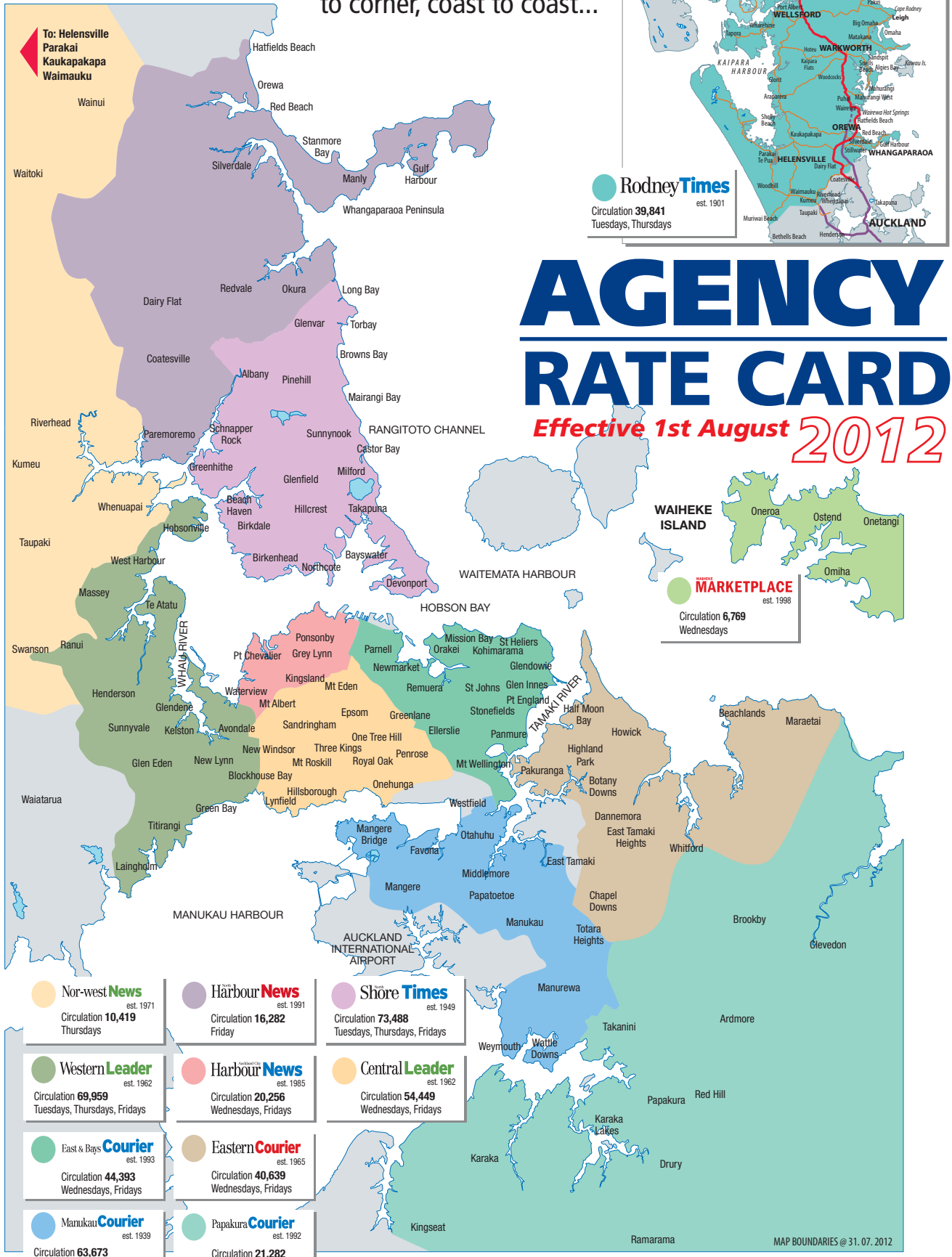


Covering Auckland from corner to corner, coast to coast...



Circulation Figures: **A.B.C. Average Net Circulation** for the period ending 12 months to 31.12.2011



Suburban Newspapers Auckland

Building 14, 666 Great South Rd
 Private Bag 92815
 Penrose

Phone: (09) 525-0666
 Fax: (09) 526-0079
 Email: 5staragency@snl.co.nz

SUBURBAN NEWSPAPERS PRE-PRESS SPECIFICATIONS

PAGE & COLUMN SIZES:

1 column	35mm
2 column	75mm
3 column	114mm
4 column	153mm
5 column	192mm
6 column	231mm
7 column	270mm
Full page.....	380mm by 7 columns
Centre spread	380mm by 560mm

Wraps have the same specs as centre spreads and must contain the Publication Masthead on the front page. Full page landscape ads should only be booked on back pages.

With the exception of full pages all ads must have a border.

