



2012-2013

TARANAKI DAILY NEWS

ADVERTISING

SOLUTIONS

Midweek North Taranaki Star South Taranaki



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Hello

TARANAKI
DAILY NEWS

The Taranaki Daily News is a regional daily newspaper which reaches 82% of Taranaki people every week.

We offer an extensive array of advertising features and niche publications allowing you to place your advertising in a quality, thinking environment that effectively connects with potential customers in the Taranaki region.

Our community newspapers, the North Taranaki Midweek and South Taranaki Star, complement the daily paper.

Online taranakidailynews.co.nz builds on our print publications' reach and further connects us with the region.

As a sponsor of over 60 community organisations and events, the Taranaki Daily News is at the heart of the community.

The Taranaki Daily News is one of New Zealand's oldest, most respected provincial newspapers.

Established in 1857, the Taranaki Daily News provides its readers with in-depth coverage of local, national and international news, as well as special features that inform, educate and entertain its readers.

The Taranaki Daily News dominates the Taranaki newspaper readership with 82% of all people ages 15+ reading a copy in a typical week.

Taranaki



Taranaki boasts a population of 87,000 people over the age of 15 years.

Taranaki has a very strong economy built around farming and the oil and gas industries.

Bordered by the beautiful west coast, with Mount Taranaki in the middle, the region offers a great lifestyle to the locals, while also increasingly becoming a strong tourist and holiday destination.

Vibrant, diverse and thriving, Taranaki combines all the vigour and energy of a bustling region with a relaxed, easy lifestyle. Taranaki has previously been judged the best place to live in New Zealand by prestigious magazine 'North and South'.

Recently, Taranaki's biggest city New Plymouth, was voted the world's most liveable and sustainable community in the 20,001-75,000 population category.

Taranaki hosts a growing list of major events including WOMAD (World of Music, Art and Dance), AmeriCARna and the International Festival of Arts.

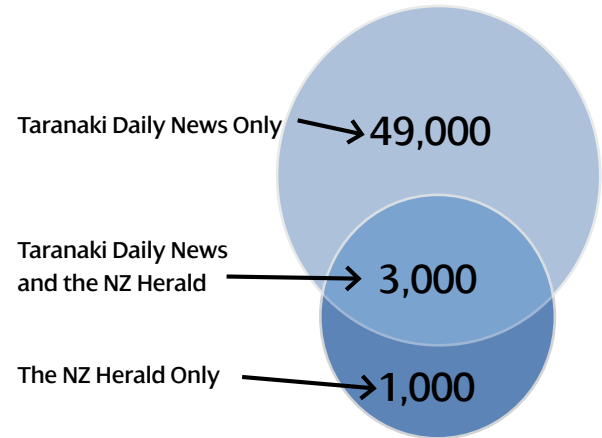
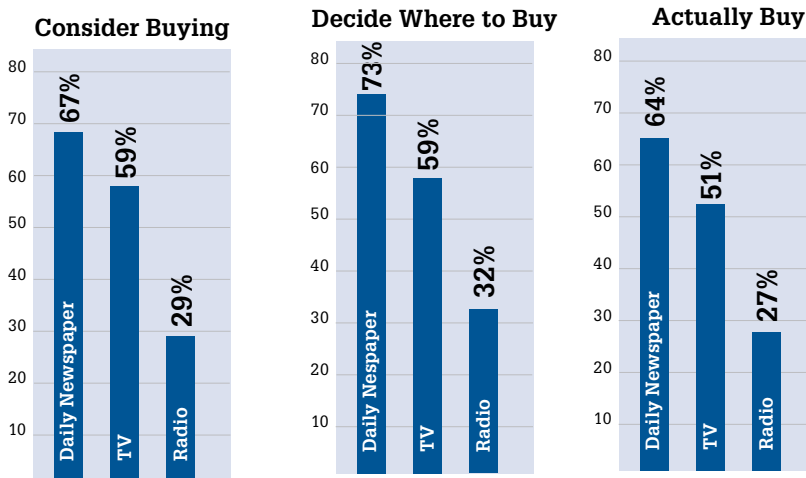
Why Taranaki Daily News?

