

Display Advertising Rates

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

Size	The Marlborough Express	Saturday Express	Marlborough Midweek	Kaikoura Star
Full Page	\$4,150.44	\$2,738.93	\$2,738.93	\$1,682.21
2/3 Page	\$2,882.25	-	-	-
Pony (Large)	\$2,305.80	\$1,480.50	\$1,480.50	\$909.30
1/2 Page	\$2,305.80	\$1,333.08	\$1,333.08	\$961.26
1/3 Page	\$1,482.30	-	-	-
Pony (Small)	\$1,152.90	\$634.50	\$634.50	\$389.70
1/4 Page	\$1,152.90	\$740.25	\$740.25	\$454.65
1/8 Page	\$576.45	\$317.25	\$317.25	\$194.85
Front Page Solus	\$768.60	\$1,036.35	\$1,036.35	\$381.91
Lugs	\$102.48	-	-	-
Other sizes (per col/cm)	\$8.24	\$10.58	\$10.58	\$6.50

Premium Positioning

Guaranteed Section: plus 40%

Back Page: plus 50%

Display Classified Rates

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

Rate (per col/cm)	The Marlborough Express	Saturday Express	Marlborough Midweek	Kaikoura Star
General Classified	\$8.24	\$10.58	\$10.58	\$6.50
Employment (incl ROP)	\$10.50	\$11.30	\$11.30	\$6.50

Classified Liner Rates

Rates exclude GST
Additional colour and highlighting charges may apply

Rate (per line)	The Marlborough Express	Saturday Express	Marlborough Midweek	Kaikoura Star
General Classified	\$2.76	\$3.02	\$3.02	\$2.44

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 Marlborough publications. Contracted discounts exclude online advertising, inserts and other advertising as specified.

Online Advertising Rates

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

marlexpress.co.nz

Channel	Time	Total Monthly Impressions	Average impressions per month (20% SOV)	Rate	Sizes Available
News (20% SOV)	Monthly	207,700	41,500	\$835.00	Top Banner Medium Rectangle
	Weekly	51,900	10,300	\$208.00	Skyscraper Half Page
Run of Site (20% SOV)	Monthly	58,800	11,700	\$249.00	Top Banner Medium Rectangle
	Weekly	14,700	2,900	\$100.00	Skyscraper Half Page
Creative charges		Static Ad \$50.00		Flash Ad \$350.00	

Please note: Monthly buy based on 4 weeks activity, additional charges apply to geo-targeting. Ads appear on every fifth page across each available channel (20% SOV).

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



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 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**

Photographs **1Mb**

Minimum resolution for colour images **150dpi**

Minimum resolution for greyscale 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**

Publishing Deadlines

Advertisements cancelled after booking deadline incur a cancellation fee. Deadlines may vary around public holidays.

The Marlborough Express	Run of Paper/Display Classified		Classified Computer-set
	Booking/Copy	Print Ready Email	
Monday	12noon Thursday	3pm Friday	4pm Friday
Tuesday	12noon Friday	3pm Monday	4pm Monday
Wednesday	12noon Monday	3pm Tuesday	4pm Tuesday
Thursday	12noon Tuesday	3pm Wednesday	4pm Wednesday
Friday	12noon Wednesday	3pm Thursday	4pm Thursday

Community Publications	Run of Paper/Display Classified		Classified computer-set
	Booking/Copy	Print Ready Email	
Marlborough Midweek	12noon Friday	3pm Monday	4pm Monday
Saturday Express	9am Tuesday	3pm Wednesday	9am Thursday
Kaikoura Star	12noon Friday	9.30am Tuesday	9.30am Tuesday

Size Specifications (Publishing)

Full Page Broadsheet 540mm x 376mm Tabloid 370mm x 262mm		2/3 Page Horizontal Broadsheet 350mm x 376mm Tabloid N/A		2/3 Page Vertical Broadsheet 540mm x 224mm Tabloid N/A	
Half Page Horizontal Broadsheet 280mm x 376mm Tabloid 180mm x 262mm		Half Page Vertical Broadsheet 540mm x 186mm Tabloid 370mm x 148mm		Pony - Large Broadsheet 400mm x 262mm Tabloid 280mm x 186mm	
Pony - Small Broadsheet 200mm x 262mm Tabloid 150mm x 148mm		1/3 Page Horizontal Broadsheet 180mm x 376mm Tabloid N/A		1/3 Page Vertical Broadsheet 540mm x 110mm Tabloid N/A	
Quarter Page Horizontal Broadsheet 140mm x 376mm Tabloid 100mm x 262mm		Quarter Page Vertical Broadsheet 280mm x 186mm Tabloid 190mm x 110mm		1/8 Page Horizontal Broadsheet 70mm x 376mm Tabloid N/A	
1/8 Page Vertical Broadsheet 140mm x 186mm Tabloid N/A		1/8 Page Std/Portrait Broadsheet 100mm x 262mm Tabloid 100mm x 110mm		Front Page Solus Broadsheet 60mm x 338mm Tabloid 60mm x 129mm	

Column Widths (mm)	1	2	3	4	5	6	7	8	9	10	11
Run of Paper	34.0	72.0	110.0	148.0	186.0	224.0	262.0	300.0	338.0	376.0	
Classified	32.0	66.0	100.0	134.0	168.0	202.0	236.0	270.0	304.0	338.0	372.0

Page Sizes	Broadsheet	Tabloid
Run of Paper	540mm x 10 cols	370mm x 7 cols
Classified	540mm x 11 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

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

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

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.