SPECIFICATIONS

Postscript compatible (acceptable software):

Adobe Indesign	Freehand
Adobe Illustrator	MultiAd Creator
Adobe Pagemaker	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 Publisher
Microsoft Powerpoint	Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only.

General

PDF Version	1.3+
Postscript Level	2+
ICC Compliant	No
Colour Model	CMYK only

Fonts & Type

Font embedding required	Yes
Font subsetting allowed	Yes
Minimum pt. size for colour type	12pt
Minimum weight for colour type	Bold
Maximum plates allowed for colour type	3
Minimum point size for reversed coloured 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 or JPEG
Minimum resolution for colour images	150dpi
Minimum resolution for greyscale images	150dpi
Minimum resolution for black & white (single bit) images	600dpi
Maximum ink weight	240%

DIGITAL DELIVERY

Fairfax Media will accept advertising material via the following delivery methods only:

Adstream Limited

Tech Support 09 913 1479 • www.quickcut.co.nz

Fairfax Adtracker Online

Please contact your Sales Representative or the Production Centre listed below for more information.

SPECIFICATIONS ENQUIRIES Advertising Production Support Auckland

DEADLINES:

	DAYS PUBLISHED	BOOKING DEADLINE*	MATERIAL DEADLINE*
Auckland City Harbour News	Wednesday	12noon Friday prior.....	12noon Tuesday prior
	Friday.....	4.30pm Tuesday prior.....	10am Thursday prior
Central Leader	Wednesday	10am Friday prior	10am Tuesday prior
	Friday.....	9am Wednesday prior.....	11am Thursday prior
East & Bays Courier	Wednesday	4pm Thursday prior.....	5pm Monday prior
	Friday.....	2pm Tuesday prior.....	5pm Wednesday prior
Eastern Courier	Wednesday	4pm Thursday prior.....	5pm Monday prior
	Friday.....	2pm Tuesday prior.....	5pm Wednesday prior
Manukau Courier	Tuesday	10am Thursday prior.....	10am Monday prior
	Thursday	10am Monday prior.....	10am Wednesday prior
	Friday.....	9am Wednesday prior.....	3pm Thursday prior
North Harbour News	Friday.....	9am Tuesday prior.....	2pm Wednesday prior
North Shore Times	Tuesday	12noon Thursday prior.....	12noon Monday prior
	Thursday	12noon Monday prior.....	12noon Wednesday prior
	Friday.....	12noon Tuesday prior.....	12noon Thursday prior
Nor-west News	Thursday	9am Tuesday prior.....	2pm Wednesday prior
Papakura Courier	Wednesday	2pm Friday prior	2pm Tuesday prior
Western Leader	Tuesday	12noon Thursday prior.....	1pm Monday prior
	Thursday	12noon Monday prior.....	1pm Wednesday prior
	Friday.....	4pm Tuesday prior.....	1pm Thursday prior
Rodney Times	Tuesday	3pm Wednesday prior.....	10am Monday prior
	Thursday	3pm Friday prior.....	10am Wednesday prior
WAIKEKE MARKETPLACE	Wednesday	5pm Thursday prior.....	12noon Monday prior
Western Homes	Thursday/Friday.....	12noon Friday prior.....	10am Monday prior
Southern Homes	Wednesday/Thursday....	8.30am Thursday prior	2pm Monday prior
North Shore Homes	Friday.....	12noon Friday prior.....	5pm Monday prior

*Deadlines subject to change due to public holidays.

AGENCY ADVERTISING RATES: SINGLE BUY RATES

Single paper rates apply when less than 5 papers are selected.

52 WEEK VOLUME CONTRACT

CASUAL REGULAR 1000cm 2,500cm 5,000cm 10,000cm

Auckland City Harbour News	\$6.91	\$6.43	\$5.98	\$5.92	\$5.86	\$5.80
Central Leader	\$11.11	\$10.36	\$9.66	\$9.54	\$9.45	\$9.35
East & Bays Courier	\$10.13	\$9.43	\$8.82	\$8.73	\$8.64	\$8.52
Eastern Courier	\$7.65	\$7.12	\$6.65	\$6.57	\$6.53	\$6.46
Manukau Courier	\$11.95	\$11.13	\$10.36	\$10.27	\$10.17	\$10.06
North Harbour News	\$6.25	\$5.67	\$5.38	\$5.06	\$4.81	\$4.50
North Shore Times	\$11.95	\$11.13	\$10.36	\$10.27	\$10.17	\$10.06
Nor-West News	\$5.10	\$4.76	\$4.40	\$4.18	\$3.95	\$3.74
Papakura Courier	\$8.88	\$8.27	\$7.72	\$7.66	\$7.58	\$7.48
Western Leader	\$11.95	\$11.13	\$10.36	\$10.27	\$10.17	\$10.06
Rodney Times	\$9.00	\$8.16	\$7.83	\$7.54	\$6.92	\$6.47
Waikeke Marketplace	\$4.90	\$4.58	\$4.23	\$4.02	\$3.80	\$3.60

AGENCY ADVERTISING RATES: GROUP BUY RATES



Group rates apply to the same advertisement appearing in all papers in the same week.

