



The Daily Telegraph | The Daily Telegraph ^{SATURDAY} | The Sunday Telegraph | The Daily Telegraph.com.au

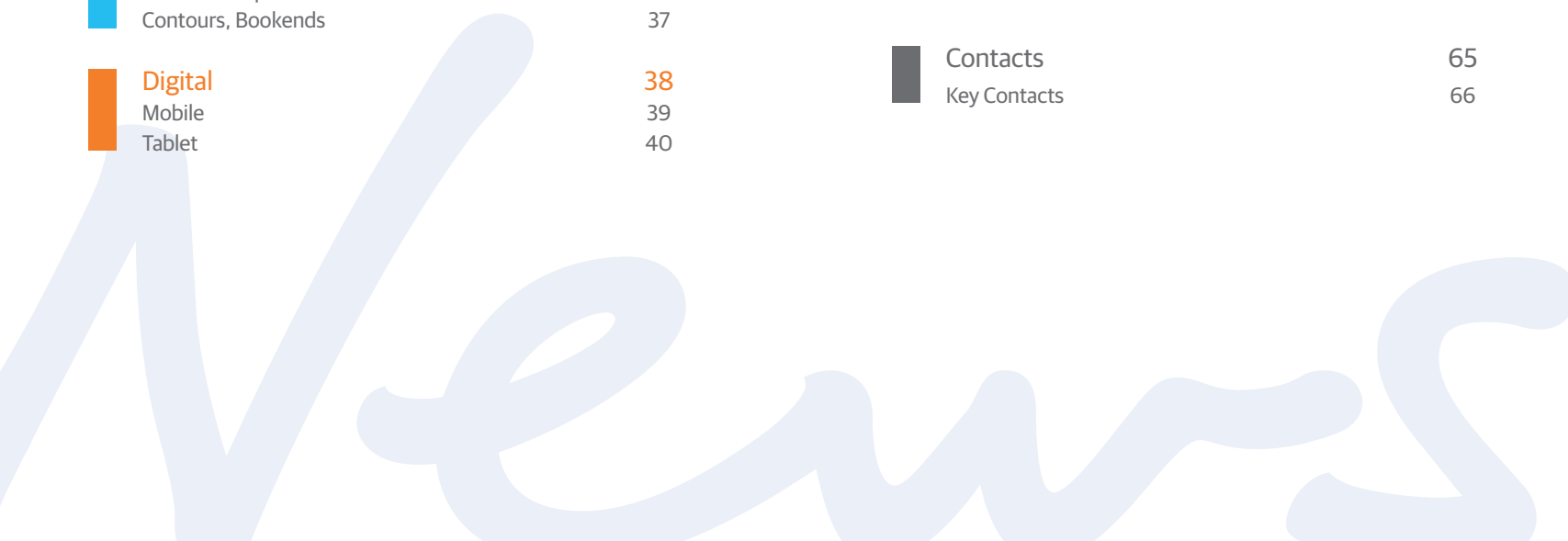


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Customers at the heart of everything we do

More Australians do more with us. We're in homes, on coffee tables, in hands and on laps, in kitchens, in cupboards. We're part of their lives, their fun, work, relaxation, learning and hobbies.

With us, you can be a bigger part of how Australians think and feel, part of what they say and do, part of how they decide, commune, transact, buy, discover, explore and stay-up-to-date.

We connect with more people, with more depth, breadth and purpose than any other media organisation - our brands are woven into the very fabric of Australian life.

Our global network of content creators is the driving force behind the intimate relationship we have with Australians and provides the audience connection that make us an empowering and nimble partner.

We are strengthened by our diversity and in turn we celebrate the power of people; the families, the foodies, the sports nuts, the hipsters and world travelers. Also people who our audiences love and have relationships with; our journos, columnists and cartoonists. And the people inside our company; our sales, insights and creative teams who empower our partners with unparalleled resources, impetus and commitment to reach their advertising goals.

Australians are a diverse and multi-faceted people, and now, one partner can help you unlock their potential like never before.

News Corp Australia - we believe in the power of people.



Our Audiences

News



Grace - Mums with Kids

Behold the awesome buying power of mums.

Grace touches more News Australia brands than anyone else. This includes 12 brands alone in her daily duties and six while helping with her husband's business. She's in touch with 11 News Australia brands when shopping and cooking - things she does a lot. In fact, entire supermarket chains are structured around the way Grace shops.

Traditionally devotees of print, mums are increasingly engaging with our digital offering. With the family never far from their minds, they are constantly interacting with products that are relevant to the entire family.

Harness the power of women like Grace as she juggles her family responsibilities throughout her busy day.



Kenneth - Male Sports Enthusiast

He hasn't missed an NRL match in 17 years. Every year, Kenneth consumes 1400 hours of sport, nine sport biographies and 6.4km of sports columns. He's also not afraid to lose an eyebrow in a bet.

Kenneth is one of our sports nuts.

Sport is deeply ingrained in News Australia, with content delivered by leading sports journalist and photographers. There is no other media brand that rivals our cut-through and engagement with sports followers and fanatics.

Our product suite captures the attention of people like Kenneth at every moment of every day with coverage that includes unrivalled print and digital offerings, apps and grassroots sports.