Readers actively use the Taranaki Daily News as a source of information. Advertising, as much as editorial, gives readers a sense of their community keeping them in touch with new brands, services and organisations.

The Taranaki Daily News is credible, honest and authoritative, and the advertising benefits from these values. Readers treat the newspaper as a valued resource; they actively seek ads that are relevant to them. The use of sections, topics and styles of

content means the advertiser can target mindsets. Readers are not reading the newspaper once. They pick it up several times a day, throughout the weekend, sometimes referring back to a previous edition.

Mediums in Action



Reach

The Taranaki Daily News is distributed throughout the Taranaki region.

Taranaki Daily News readers are loyal. Home subscriptions account for more than 78% of the newspaper's circulation.

On a typical day, 49,000 people will read a copy of the Taranaki Daily News and no other daily newspaper.



Our Readers

Daily Readership **52,000**

52,000 people will read a copy of the Taranaki Daily News on a typical day.

Weekly **71,000**

During a typical week, 71,000 people will read a copy of the Taranaki Daily News - 82% of the region.

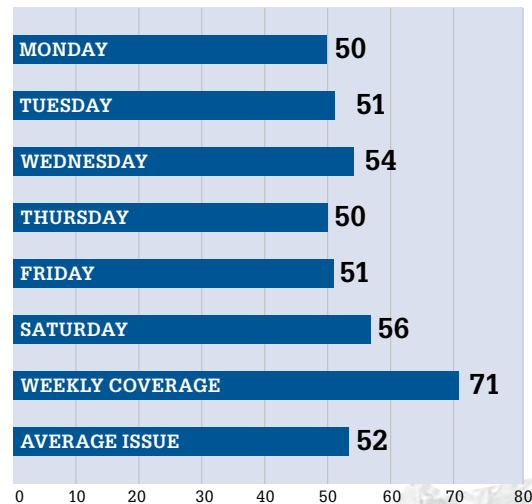
Male/Female **48%/52%**

Taranaki Daily News readers are split by gender: 48% male - 52% female.

Exclusive **49,000**

On a typical day, 49,000 people will read a copy of the Taranaki Daily News and no other daily newspaper.

TARANAKI DAILY NEWS DAY BY DAY READERSHIP 15+ (000's)



The Taranaki Daily News is the single most effective way to deliver your message to the Taranaki market.

Targeting

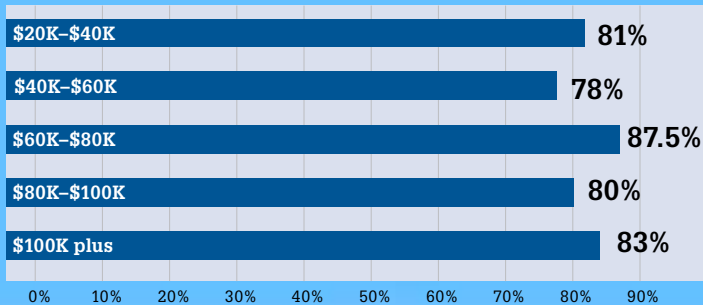


Newspaper readers have a more active relationship with their daily newspaper than any other media; they can search, seek, filter, and observe.

71% of people who have read the Taranaki Daily News in the last week agree they read their daily newspaper to feel in touch with their community.

Connect with your Customers

Household income reach



Home owners

73% of Taranaki Daily News readers own their own home

Taranaki Daily News readers have an average household income of more than \$80,000.

Word of Mouth

Taranaki Daily News drives word of mouth with 72% of readers in the last week having talked about an advertisement they have seen in the paper.



Updated throughout the day and night as news unfolds, www.taranakidailynews.co.nz offers readers and advertisers an engaging and dynamic environment.

High-profile advertising opportunities offer broad reach for online campaigns.

Online users are an educated and predominantly "at work" audience who use the internet as an information, research and purchasing tool.

