

## Display Advertising Rates

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

Size	The Wellingtonian	The Hutt News	Upper Hutt Leader	Kapi-Mana News	Kapiti Observer	Horowhenua Mail	Wairarapa News	Napier Mail	Hastings Mail
Full Page	\$3,822.84	\$3,249.41	\$2,680.65	\$2,813.52	\$2,778.55	\$1,491.84	\$1,617.71	\$2,237.76	\$2,237.76
Pony (Large)	\$2,296.00	\$1,951.60	\$1,610.00	\$1,689.80	\$1,668.80	\$896.00	\$971.60	\$1,344.00	\$1,344.00
1/2 Page	\$2,427.20	\$2,063.12	\$1,702.00	\$1,786.36	\$1,764.16	\$947.20	\$1,027.12	\$1,420.80	\$1,420.80
Pony (Small)	\$984.00	\$836.40	\$690.00	\$724.20	\$715.20	\$384.00	\$416.40	\$576.00	\$576.00
1/4 Page	\$1,148.00	\$975.80	\$805.00	\$844.90	\$834.40	\$448.00	\$485.80	\$672.00	\$672.00
1/8 Page	\$492.00	\$418.20	\$345.00	\$362.10	\$357.60	\$192.00	\$208.20	\$288.00	\$288.00
Other sizes (per col/cm)	\$16.40	\$13.94	\$11.50	\$12.07	\$11.92	\$6.40	\$6.94	\$9.60	\$9.60

## Annual Spend Discounts\*

Annual Spend	\$2.5K+	\$5K+	\$10K+	\$15K+	\$25K+	\$50K+	\$75K+	\$100K+	\$150K+	\$250K+
Display Adv Discount	10%	12.5%	15%	17.5%	20%	22.5%	22.5%	25%	25%	27.5%

\* For contract holders. Discounts exclude classified advertising, online advertising, inserts and other advertising as specified.

## Display Classified Rates

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

Rate (per col/cm)	The Wellingtonian	The Hutt News	Upper Hutt Leader	Kapi-Mana News	Kapiti Observer	Horowhenua Mail	Wairarapa News	Napier Mail	Hastings Mail
General Classifieds	\$16.27	\$14.00	\$11.27	\$12.31	\$11.82	\$6.27	\$6.75	\$9.41	\$9.41
Public Notices	\$17.08	\$14.70	\$11.83	\$12.92	\$12.41	\$6.58	\$7.09	\$9.88	\$9.88
Employment	\$19.95	\$17.53	\$12.95	\$15.47	\$14.56	\$7.21	\$8.54	\$11.90	\$11.90

## Classified Liner Rates

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

Rate (per line)	The Wellingtonian	The Hutt News	Upper Hutt Leader	Kapi-Mana News	Kapiti Observer	Horowhenua Mail	Wairarapa News	Napier Mail	Hastings Mail
General	\$5.16	\$5.16	\$5.16	\$5.16	\$5.16	\$5.16	\$5.16	\$5.16	\$5.16

## 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

3+ papers less 5%

5+ papers less 15%

7+ papers less 25%

## Inserts

	The Wellingtonian	The Hutt News	Upper Hutt Leader	Kapi-Mana News	Kapiti Observer	Horowhenua Mail	Wairarapa News	Napier Mail	Hastings Mail
Rate (per 1000)	\$68.25	\$68.25	\$68.25	\$68.25	\$68.25	\$68.25	\$68.25	\$68.25	\$68.25

## Publishing Deadlines

Advertising cancelled after booking deadline incur a cancellation fee.

	Day	Run of Paper		Classified		
		Booking/Copy	Print Ready File	Booking/Copy	Print Ready File	Computer-set
The Wellingtonian	Thu	1pm Friday	12noon Tuesday	10am Tuesday	12noon Tuesday	12noon Tuesday
The Hutt News	Tue	12noon Wednesday	12noon Friday	12noon Friday	12noon Friday	3pm Friday
Upper Hutt Leader	Wed	12noon Thursday	10am Monday	10am Monday	12noon Monday	2pm Monday
Kapi-Mana News	Tue	12noon Wednesday	5pm Thursday	5pm Thursday	10am Friday	10am Friday
Kapiti Observer	Thu	9am Friday	5pm Monday	12noon Tuesday	12noon Tuesday	2pm Tuesday
Horowhenua Mail	Thu	9am Friday	5pm Monday	12noon Tuesday	12noon Tuesday	2pm Tuesday
Wairarapa News	Wed	12noon Thursday	10am Monday	9am Monday	10am Monday	11am Monday
Napier Mail	Wed	12noon Wednesday (prior)	9am Friday	5pm Friday	9am Monday	9am Monday
Hastings Mail	Wed	12noon Wednesday (prior)	9am Friday	5pm Friday	9am Monday	9am 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**      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 advertising material.

