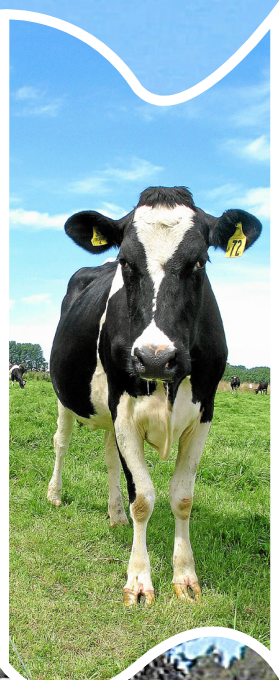


REACH OUT TO 49,527 FARMERS IN THE SOUTH ISLAND

from Spotswood to Bluff



OTAGO SOUTHLAND
Farmer

Central South Island NORTH
Farmer

Central South Island SOUTH
Farmer

The perfect advertising platform for when you need to advertise in the South Island...



We can help you reach your rural target market!
TOTAL COVERAGE 49,527

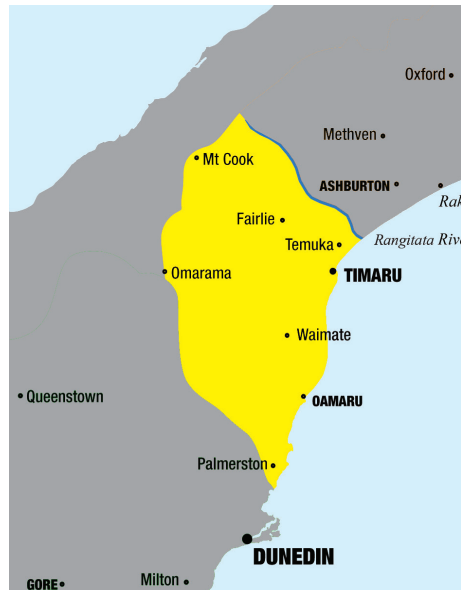
Central South Island NORTH **Farmer**



North Canterbury Selwyn District and Mid Canterbury:

Lydia Von Ronge
 Phone: (03) 311 8711
 Cell: 027 285 2779
 Email: lydia.vonronge@press.co.nz

Central South Island SOUTH **Farmer**



South Canterbury: (Timaru)

Caroline Anderson
 Phone: (03) 684 0703
 Fax: (03) 688 1042
 Email: caroline.anderson@timaruherald.co.nz

Waitaki District: (Oamaru)

Sue Stott
 Phone: (03) 434 8435
 Fax: (03) 434 5240
 Email: sue.stott@waitakiherald.co.nz

OTAGO SOUTHLAND **Farmer**



Gore

Richard Potter
 DDI: 03 209 0108
 Cell: 027 641 4281
 Email: richard.potter@fairfaxmedia.co.nz



Display Advertising Rates

These run of paper rates include colour and exclude GST

Size	Central South Island Farmer North	Central South Island Farmer South	Otago Southland Farmer
Full Page	\$2,072.00	\$1,771.47	\$2,590.00
Pony (Large)	\$1,120.00	\$925.12	\$1,400.00
1/2 Page	\$1,008.00	\$977.98	\$1,480.00
Pony (Small)	\$480.00	\$396.48	\$600.00
1/4 Page	\$560.00	\$462.56	\$700.00
1/8 Page	\$240.00	\$198.24	\$300.00
Other sizes (per col/cm)	\$8.00	\$6.61	\$10.00

Multi Publication Discounts

Multi-paper discounts only apply to same copy running in all publications Other discounts/packages not applicable (incl Contract)

Discounts are available for advertising across multiple publications. Please contact your account manager for more information.

Publishing Deadlines

Advertisements cancelled after booking deadline incur a cancellation fee.