Total Users
30,000 - 40,000 Unique
Visitors each week.
200,000 - 250,000 Page
Impressions each week.

www.taranakidailynews.co.nz

The Taranaki Daily News website is the number one online source for local news and information in Taranaki.

Local news is enhanced with video snippets, sound bites, slide shows and picture galleries. Readers can also delve into specialist sections such as features, gardening, food, motoring and farming.

**For more information,
contact your
Advertising Sales
Consultant**

The image shows a screenshot of the Taranaki Daily News website interface. Three orange callout boxes with white text and arrows point to specific advertising locations on the page:

- Top Banner**: A horizontal orange box at the top of the page.
- Skyscraper**: A vertical orange box on the right side of the page.
- Medium Rectangle**: A horizontal orange box located below the main content area.

A larger orange rounded rectangle on the right side of the page is labeled **Online Advertising Spaces** and has arrows pointing to the Top Banner, Skyscraper, and Medium Rectangle callouts.

Key Content

DAILY

News
World
Sport
Business
Opinion
Puzzles
Weather
TV

MON

Weekend
Sport
Round Up

Monday
Business

TUES

Food & Drink
Arts &
Entertainment

WED

Motor

THUR

Thursday
Farmer

FRI

Garden &
Lifestyle

SAT

Magazine
Your Property
Weekly
(liftout)



Advertising Features

Place your advertisement in a quality, thinking environment and target more potential customers

A large number of smaller features are also published throughout the year.

TRI-ANNUALLY

Lifestyle
Homes

BI-ANNUALLY

Wedding
Trends

ANNUALLY

Your Future Your
Lifestyle
Careers & Training
Expo
Fashion Art
Awards
House of the Year
Garden Festival
Farming
Taranaki Babies





Communities

The North Taranaki Midweek is distributed on a Wednesday and the South Taranaki Star on a Thursday each week. Both papers offer an ultimate guide to what's happening within the wider community.

North Taranaki
Midweek

PUBLICATION DAY: **Wednesday**
READERSHIP AVG. ISSUE: **47,850**

South Taranaki
Star ★

PUBLICATION DAY: **Thursday**
READERSHIP AVG. ISSUE: **24,360**



How Much? Advertising Rates

Taranaki Daily News

Communities

ROP Sizes	Size	Colcm	ROP MTWTF	ROP Saturday	Size	Colcm	ROP
Double-Page Spread	54 x 20	1080	\$13,197.60	\$14,526.00	37 x 140	518	\$4,382.28
Full Page	54 x 10	540	\$6,598.80	\$7,263.00	37 x 7	259	\$2,191.14
2/3 Page - Horizontal	35 x 10	350	\$4,277.00	\$4,707.50	N/A	0	-
2/3 Page - Vertical	54 x 6	324	\$4,277.00	\$4,707.50	N/A	0	-
Pony - Large	40 x 7	280	\$3,421.60	\$3,766.00	28 x 5	140	\$1,184.40
Half Page - Horizontal	28 x 10	280	\$3,421.60	\$3,766.00	18 x 7	126	\$1,252.08
Half Page - Vertical	54 x 5	270	\$3,421.60	\$3,766.00	37 x 4	148	\$1,252.08
1/3 Page - Horizontal	18 x 10	180	\$2,199.60	\$2,421.00	N/A	0	-
1/3 Page - Vertical	54 x 3	162	\$2,199.60	\$2,421.00	N/A	0	-
Pony - Small	20 x 7	140	\$1,710.80	\$1,883.00	15 x 4	60	\$507.60
Qtr Page - Horizontal	14 x 10	140	\$1,710.80	\$1,883.00	10 x 7	70	\$592.20
Qtr Page - Vertical	28 x 5	140	\$1,710.80	\$1,883.00	19 x 3	57	\$592.20
1/8 Page - Horizontal	7 x 10	70	\$855.40	\$941.50	N/A	0	-
1/8 Page - Vertical	14 x 5	70	\$855.40	\$941.50	N/A	0	-
1/8 Page - Standard	10 x 7	70	\$855.40	\$941.50	10 x 3	30	\$253.80
Front Page Solus	6 x 9	54	\$989.82	\$1,089.45	6 x 3.5	21	\$266.49
pcc rate		1	\$12.22	\$13.45		1	\$8.46
Guranteed Position	plus	25%					
Mono Discount	less	30%					

Advertising Rates Cont...

