$5K+	\$10K+	\$15K+	\$25K+	\$50K+	\$75K+	\$100K+	\$150K+	\$250K+	\$500K+
Discount :	10%	12.5%	15%	17.5%	20%	22.5%	25%	27.5%	30%	35%	40%

*For contract holders in Manawatu publications. Contracted discounts exclude online advertising, inserts, employment classifications, liner style bookings and other advertising as specified.

Online Advertising Rates

Static ads only. All rates are for domestic eyeballs only and exclude GST. Ad space is subject to availability at booking.

manawatustandard.co.nz

Channel (20% SOV)	Time	Av. # Impressions*	Av. Impressions 20% Share of Voice (SOV*)	Rate	Sizes Available
News	Monthly	177,460	35,400	\$710.00	Top Banner Medium Rectangle Skyscraper Half Page
	Weekly	44,300	8,800	\$177.00	
Home	Monthly	60,400	12,000	\$242.00	Medium Rectangle Skyscraper Half Page
	Weekly	15,000	3,000	\$100.00	
Run of Site (ROS)	Monthly	199,000	39,900	\$800.00	Top Banner Medium Rectangle Skyscraper Half Page
	Weekly	49,900	9,900	\$200.00	
Creative charge				\$50.00	

*Ads will appear on every 5th page across each available channel/page = 20% SOV. Each ad unit on each page has 5 x 20% SOV portions available

*Impressions based on above the fold MREC

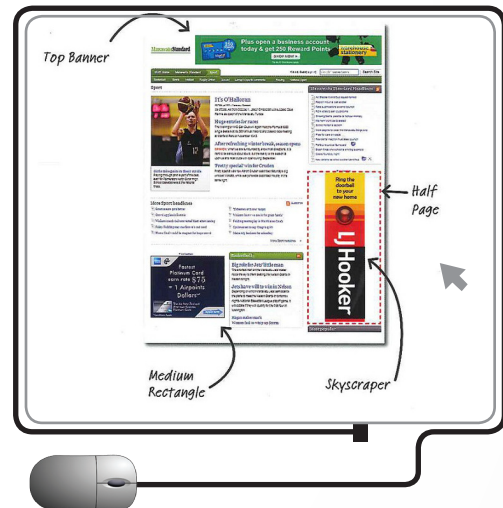
Booking Deadlines & Creative (Online)

Deadlines*	Creative Provided	Creative Required
Booking	7 days	18 days
Creative	5 days	18 days

* working days prior

Ad Sizes	Pixels
Top Banner	760 x 120
Top Banner	728 x 90
Medium Rectangle	300 x 250
Skyscraper	160 x 600
Half Page	300 x 600

Max file Size: 40kb
Min DPI: 72



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.

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
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 may change around public holidays.

Manawatu Standard	Run of Paper		Classified		Computer-set
	Booking/Copy	Print Ready Email	Booking/Copy	Print Ready Email	
Monday	3.30pm Wednesday	12noon Friday	3.30pm Thursday	3.30pm Thursday	4.00pm Friday
Tuesday	3.30pm Thursday	12noon Monday	3.30pm Friday	3.30pm Friday	4.00pm Monday
Wednesday	3.30pm Friday	12noon Tuesday	3.30pm Monday	3.30pm Monday	4.00pm Tuesday
Thursday	3.30pm Monday	12noon Wednesday	3.30pm Tuesday	3.30pm Tuesday	4.00pm Wednesday
Friday	3.30pm Tuesday	12noon Thursday	3.30pm Wednesday	3.30pm Wednesday	4.00pm Thursday
Saturday	3.30pm Wednesday	12noon Friday	3.30pm Thursday	3.30pm Thursday	4.00pm Friday
Overdrive (Friday)	3.30pm Monday	4.00pm Tuesday			
Property Weekly (Sat)	3.00pm Monday	12.30pm Wednesday			
Special features/magazines - please ask your account manager for details					

Community Publication	Run of Paper		Classified		Computer-set
	Booking/Copy	Print Ready Email	Booking/Copy	Print Ready Email	
The Tribune	12.30pm Thursday	12.30pm Thursday	12.30pm Thursday	12.30pm Thursday	11.00am Monday
- Features	12.30pm Wednesday	12.30pm Wednesday			
Feilding Herald Rangitikei Mail	3.00pm Friday	3.00pm Friday	3.00pm Monday	3.00pm Monday	11.00am Tuesday
- Features	10 working days prior				
Central Districts Farmer	Publishes first Friday of each month, bookings and material should be provided by 12noon 9 working days prior				
- Features	10 working days prior				
Central District Times	3.00pm Wednesday	3.00pm Wednesday	3.00pm Thursday	3.00pm Thursday	11.00am Friday
- Features	10 working days prior				

Size Specifications (Publishing)

FULL PAGE Broadsheet 560mm x 394.9mm Tabloid 400mm x 276.43mm		2/3 PAGE HORIZONTAL Broadsheet 350mm x 394.9mm Tabloid N/A		2/3 PAGE VERTICAL Broadsheet 560mm x 236.94mm Tabloid N/A	
HALF PAGE HORIZONTAL Broadsheet 280mm x 394.9mm Tabloid 200mm x 276.43mm		HALF PAGE VERTICAL Broadsheet 560mm x 197.45mm Tabloid 400mm x 157.96mm		PONY - LARGE Broadsheet 400mm x 276.43mm Tabloid 280mm x 197.45mm	
PONY - SMALL Broadsheet 200mm x 276.43mm Tabloid 160mm x 157.96mm		1/3 PAGE HORIZONTAL Broadsheet 180mm x 394.9mm Tabloid N/A		1/3 PAGE VERTICAL Broadsheet 560mm x 197.45mm Tabloid N/A	
QUARTER PAGE HORIZONTAL Broadsheet 140mm x 394.9mm Tabloid 100mm x 276.43mm		QUARTER PAGE VERTICAL Broadsheet 280mm x 197.45mm Tabloid 200mm x 118.47mm		1/8 PAGE HORIZONTAL Broadsheet 70mm x 394.9mm Tabloid N/A	
1/8 PAGE VERTICAL Broadsheet 140mm x 197.45mm Tabloid N/A		1/8 PAGE STD/PORTRAIT Broadsheet 100mm x 276.43mm Tabloid 100mm x 118.47mm		FRONT PAGE SOLUS Broadsheet 60mm x 356.3mm Tabloid 60mm x 276.43mm Central Districts Farmer 80mm x 276.43mm	

Column Widths (mm)	1	2	3	4	5	6	7	8	9	10	11
Run of Paper	35.8	75.9	116.0	156.0	196.1	236.1	276.2	316.2	356.3	396.3	
Classified	34.8	70.9	107.1	143.3	179.4	215.6	251.7	287.9	324	360.2	396.3

PAGE SIZES

Run of Paper560mm x 10 cols 400mm x 7 cols
 Classified560mm x 11 cols 400mm 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.