

Display Advertising Rates

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

Size	Cambridge Edition	Franklin County News	Hamilton Press	Hauraki Herald	Matamata Chronicle	North Waikato News	Piako Post	Taupo Times	South Waikato News	Rotorua Review	Ruapehu Press
Full Page	\$1,919.18	\$2,452.72	\$2,802.90	\$1,872.56	\$1,888.10	\$1,732.70	\$1,903.64	\$1,857.02	\$1,794.86	\$1,823.35	\$1,753.42
Pony (Large)	\$1,066.80	\$1,355.20	\$1,515.08	\$1,041.60	\$1,050.00	\$966.00	\$1,058.40	\$1,033.20	\$999.60	\$1,015.00	\$977.20
1/2 Page	\$1,127.76	\$1,432.64	\$1,601.66	\$1,101.12	\$1,110.00	\$1,021.20	\$1,118.88	\$1,092.24	\$1,056.72	\$1,073.00	\$1,033.04
Pony (Small)	\$541.20	\$664.80	\$649.32	\$530.40	\$534.00	\$498.00	\$537.60	\$526.80	\$512.40	\$519.00	\$502.80
1/4 Page	\$533.40	\$677.60	\$757.54	\$520.80	\$525.00	\$483.00	\$529.20	\$516.60	\$499.80	\$507.50	\$488.60
1/8 Page	\$270.60	\$332.40	\$324.66	\$265.20	\$267.00	\$249.00	\$268.80	\$263.40	\$256.20	\$259.50	\$251.40
Other sizes (per col/cm)	\$9.02	\$11.08	\$10.82	\$8.84	\$8.90	\$8.30	\$8.96	\$8.78	\$8.54	\$8.65	\$8.38

Annual Spend Discounts*

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

* For contract holders. Contracted 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)	Cambridge Edition	Franklin County News	Hamilton Press	Hauraki Herald	Matamata Chronicle	North Waikato News	Piako Post	Taupo Times	South Waikato News	Rotorua Review	Ruapehu Press
Bordered	\$8.55	\$10.53	\$11.75	\$12.00	\$8.94	\$9.19	\$8.94	\$9.74	\$10.70	\$8.49	\$8.24

Classified Liner Rates

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

Rate (per line)	Cambridge Edition	Franklin County News	Hamilton Press	Hauraki Herald	Matamata Chronicle	North Waikato News	Piako Post	Taupo Times	South Waikato News	Rotorua Review	Ruapehu Press
General	\$3.19	\$5.83	\$2.73	\$3.96	\$3.19	\$2.98	\$3.19	\$3.32	\$4.13	\$3.47	\$3.19

Multi Publication Discounts

Multi-paper discounts only apply to same Advertisement/insert running in all publications
Further contract or other discounts/packages not applicable

3 Paper Buy
less 5%

5 Paper Buy
less 15%

All papers
less 25%

Inserts

Rate (per 1000)	Cambridge Edition	Franklin County News	Hamilton Press	Hauraki Herald	Matamata Chronicle	North Waikato News	Piako Post	Taupo Times	South Waikato News	Rotorua Review	Ruapehu Press
1-4 Pages	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00	\$86.00
5-8 Pages	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00
9-16 Pages	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00	\$108.00
17+ Pages	POA	POA	POA	POA	POA	POA	POA	POA	POA	POA	POA

Publishing Deadlines

Advertisements cancelled after booking deadline incur a cancellation fee.

	Run of Paper			Classified		
	Publishing Day	Booking/Copy	Print Ready File	Booking/Copy	Print Ready File	Computer-set
Cambridge Edition	Wednesday	4pm Thursday	9am Tuesday	4.30pm Monday	9am Tuesday	4.30pm Monday
Franklin County News	Tuesday	3pm Wednesday	9am Monday	4pm Friday	10am Monday	4pm Friday
	Thursday	3pm Monday	4pm Tuesday	4pm Tuesday	9am Wednesday	4pm Tuesday
Hamilton Press	Wednesday	4pm Thursday	9am Tuesday	12noon Monday	9am Tuesday	4pm Monday
Hauraki Herald	Friday	9am Tuesday	4pm Wednesday	11am Wednesday	4pm Wednesday	11am Wednesday
Matamata Chronicle	Wednesday	3pm Thursday	9am Tuesday	4pm Monday	9am Tuesday	4.30pm Monday
North Waikato News	Wednesday	4pm Thursday	10am Tuesday	5pm Monday	10am Tuesday	5pm Monday
Piako Post	Wednesday	4pm Thursday	10am Tuesday	5pm Monday	10am Tuesday	10am Tuesday
Taupo Times	Tuesday	12noon Thursday	4pm Friday	10am Friday	4pm Friday	10am Monday
	Friday	12noon Tuesday	4pm Wednesday	1pm Wednesday	4pm Wednesday	10am Thursday
South Waikato News	Wednesday	4pm Thursday	4pm Monday	5pm Monday	9am Tuesday	10am Tuesday
Rotorua Review	Wednesday	5pm Thursday	9am Tuesday	4.30pm Monday	9am Tuesday	4.30pm Monday
Ruapehu Press	Wednesday	3pm Friday	4pm Monday	10am Monday	4pm Monday	10am 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

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. All materials can be supplied by ISDN, email or CD/DVD.

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 Publish 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**

Min point size for single colour type (100% C, m, Y or K) **6pt**

Images

Format **EPS, TIFF, JPG, PDF**

Photographs **1Mb**

Minimum resolution for colour images **150dpi**

Minimum resolution for greyscale images **150dpi**

Min resolution for black and white (single bit) images **600dpi**

Maximum ink weight **240%**

General

PDF version **1.3**

ICC Compliant **No**

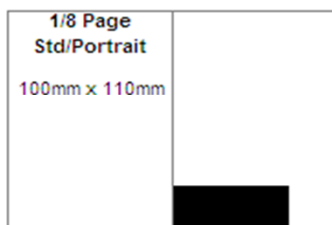
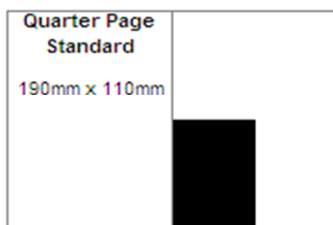
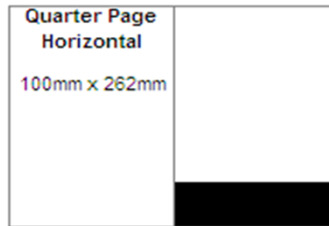
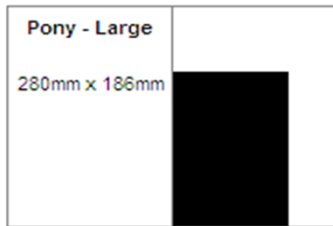
Postscript Level **2+**

Colour Model **CMYK only**

Size Specifications (Publishing)



Page Sizes
Run of Paper
370mm x 7cols
Classified
370mm x 8cols



Column Widths (mm)	1	2	3	4	5	6	7	8
Run of Paper	34.0	72.0	110.0	148.0	186.0	224.0	262.0	
Classified	32.0	66.0	100.0	134.0	168.0	202.0	236.0	270.0

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.