	M-F	S	Communities
General Classifieds	\$12.22	\$13.45	\$8.46
Public Notices	No special rate, same as General Classifieds		
Employment (incl ROP)	No special rate, same as General Classifieds		
Powerpak	\$12.22	\$13.45	\$4.80
Taranaki Buy	\$8.91	\$8.91	\$5.53
Trade Directory (single buy)	\$8.55	-	\$5.92
Trade Package (single buy)	\$7.60	-	\$5.25
Trade Directory (13+ insertions)	\$7.60	-	\$5.25
Trade Package (13+ insertions)	\$6.66	-	\$4.60
Trade Directory (26+ insertions)	\$6.66	-	\$4.60
Trade Directory (52+ insertions)	\$5.71	-	\$3.94
Line Rate (mono)	\$2.60	\$2.60	\$1.75
Powerpak Line Rate (mono)	-	-	\$5.22
Impact Header Charge (2 insert)	\$5.20	\$5.20	\$3.50

NB: All prices are exclusive of GST

Contract Levels and Benefits

Pinnacle benefits for contract clients

Contract Level	Monthly Investment	Half Page 30% Discount Mon-Fri Max 4 PA	Full Page 30% Discount Mon-Fri Max 4 PA	*Bonus Adverts 50% Discount Max 4 PA	Full Page 30% Discount Sat Max 2 PA	Double Page Spread Mon-Fri 40% Discount Max 2 PA	Double Page Spread Sat 40% Discount Max 2 PA	FREE LED big screen spot for one week
BRONZE								
<input type="checkbox"/>	\$15,000 - \$49,999	\$1,250 - \$4,167	✓	✓	✓			
SILVER								
<input type="checkbox"/>	\$50,000 - \$99,999	\$4,167 - \$8,333	✓	✓	✓	✓		
GOLD								
<input type="checkbox"/>	\$100,000+	\$8,333+	✓	✓	✓	✓	✓	✓

Trades and Service Directory

Taranaki Daily News

Weekly on Monday

Size	Contract	Rate
9 x 1	Casual Rate	\$76.99 per week
	13 Weeks	\$68.40 per week
	26 Weeks	\$59.94 per week
	52 Weeks	\$51.39 per week

Communities

Weekly on Wednesday or Thursday

Size	Contract	Rate
9 x 1	Casual Rate	\$53.30 per week
	13 Weeks	\$47.25 per week
	26 Weeks	\$41.40 per week
	52 Weeks	\$35.46 per week

CARPET LAYER
20 Years Experience

- New and Used Carpet
- Carpet Stretching

FREE Quotes

DOMESTIC CARPET LAYER
Kevin Brett
0272 655 575

CURTAIN CLEANING

Curtain Cleaning
Better looking curtains ... Better looking windows

On Site or Depot Cleaning
 Collection, Take Down & Re-hanging Services
 Mildew and Stain Removal
 Odour Removal Treatments

After Disaster
 Restorative Drying and Cleaning Specialists

Phone 0800 437 924

Package Deal

Advertise in the Taranaki Daily News and North Taranaki Midweek or South Taranaki Star

	Contract	Rate
9 x 1	Casual Rate	\$115.65 per week
	13 Weeks	\$103.74 per week
	26 Weeks	\$86.85 per week

Business Profile

A business profile is designed as a one-off opportunity for you to promote your business at a special low introductory rate. The advertorial style allows a more in-depth promotion of your business, your aims and your objectives.