AUCKLAND SUPER BUY: TWELVE PAPERS, MAXIMUM COVERAGE, MAXIMUM IMPACT

CURRENT AVERAGE PRINT RUN 453,305
TOTAL ABC AUDITED CIRCULATION 441,088

Auckland City Harbour News, Central Leader, East & Bays Courier, Eastern Courier, Manukau Courier, North Harbour News, North Shore Times, Nor-west News, Papakura Courier, Western Leader, Rodney Times, Waiheke Marketplace.

PREMIER RATES: (guaranteed first half position)

CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
\$74.41	\$70.47	\$69.92	\$69.20	\$67.41	\$63.76

CONTRACT RUNS OVER 52 WEEKS

RUN OF PAPER RATES:

CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
\$69.72	\$66.48	\$65.60	\$64.84	\$63.13	\$59.68

CONTRACT RUNS OVER 52 WEEKS

AUCKLAND REGIONAL COVERAGE: TEN PAPERS

CURRENT AVERAGE PRINT RUN 424,050
TOTAL ABC AUDITED CIRCULATION 397,769

Auckland City Harbour News, Central Leader, East & Bays Courier, Eastern Courier, Manukau Courier, North Harbour News, North Shore Times, Nor-west News, Papakura Courier and Western Leader.

PREMIER RATES: (guaranteed first half position)

CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
\$63.56	\$60.12	\$59.68	\$59.04	\$57.41	\$54.21

CONTRACT RUNS OVER 52 WEEKS

RUN OF PAPER RATES:

CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
\$59.52	\$56.61	\$55.87	\$55.26	\$53.79	\$50.78

CONTRACT RUNS OVER 52 WEEKS

AUCKLAND METRO COVERAGE: EIGHT PAPERS

CURRENT AVERAGE PRINT RUN 395,050
TOTAL ABC AUDITED CIRCULATION 372,790

Auckland City Harbour News, Central Leader, East & Bays Courier, Eastern Courier, Manukau Courier, North Shore Times, Papakura Courier and Western Leader.

PREMIER RATES: (guaranteed first half position)

CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
\$55.29	\$52.23	\$51.79	\$51.15	\$49.52	\$46.32

CONTRACT RUNS OVER 52 WEEKS

RUN OF PAPER RATES:

CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
\$51.21	\$48.71	\$47.97	\$47.36	\$45.89	\$42.88

CONTRACT RUNS OVER 52 WEEKS

ADD THE RODNEY TIMES OR THE WAIHEKE MARKETPLACE TO YOUR 10 OR 8 PAPER BUY:

PREMIER RATES: (guaranteed first half position)

	CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm	CASUAL	REGULAR	1,000cm	2,500cm	5,000cm	10,000cm
Rodney Times	\$6.90	\$6.59	\$6.48	\$6.40	\$6.24	\$5.79	\$6.39	\$6.09	\$6.01	\$5.94	\$5.78	\$5.39
Waiheke M'place	\$3.95	\$3.76	\$3.76	\$3.76	\$3.76	\$3.76	\$3.81	\$3.78	\$3.72	\$3.64	\$3.56	\$3.51

CONTRACT RUNS OVER 52 WEEKS

RUN OF PAPER RATES:

CONTRACT RUNS OVER 52 WEEKS

ANY 5 SUBURBAN NEWSPAPERS IN THE SAME WEEK

52 WEEK VOLUME CONTRACT

	CASUAL	REGULAR	1000cm	2,500cm	5,000cm	10,000cm
Auckland City Harbour News	\$5.54	\$5.16	\$4.85	\$4.79	\$4.76	\$4.67
Central Leader	\$8.96	\$8.35	\$7.79	\$7.72	\$7.67	\$7.58
East & Bays Courier	\$8.23	\$7.65	\$7.14	\$7.09	\$6.98	\$6.92
Eastern Courier	\$6.20	\$5.77	\$5.36	\$5.32	\$5.29	\$5.23
Manukau Courier	\$9.65	\$8.99	\$8.41	\$8.29	\$8.22	\$8.14
North Harbour News	\$4.98	\$4.73	\$4.60	\$4.33	\$4.08	\$3.95
North Shore Times	\$9.65	\$8.99	\$8.41	\$8.29	\$8.22	\$8.14
Nor-West News	\$4.52	\$4.31	\$4.20	\$4.06	\$3.93	\$3.72
Papakura Courier	\$7.19	\$6.68	\$6.25	\$6.20	\$6.11	\$6.04
Western Leader	\$9.65	\$8.99	\$8.41	\$8.29	\$8.22	\$8.14
Rodney Times	\$8.00	\$7.23	\$6.84	\$6.49	\$6.18	\$5.87
Waiheke Marketplace	\$4.35	\$4.14	\$4.04	\$3.90	\$3.78	\$3.57