**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	<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>

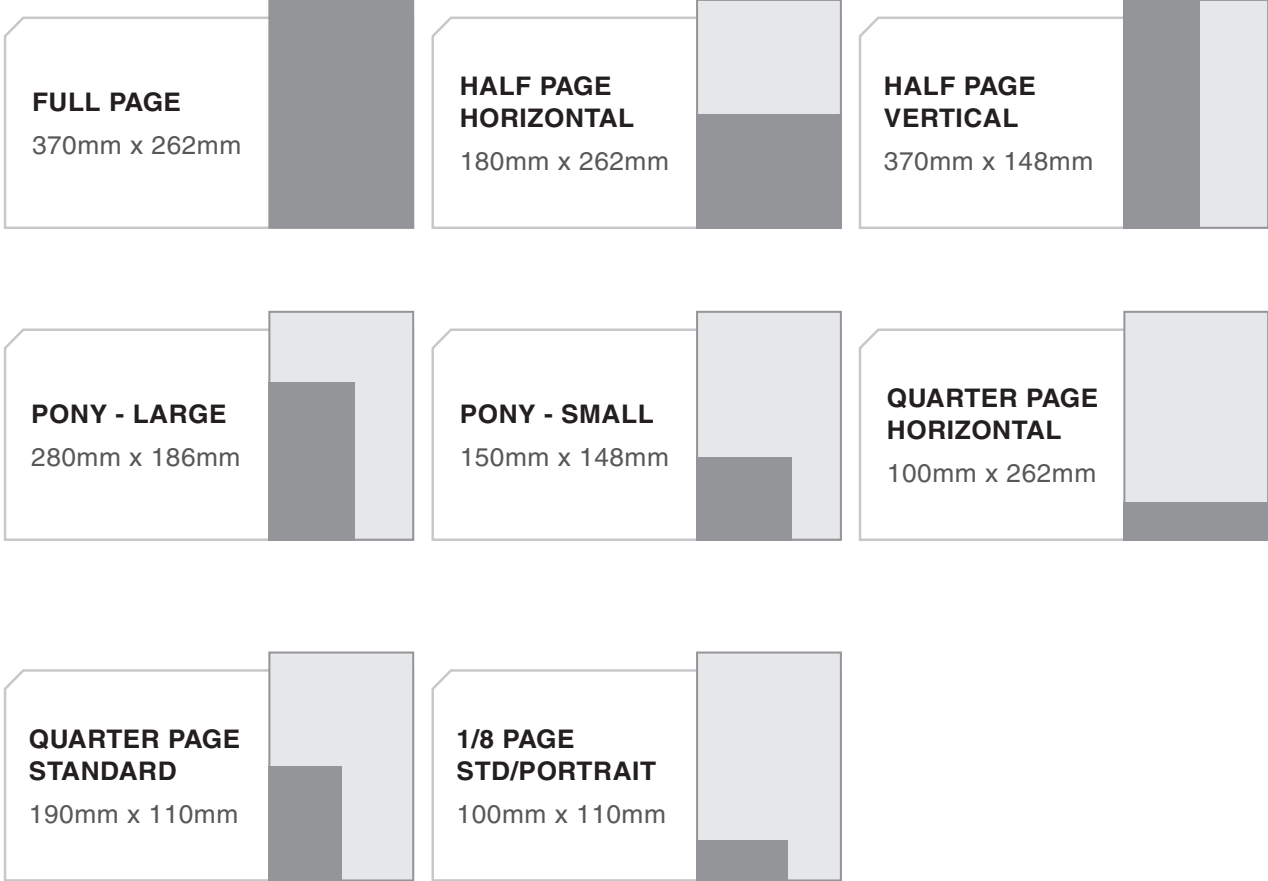
### Images

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**

# 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.
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.