Taranaki Daily News

	Colour	Price	Save
20 x 7	B/W	\$780.00	\$617.56
	FULL	\$980.00	\$930.80

Communities

	Colour	Price	Save
20 x 7	B/W	\$550.00	\$479.80
	FULL	\$690.00	\$694.40
37 x 7	B/W	\$980.00	\$553.80
	FULL	\$1,270.00	\$1121.14

BUSINESS PROFILE

New treads and more from Seaview station

Motor vehicle maintenance and tyre replacement got a lot easier for folks on the west side of New Plymouth last week. The old Shell service station on the corner of Seaview Road and Devon St west, has been reborn as Cory's Tyre Center and offers a full range of mechanical services and Warrant of Fitness checks, office manager Valerie Butters says, plus a range of new tyre completion with fitting, wheel balancing and alignment services.

Valerie and her husband Ross can't say a tyre retail retailer has ever been so busy. The station for 11 years, in Tawa, south of Wellington. They've made the move to New Plymouth to face the challenge of transforming the old petrol station into a modern A-grade mechanical workshop and tyre supply centre.

"We have family members living in Taranaki," Valerie explains, "so part of the idea was to move closer to them."

"Just after we arrived, Ross and I got in and gave the old place a good spruce up and a few coats of paint," she continues. "We've had the place out and about 10 days. Now, the couple installed a new high-tech 10-wheel alignment machine, tyre changers and other specialist equipment in the refurbished service station.

The old service station had occupied the site for about 25 years but closed earlier this year. The Butters have no plans to start selling fuel from the site.

"We've had heaps of people dropping in to say how nice the building, and the corner

is looking... and how good it is to see it up and running at this end of town. We're the only tyre retailer in this part of town."

And where did the Cory's in the tyre centre title come from? "We've got seven-year-old twins - Cory and Sophie - so we named the business after Cory," she laughs.

Perhaps the Butters family connection is reflected in the Cory's Tyre Center waiting room. The couple take in what people can get their feet up and watch TV with a cup of coffee, read a magazine or keep an eye on the kids.

"We think people should be able to relax while we finish off working on their cars," Valerie says. "It's about building relationships with our clients."

Cory's Tyre Center employs a tyre technician and another mechanic is due to start work at the centre soon. "Meanwhile, Ross is doing the mechanical work," Valerie says.

The business specialises in Maxxis brand tyres, but can supply any make or model that a client requires. "We keep about 14 types in stock at any stage," she adds, "but there's no point in keeping a big stock here when we can get them in overnight."

From their handy location beside the main road out of town, Cory's Tyre Center will be on hand to supply all-round vehicle servicing to the people who live out west.



SPECIALS

- WOF \$35
- Wheel alignment \$45 for a limited time

CORY'S TYRE & SERVICE CENTER

2 Seaview Rd (former Shell site) PHONE 751 4555

BUSINESS PROFILE



Indian Restaurant Opening in Town

By Barry Easton

New Plymouth diners are about to experience the delights of Southern Indian cuisine.

When the Kathakali Restaurant on the hill on Devon Street East, New Plymouth opens its doors on Friday June 18, it will be only the second restaurant in New Zealand (the other being in Wellington) to offer food prepared and cooked in the traditional style of Southern India. Other New Plymouth-based Indian restaurants feature menus offering dishes more common to Northern India, says Kathakali's owner, Ghem Chandrasekhar.

"The food from Northern India is totally different from that of Southern India," he says.

"Most of the food from Southern India is based on coconut, red chili, coriander and spices and is less spicy than traditional North Indian dishes.

"We are looking forward to offering the people of New Plymouth what for most, will be a new dining experience. We want our customers to know

about our food, our culture and our taste. It is an experience which we are certain they will enjoy."

The Kathakali (the name being taken from a popular dance-drama from the Southern states of Kerala) has seeking for 60 diners. The décor is traditional, with red walls, gold plates, and traditional Indian wall hangings, all in a mix of subdued reds and hanging lighting.

Restaurants offering Southern Indian cuisine have proved popular all over the world, especially in Europe and the United States, and the Kathakali owners are confident that the time is right to launch their business in New Plymouth.

"When I first came to New Plymouth two years ago, there were only five or six people from Southern India living here," Emmanuel says.

"Now there are more than 100 Southern Indians working in a whole raft of occupations within the city. Our food appeals very much to European tastes, as has been proven right throughout the world."

