

## Display Advertising Rates

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

Size	Southland Times		Clutha Leader	The Eye	Mirror	Newslink	Otago Southland Farmer	
	Mon-Fri	Sat						
Full Page	\$6,664.90	\$7,354.37	\$1,748.25	\$1,605.80	\$2,590.00	\$1,709.40	\$2,590.00	
2/3 Page	\$4,284.58	\$4,727.81	-	-	-	-	-	
Pony (Large)	\$3,507.84	\$3,870.72	\$945.00	\$868.00	\$1,400.00	\$924.00	\$1,400.00	
1/2 Page	\$3,507.84	\$3,870.72	\$999.00	\$917.60	\$1,480.00	\$976.80	\$1,480.00	
1/3 Page	\$2,255.04	\$2,488.32	-	-	-	-	-	
Pony (Small)	\$1,753.92	\$1,935.36	\$405.00	\$372.00	\$600.00	\$396.00	\$600.00	
1/4 Page	\$1,753.92	\$1,935.36	\$472.50	\$434.00	\$700.00	\$462.00	\$700.00	
1/8 Page	\$876.96	\$967.68	\$202.50	\$186.00	\$300.00	\$198.00	\$300.00	
Other sizes (per col/cm)	\$12.53	\$13.82	\$6.75	\$6.20	\$10.00	\$6.60	\$10.00	

### PREMIUM POSITIONING

- Guaranteed Section A } plus 30%
- Guaranteed Page/Position } plus 40%
- Guaranteed Other Sec } plus 25%
- Front Page Solus } plus 30%

## Display Classified Rates

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

Rate (per col/cm)	Southland Times		Clutha Leader	The Eye	Mirror	Newslink	Otago Southland Farmer
	Mon-Fri	Sat					
General Classified	\$13.06	\$14.05	\$7.15	\$4.70	\$10.00	\$6.70	\$10.20
Employment (incl ROP)	\$13.16	\$14.20	\$7.20	\$4.75	\$10.10	\$6.76	\$10.30

## Classified Liner Rates

Rates exclude GST  
Additional colour and highlighting charges may apply

Rate (per col/cm)	Southland Times		Clutha Leader	The Eye	Mirror	Newslink	Otago Southland Farmer
	Mon-Fri	Sat					
General Classified	\$3.05	\$3.28	\$1.67	\$1.10	\$2.33	\$1.56	\$2.38
Under \$200	\$10.00	-	-	-	-	-	-

## 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 Southland pubs. Contracted discounts exclude online advertising, inserts public notices and employment classifications and other advertising as specified.

## Online Advertising Rates

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

Channel	Time	Recommended min page impressions	CPM	Cost	Sizes Available
News	Monthly	140,000	\$20.00	\$2,800.00	Top Banner Medium Rectangle Skyscraper Half Page
	Weekly	35,000	\$20.00	\$700.00	
Home	Monthly	125,000	\$20.00	\$2,500.00	Medium Rectangle
	Weekly	25,000	\$20.00	\$500.00	
Rest of Site	Monthly	20,000	\$20.00	\$400.00	Top Banner Medium Rectangle Skyscraper Half Page
	Weekly	10,000	\$20.00	\$200.00	

*Please note:* Pricing based on flat rate of \$20 per thousand impressions delivered (CPM). Campaign recommendation based on achieving 10% share of voice. Other options available (additional charges apply). Cost includes production of one static ad. Ad space is subject to availability at booking. All rates are for domestic eyeballs only.

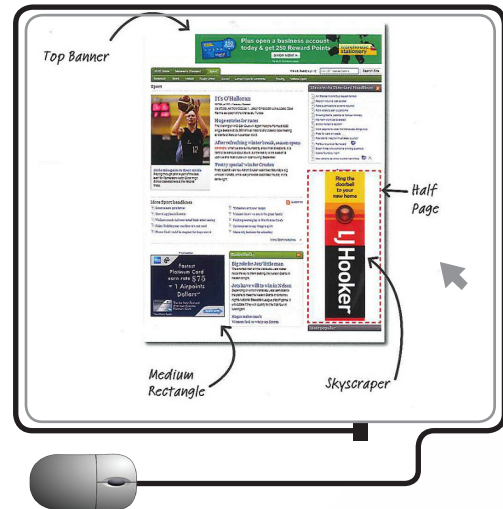
## Booking Deadlines & Creative (Online)

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 of advertising material.

The printing method is offset.

### Postscript compatible (acceptable software)

**Adobe Indesign • Adobe Illustrator  
QuarkXPress**

*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	<b>Yes</b>
Font subsetting allowed	<b>Yes</b>
Minimum point size for colour type	<b>12pt</b>
Minimum weight for reversed colour type	<b>Bold</b>
Maximum plates allowed for reversed colour type	<b>3</b>
Minimum point size for single colour type (100% C, M, Y or K)	<b>6pt</b>

