

Display Advertising Rates

These run of paper rates include colour* and exclude GST

* Black and white advertising less 30%

Size	Timaru Herald		Central South Island Farmer (Southern)	South Canterbury Herald	Waitaki Herald
	Mon-Fri	Sat			
Full Page	\$4,883.76	\$5,127.95	\$1,711.47	\$2,465.68	\$1,711.47
2/3 Page	\$3,255.84	\$3,418.63	-	-	-
Pony (Large)	\$2,665.60	\$2,798.88	\$925.12	\$1,332.80	\$925.12
1/2 Page	\$2,665.60	\$2,798.88	\$977.98	\$1,408.96	\$977.98
1/3 Page	\$1,713.60	\$1,799.28	-	-	-
Pony (Small)	\$1,332.80	\$1,399.44	\$396.48	\$571.20	\$396.48
1/4 Page	\$1,332.80	\$1,399.44	\$462.56	\$666.40	\$462.56
1/8 Page	\$666.40	\$699.72	\$198.24	\$285.60	\$198.24
Front Page Solus	\$533.00	\$624.00	-	-	-
Front Page Lug	\$137.00	\$164.00	-	-	-
Back Page Lug	\$106.00	\$123.00	-	-	-
Other sizes (per col/cm)	\$9.52	\$10.00	\$6.61	\$9.52	\$6.61
Features (per col/cm)	\$8.22	\$8.22	-	\$8.22	\$4.86

PREMIUM POSITIONING

Guaranteed Section } plus 25%

Guaranteed Page/Position } plus 25%

Display Classified Rates

These display classified rates include colour* and exclude GST

* Black and white advertising less 30%

Rate (per col/cm)	Timaru Herald		Central South Island Farmer (Southern)	South Canterbury Herald	Waitaki Herald
	Mon-Fri	Sat			
General Classified	\$11.34	\$11.34	\$7.17	\$11.34	\$7.17
Public Notices	\$11.06	\$11.06	\$7.00	\$11.06	\$7.00
Employment (incl ROP)	\$11.48	\$11.48	\$7.17	\$11.34	\$7.17
Church Notices	\$3.48	\$3.48	-	-	-

Classified Liner Rates

4 lines minimum, rates exclude GST
Additional colour and highlighting charges may apply

Rate (per col/cm)	Timaru Herald		Central South Island Farmer (Southern)	South Canterbury Herald	Waitaki Herald
	Mon-Fri	Sat			
General Classified	\$2.05	\$2.05	\$2.05	\$2.05	\$2.05
3 Month Pack	\$1.28	\$1.28	-	-	-
6 Month Pack	\$0.97	\$0.97	-	-	-
12 Month Pack	\$0.79	\$0.79	-	-	-

Note: Ads utilising pack rates run in each issue of the selected publications.

Community Publication Discounts

Multi-paper discounts only apply to same Advertisement running in community publications Timaru Herald advertising, inserts, online and further contract or other discounts/packages not applicable

2 papers less 20%

3 papers less 30%

Annual Spend Discounts*

Annual Spend:	\$2.5K+	\$5K+	\$10K+	\$15K+	\$25K+	\$50K+	\$75K+	\$100K+	\$150K+	\$250K+
Discount :	10%	12.5%	15%	17.5%	20%	22.5%	25%	27.5%	30%	35%

* 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 and exclude GST. Ad space is subject to availability at booking.

Channel (20% SOV)	Time	Av. # Impressions*	Av. Impressions 20% Share of Voice (SOV*)	Rate	Sizes Available
News	Monthly	134,712	26,943	\$539.00	Top Banner Medium Rectangle Skyscraper Half Page
	Weekly	33,678	6,735	\$135.00	
Home	Monthly	54,543	10,908	\$218.00	Medium Rectangle
	Weekly	13,635	2,727	\$100.00	
Run of Site (ROS)	Monthly	98,959	19,791	\$396.00	Top Banner Medium Rectangle Skyscraper Half Page
	Weekly	24,739	4,947	\$100.00	
Creative charge				\$50.00	

Please Note: Monthly buy based on 4 weeks activity, other sectional buys available on discussion. Additional charges apply for geo-targeting e.g. Timaru eyeballs on www.timaruherald.co.nz. Ads will appear on every 5th page across each available channel/page = 20% SOV.

*Impressions based on above the fold MREC

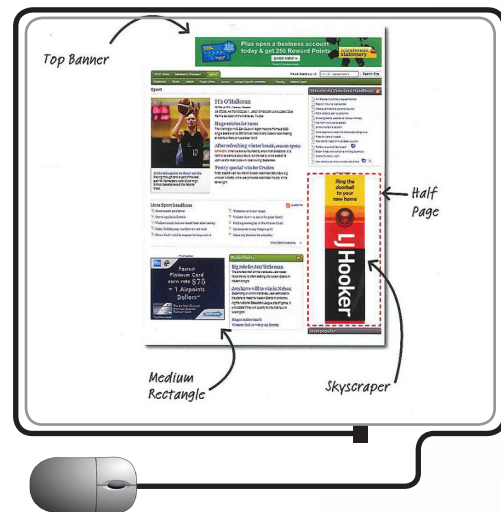
Booking Deadlines & Creative (Online)

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 advertising material.

The printing method is offset.

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
Minimum resolution for colour images	150dpi
Minimum resolution for grey scale 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 50% cancellation fee.

Timaru Herald	Run of Paper		Classified		
	Booking/Copy	Print Ready Email	Booking/Copy	Print Ready Email	Computer-set
Monday	9.30am Thursday	12noon Friday	9.30am Thursday	12noon Friday	5pm Friday
Tuesday	9.30am Friday	12noon Monday	9.30am Friday	12noon Monday	5pm Monday
Wednesday	9.30am Monday	12noon Tuesday	9.30am Monday	12noon Tuesday	5pm Tuesday
Thursday	9.30am Tuesday	12noon Wed	9.30am Tuesday	12noon Wed	5pm Wednesday
Friday	9.30am Wed	12noon Thursday	9.30am Wed	12noon Thursday	5pm Thursday
Saturday	9.30am Thursday	12noon Friday	9.30am Thursday	12noon Friday	5pm Friday
Features	4pm three working days prior to publication				
Magazine pre-prints	4pm five working days prior to publication				

Community Publications	Run of Paper		Classified		
	Booking/Copy	Print Ready Email	Booking/Copy	Print Ready Email	Computer-set
South Canterbury Herald	11am Thursday	12noon Monday	11am Thursday	2pm Monday	2pm Monday
Waitaki Herald (Wed)	11am Thursday	12noon Monday	11am Thursday	4pm Monday	1pm Monday
Central South Island Farmer - Southern	11am Thursday	12noon Monday	11am Thursday	4pm Monday	1pm Monday

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 80mm x 186mm	

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 540mm x 10 cols 370mm x 7 cols
 Classified 540mm x 11 cols 370mm x 8 cols

BROADSHEET

TABLOID

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.