While Kathakali will offer an extensive menu of Southern Indian dishes, house specialties will include the 'Masala Pongal' (a rice-based dish with idlyappam). The menu class this as being a very special dish from Kerala - "the state which both Emmanuel, and his senior chef, Harshan Michael, hail from. The pong is flavoured with black pepper and served with creamy coconut and Southern Indian spices.

Other popular dishes include an extensive range of Dosa pancares - a signature dish of Southern India. "All pancares are made with a mixture of soaked lentils and rice which are ground together, fermented overnight and then cooked on a griddle," Emmanuel says.

"It's a very oily pancares which we stuff with onion, potatoes, cheese, veg, rice or stuffed butter according to the preference of the customer. It is very popular all over the world, but especially where there are large populations of people from Southern India."



Opens this Friday 5pm - Late

Tuesday - Sunday - Lunch 12pm - 2pm • Dinner 5pm - Late

Monday - Dinner 5pm - Late

Kathakali 06 758 8848

39 Devon Street East, New Plymouth

Gameplan

Gameplan Level	Size	Ads Per Month	Annual Price		Annual Price	
			Casual		Gameplan	
			B&W	COLOUR	B&W	COLOUR
1	10 x 2	4	\$8,211.84	\$11,731.20	\$4,869.02	\$6,816.63
	10 x 4	2				
2	16 x 2	4	\$13,138.94	\$18,769.92	\$7,790.44	\$10,906.61
	16 x 4	2				
3	11 x 4	4	\$18,064.65	\$25,806.64	\$10,711.85	\$14,996.59
	22 x 4	2				
4	14 x 4	4	\$22,993.15	\$32,847.36	\$13,633.27	\$19,086.57
	28 x 4	2				

BONUS BUYS

■ Lift into either the North Taranaki Midweek or South Taranaki Star for only \$2.97 per col/cm

■ 1 month ROS on taranakidailynews.co.nz for \$350.00

Available Monday, Tuesday and Friday.

The key to a strong customer foundation for your business is to ensure your brand is at the front of current and potential clients' minds. Regular and consistent exposure is the cornerstone of this, which is where Gameplan steps in.

Put your brand in front of 52,000 readers with one of these plans.

***15%
OFF**
LUXAFLEX
New Plymouth & Stratford
RJ Eagar

Big Screen Advertising

**\$200^{+GST}
per week**

**There is a maximum of
6 paid advertisements
available each week.**

**120,000 vehicles
every week**

**Screen Dimension:
3.2m high x 2.88m wide.**

A 50% late cancellation fee may apply.

Advertising Team

TARANAKI
DAILY NEWS

New Plymouth Based



Matt Surgenor
Advertising Manager
06 757 6865
matt.surgenor@dailynews.co.nz



Glenn Patterson
Sales Manager
06 757 6841
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Central Taranaki Based



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South Taranaki Based



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Amanda Peters
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Patrick Lawrence
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Mechaela Steele
Advertising Sales Consultant
06 278 0634
mechaela.steele@dailynews.co.nz

Booking and Copy Deadlines

To ensure publication of your advertisement, the booking and copy files must be received by the following times:

Taranaki Daily News Display (news pages)

Day	Booking & Copy	Print Ready Delivery
Monday	4pm Wed	2pm Fri
Tuesday	4pm Thu	2pm Mon
Wednesday	4pm Fri	2pm Tue
Thursday	4pm Mon	2pm Wed
Friday	4pm Tue	2pm Thu
Saturday	4pm Wed	2pm Fri
	Prior to publication	Prior to publication

Classified Set bookings

Day	Booking & Copy
Monday	12 noon Fri
Tuesday	12 noon Mon
Wednesday	12 noon Tue
Thursday	12 noon Wed
Friday	12 noon Thu
Saturday	12noon Fri
	Prior to publication

North Taranaki Midweek Display (news pages)

Day	Booking & Copy	Print Ready Delivery
Wednesday	4pm Fri	2pm Tue
	Prior to publication	Prior to publication