### Images

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

### General

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

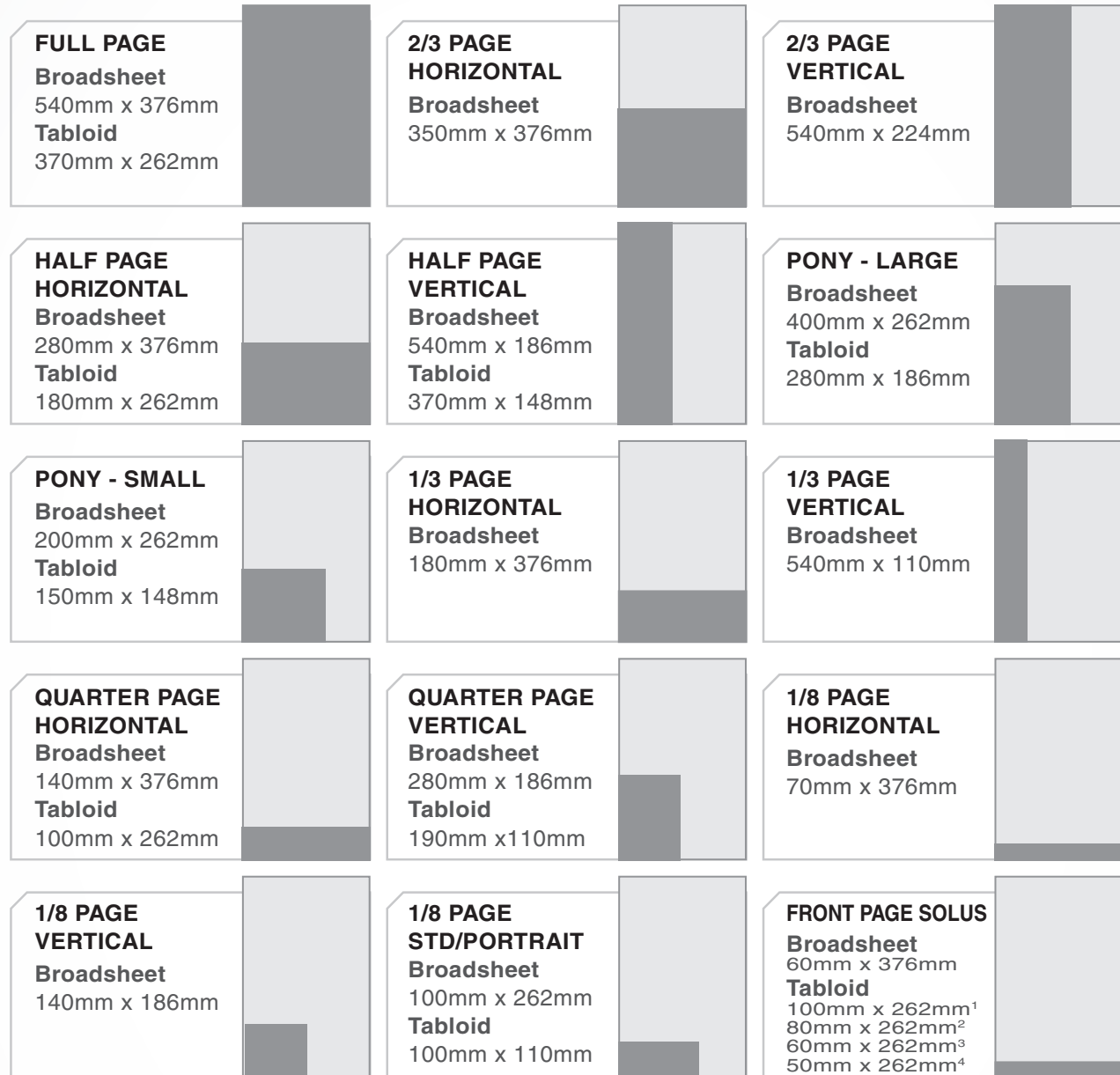
## Publishing Deadlines

Advertisements cancelled after  
booking deadline will incur  
cancellation fees

The Southland Times	Run of Paper/Display Classified		Classified Computer-set			
	Booking/Copy	Print Ready	Double Column (Proof req)	Double Column (No Proof)	Single Col (No Proof)	Liner
Monday	10am Thu	12pm Fri	10am Thu	10am Fri	10am Fri	3.30pm Fri
Tuesday	10am Fri	12pm Mon	10am Fri	10am Mon	10am Mon	3.30pm Mon
Wednesday	10am Mon	12pm Tue	10am Mon	10am Tue	10am Tue	3.30pm Tue
Thursday	10am Tue	12pm Wed	10am Tue	10am Wed	10am Wed	3.30pm Wed
Friday	10am Wed	12pm Thu	10am Wed	10am Thu	10am Thu	3.30pm Thu
Saturday	10am Thu	12pm Fri	10am Thu	10am Thu	10am Thu	12.30pm Fri

Community Publications	Run of Paper		Classified Computer-set		
	Booking/Copy	Print Ready	Booking/Copy	Print Ready Email	Computer-set
Clutha Leader	2pm Mon	10am Wed	4pm Mon	10am Wed	10am Wed
The Eye	2pm Mon	4pm Tue	4pm Mon	4pm Tue	10am Wed
Mirror	4pm Thu	10am Tue	3pm Fri	10am Tue	10am Tue
Newslink	2pm Mon	10am Wed	4pm Mon	10am Wed	10am Wed
Otago Southland Farmer	2pm Tue	10am Thu	4pm Tue	10am Thu	10am Thu

## Size Specifications (Publishing)



### Front page Solus sizes - Community Newspapers

<sup>1</sup> Otago Southland Farmer

<sup>2</sup> Newslink, Clutha Leader

<sup>3</sup> The Eye

<sup>4</sup> Mirror

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  
Classified

### BROADSHEET

540mm x 10 cols  
540mm x 11 cols

### TABLOID

370mm x 7 cols  
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.