	Run of Paper	
	Booking/Copy	Print Ready File
Central South Island Farmer North Saturday (Fortnightly)	12noon Friday (week prior)	10am Wednesday prior
Central South Island Farmer South Wednesday	11am Thursday	11am Thursday
Otago Southland Farmer Friday (Fortnightly)	12noon Tuesday	5pm Wednesday

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 Wellington - 04 474 0468
Hamilton - 07 849 9653 Christchurch - 03 943 2453

Technical Information (Publishing)

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

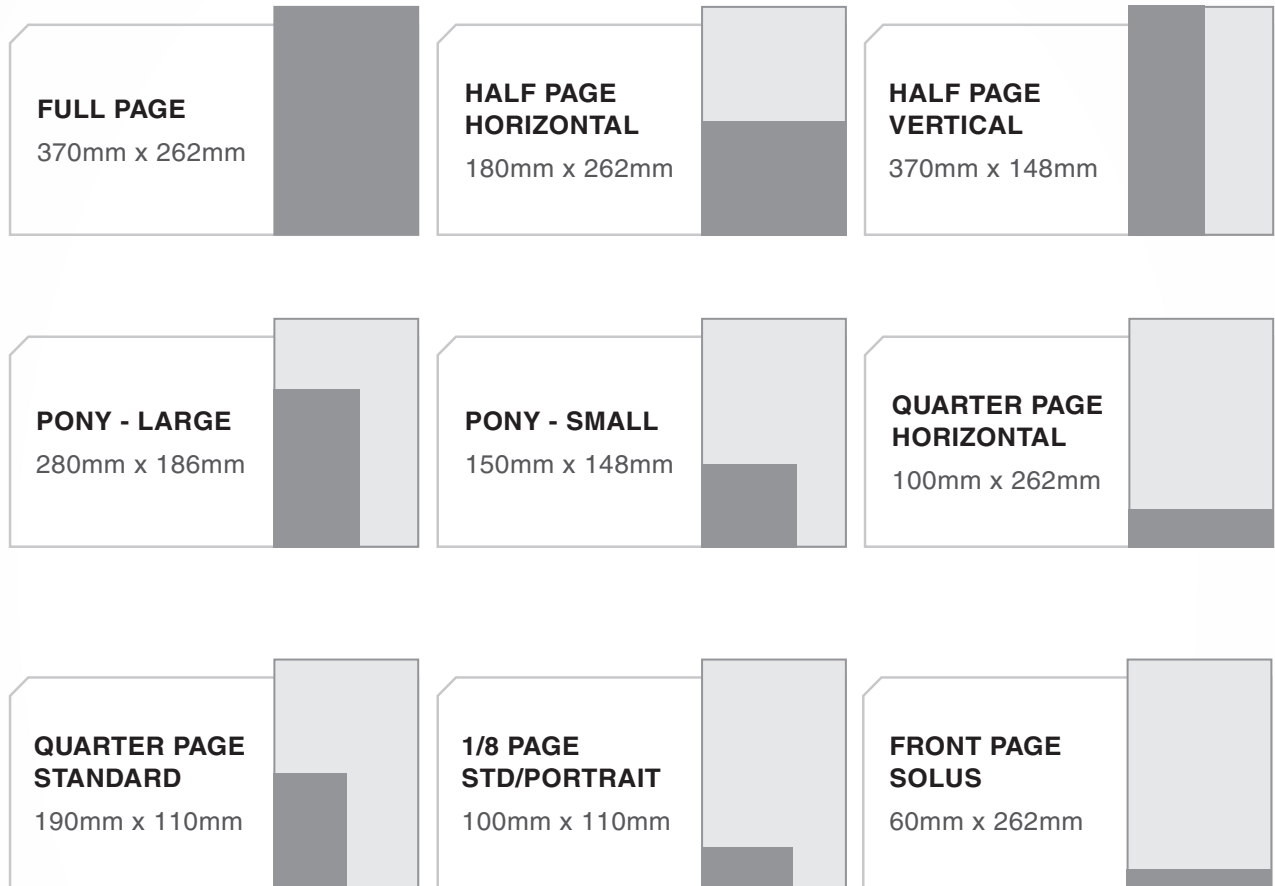
Images

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

Size Specifications (Publishing)



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

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.
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.