Classified Set Bookings

Day	Booking & Copy
Wednesday	12 noon Tue

South Taranaki Star Display (news pages)

Day	Booking & Copy	Print Ready Delivery
Thursday	4pm Mon	2pm Wed
	Prior to publication	Prior to publication

Classified Set Bookings

Day	Booking & Copy
Thursday	12 noon Wed

Please ensure the guidelines are followed. For further information phone (06) 757 6841

Broadsheet page sizes

The Taranaki Daily News prints on broadsheet-sized pages. The image area of a broadsheet page measures 54cm tall and 37.6cm wide. It is divided into 10 columns for news pages and 11 columns for classifieds.

News Page Column Widths (cm)

1	2	3	4	5	6	7	8	9	10
3.4	7.2	11.0	14.8	18.6	22.4	26.2	30.0	33.8	37.6

Classified Column Widths (cm)

1	2	3	4	5	6	7	8	9	10	11
3.2	6.6	10	13.4	16.8	20.2	23.6	27.0	30.4	33.8	37.2

Compact page sizes

Compact-sized publications include North Taranaki Midweek, South Taranaki Star, and Your Property Weekly.

News Page Column Widths (cm)

1	2	3	4	5	6	7
3.4	7.2	11.0	14.8	18.6	22.4	26.2

The image area of a compact page measures 37cm tall by 27cm wide. It is divided into 7 columns for news pages and 8 columns for classifieds.

Classified Column Widths (cm)

1	2	3	4	5	6	7	8
3.2	6.6	10	13.4	16.8	20.2	23.6	27.0

**Special features
and magazines**
Your Advertising Sales
Consultant will provide
advertisement sizing
and specs for specialty
publications at point-of-sale.

Technical Info Continued

Where to send your Advertisement

The printing method is offset.
All materials can be supplied by ISDN,
e-mail, CD/DVD or USB drive.
Please ensure these guidelines are followed.
For further information phone: (06) 757 6841

To retain our credibility as a publisher and to assist you in achieving the best results from your advertising, we require a high standard of advertising material.

Files should be supplied as PDFs.

Not Postscript compatible

- (unacceptable software)
- Microsoft Publisher
 - Microsoft Office applications
 - Adobe Photoshop

General

- PDF Version 1.3+
- Postscript Level 3+
- ICC Compliant No

Fonts & Type

- Font embedding required Yes
- Font subsetting allowed Yes
- Minimum weight for colour type **Bold**
- Maximum plates allowed for colour type 3
- Minimum point size for reversed colour type **18pt**
- 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

- Black text: **100% K**
- Avoid small process colour text and small superimposed text on colour (e.g. under 18pt and particularly serif fonts)
- Registration variations will occur from time to time. Advertisements should be designed with this in mind.

Images

- Format **EPS, TIFF, JPG**
- Minimum resolution for colour images **170dpi**
- Minimum resolution for greyscale images **170dpi**
- Minimum resolution for black and white (single bit) image **500dpi**
- Maximum ink weight **230%**

Please ensure that your advertisement is booked with your Advertising Sales Consultant prior to sending material.

Digital Delivery (preferred)

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

- **Adstream Limited**
Tech Support 09 913 1479
www.quickcut.co.nz (Pagestore)
- **Fairfax Adtracker Online**
Please contact your Advertising Sales Consultant or the Production Centres listed below for more information.

Specifications Enquiries

Advertising Production Support

- Auckland 09 580 1728
- Hamilton 07 849 9653
- Wellington 04 474 0468
- Christchurch 03 943 2453

Alternative Delivery Methods

Taranaki Daily News Production

Postal Address:

PO Box 444, New Plymouth 4340

Taranaki Daily News Production

Courier Address:

49-65 Currie Street, New Plymouth 4310

If sending your advertising material via post or courier, please include the following:

- The name of the person you booked your ad with
- Dates the advertisement is running
- Client name or ad name
- Advertisement size
- Colour of your advertisement (process or black and white)

Accepted Media Types

- CD-ROM
- USB Drives PC ONLY

Disclaimer

If supplied material does not conform to the correct specifications, we will endeavour to advise you of any potential problems that may occur when printing. However, time constraints may mean we are unable to do this. The Taranaki Daily News cannot accept responsibility for problems resulting from supplied materials being outside specifications. If we are receiving print-ready

material electronically from you for the first time, we recommend that a trial is carried out prior to publishing. This should occur at least five days prior to publication and can be arranged by contacting your Advertising Sales Consultant.