ADD ON COLOUR OPTIONS:

RODNEY TIMES	PROCESS	SPOT
Up to 1/4 page	\$98	\$58
Up to 1/2 page	\$175	\$85
Up to full page	\$312	\$125

WAIHEKE MARKETPLACE	PROCESS	SPOT
Up to 1/4 page	\$62	\$22
Up to 1/2 page	\$110	\$65
Up to full page	\$168	\$45

POSITION LOADINGS

GUARANTEED POSITION:

- (specified page) +50%.

PREFERENTIAL POSITION:

- +33⅓% (ask your representative for details.)

**SPECIFIED PAGE BOOKINGS
ACCEPTED SUBJECT TO AVAILABILITY**

SPOT COLOUR (warm red and cyan blue only)

SIZE:	GROUP BUY: SUPER REGIONAL METRO	SINGLE PAPER OR ANY 5:
Up to 1/4 page	\$570.....\$490.....	\$445..... \$95 per paper
Up to 1/2 page	\$880.....\$730.....	\$665..... \$140 per paper
Up to full page	\$1,150.....\$980.....	\$890..... \$190 per paper

PROCESS COLOUR

SIZE:	GROUP BUY: SUPER REGIONAL METRO	SINGLE PAPER OR ANY 5:
Up to 1/4 page	\$1,050.....\$890.....	\$765..... \$152 per paper
Up to 1/2 page	\$1,885.....\$1,600.....	\$1,380..... \$270 per paper
Up to full page	\$3,330.....\$2,850.....	\$2,490..... \$512 per paper

AGENCY CLASSIFIED ADVERTISING RATES: GROUP CLASSIFIED RATES

Same advertisement appearing in **EIGHT** papers (North Shore Times, Western Leader, Manukau Courier, Central Leader, Eastern Courier, Auckland City Harbour News, East & Bays Courier and Papakura Courier) in the same week. Minimum size 10 column cms. Run date conditions apply. Same copy all titles.

\$71.16 PER COLUMN CM

CLASSIFIED COLOUR ADS (subject to availability)
Minimum Size: 20 column cm. Process colour: + 40%. Spot colour: + 20%.

- Special rates are available for multiple insertion advertisements.
- Discounts available for regular volume advertising. Ask your classified consultant.

SINGLE PAPER CLASSIFIED RATES & DEADLINES

	CLASSIFIED BOLD DISPLAY PER COL CM	CLASSIFIED RUN ON PER LINE	DAYS PUBLISHED	CLASSIFIED DEADLINES
Auckland City Harbour News	\$10.19	\$3.08 Wednesday..... Friday	Monday 1.30pm Wednesday 9.30am
Central Leader	\$17.34	\$4.29 Wednesday..... Friday	Monday 11.30am Wednesday 10.30am
East & Bays Courier	\$12.53	\$3.68 Wednesday..... Friday	Monday 8am Wednesday 8am
Eastern Courier	\$8.40	\$2.82 Wednesday..... Friday	Monday 8.30am Wednesday 8.30am
Manukau Courier	\$17.34	\$4.29 Tuesday..... Thursday..... Friday	Friday 9.30am Tuesday 9.30am Wednesday 3pm
North Harbour News	\$9.00	\$4.06 Friday	Tuesday 2pm
North Shore Times	\$17.34	\$4.29 Tuesday..... Thursday..... Friday	Friday 11.30am Tuesday 11.30am Wednesday 1.30pm Tuesday 2.30pm (Real Estate only)
Nor-west News	\$5.68	\$1.41 Thursday.....	Tuesday 2.30pm
Papakura Courier	\$9.62	\$2.92 Wednesday.....	Monday 2.30pm
Western Leader	\$17.34	\$4.29 Tuesday..... Thursday..... Friday	Friday 1.30pm Tuesday 1.30pm Wednesday 2.30pm
Rodney Times	\$11.05	\$4.06 Thursday/Friday.....	Tuesday 11.30am
WAIHEKE MARKETPLACE	\$7.33	\$4.12 Wednesday/Thursday.....	Monday 1pm
Western Homes	\$17.34	\$4.29 Friday	Wednesday 10.30am

NOTE: All classified rates have a minimum size and all the discount policies have certain conditions attached.

**PLEASE TALK TO OUR CLASSIFIED CONSULTANTS
ON 52 52 100 OR EMAIL agency@snl.co.nz**



Suburban Newspapers Auckland
Covering Auckland from corner to corner, coast to coast...