What does it all mean?

Broadsheet

The largest of the newspaper formats. The Taranaki Daily News is a broadsheet paper, each page measuring 54x37.6cm.

Compact

A smaller format of newspaper, seven columns wide.

ROP Advertising

Creative advertisements placed in the four main sections of the paper News, World, Business and Sport.

Classified Advertising

Ads grouped into classifications and confined to a single section.

Classified Display

Creative advertisements confined to a classified section.

Classified Set

Ads with no creative elements and confined to the classified pages.

Double Truck

Double page spread with the inclusion of the centre gutter.

Front Page Solus

Strip ad at the bottom of the front page measuring 6cm deep by 33.8cm wide.

Gutter

Inner column between the two facing pages of the newspaper.

Lug

Fixed spaces at the top left and right hand corners of the front page of select sections.

Page Impression

The exact number of times a page or website is displayed to a user. Sometimes called "Page Views".

Unique Views / Unique Viewers

A count of how many different people access a particular website.

Rate

The price charged per column centimetre of space purchased.

Run of Paper

The four main sections of the paper: News, World, Business and Sport.

Run-on Rate

Rate for non-display classified ads. Charged per line of copy.

Contacts

Taranaki Daily News

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Fax: 06 758 4653

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PO Box 428, Hawera 4640
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Fax: 06 278 5458

Display Advertising

Phone: 06 757 6854
Fax: 06 758 8519
email: Your Advertising Sales Consultant

Classifieds

Phone: 06 759 0802
Direct Line: 0800 CLASS ADS
Fax: 06 758 4653
email: classads@dailynews.co.nz

Accounts

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Fax: 06 758 4653

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Editorial

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Fax: 06 758 6849
email: editor@dailynews.co.nz

References

- Audit Bureau of Circulation 31 Dec 2011
- Nielsen Consumer and Media Insights 2yr Regional Database Q1 2010 – Q4 2011 Base: All 15+ Taranaki Daily News Circulation Area – Population: 87,000; Sample: 610 Target: Taranaki Daily News Readers (Weekly Coverage) – Population: 71,000; Sample: 497
- Omniture Site Catalyst June 2012

Advertising Terms and Conditions

1. In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertisers express warranty, the truth of which is essential:

a. That the advertisement does not contain anything:

- That is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986.
- That is defamatory or indecent or which otherwise offends against generally accepted community standards.
- That infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights.
- That 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. (ŌASAO) 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.

d. That any advertisement or notice published in any language other than

English, must be supplied with an English translation, and with this the supplier attests the content to be published is consistent with the translation.

2. The advertiser agrees to indemnify us against all losses or costs arising directly or indirectly from any breach of those warranties by the advertiser 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 the advertiser grants 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 the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges 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. We may take orders for advertising in specific spaces (space orders). The space may be used only by the advertiser for advertising of the advertisers usual business and may not be transferred by the advertiser to another person.

9. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the advertiser acquires, or holds himself out as acquiring, goods or services from us for the purpose of a business.

10. The advertiser 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.

11. The charge for an advertisement will be in accordance with the published rate card applying at the time for the publication, unless we agree otherwise in writing. Rate card adjustments will

apply to space orders with effect from advertising appearing 28 days after the rate adjustment is published on our rate card.

12. Rates for space orders apply for the whole space and are not reduced if the whole space is not used. Advertising and newspaper sales accounts which qualify for contract rates cannot be paid for by Credit Card.

13. 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.

14. If payment for advertising is not made by due date (which is the 20th of the month following invoice, unless we specify otherwise) the advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees.

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