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George & Anne - Baby Boomers

We've worked hard, now it's time to play hard. This has been George and Anne's mantra since the kids moved out. There's no end to the shows, movies, holidays and dining experiences they enjoy.

This influential generation has wealth and time on their side. They are completely willing to spend money on themselves, with leisure and travel among their key areas of interest.

With their children grown up, baby boomers are becoming increasingly active and interested in gaining new experiences.

Promote your offerings to our cashed-up and engaged baby boomer audience. They use our products as a source to help them get the most out of life.



Paul & Tess - Home Owners

Houseproud Australians are constantly seeking to improve and upgrade. Sometimes this means embracing DIY. At other times, it comes down to finding the right professional to do the job or looking for their next property.

Renovating, redecorating and refurbishing are passions for Paul and Tess. They're weekend warriors, all about hardware stores, garden products and home accessories.

Connect with Paul and Tess via our dedicated home and real estate sections both online and print.



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The Ross Clan - Parents of children under 18

They've got two children, one booster seat, a stroller, three luggage bags and a rabbit named Kevin.

News Australia connects you with the power of ever-active, time-poor parents.

Juggling kids and finances, Australian parents are big on convenience, conscious of getting good value, and constantly on the lookout for family activities.

Parents agree there aren't enough hours in the day. They consume our products because we help them get the most out of family life. They are shoppers, bargain hunters and entertainment-seekers.



Eddie & Jane - Young Couples

On any given Sunday they'll travel 34.2km around the city, walking 7.4km and spending an average of \$165 on museum entry, gigs, parking tickets and looking for a table just like the one they just saw (only in red and a bit smaller) for their study.

Young couples like Eddie and Jane are constantly in the spotlight, sharing their thoughts, purchases and location via social media. They're not only serious about social networking, but also entertainment and leisure.

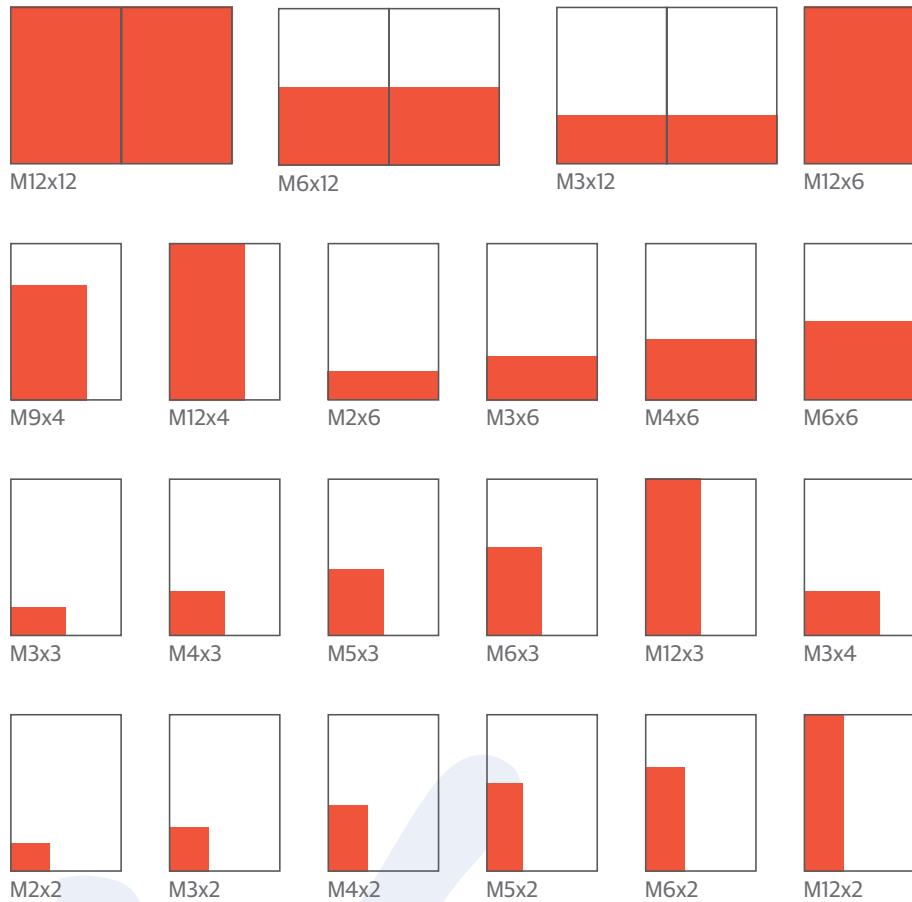
Eddie and Jane are high discretionary spenders, we have the media suite that allows you to influence their spending habits.



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Innovations

News



Synergy

Transforming the shape of print advertising

Synergy is our streamlined cross platform publishing system that enhances our powerful brands with contemporary new editorial layouts and content sharing + reinvigorated advertising opportunities.

As a publisher we will become much easier to deal with, booking ads across our metro and local titles will be simplified, advertiser costs will be reduced and cross platform campaigns will be easier to integrate.

Our publishing system features a simplified modular rate card with 20 modular advertising sizes and offers flexible advertising solutions that will provide greater creativity across our media suite.

We will also continue to offer integrated opportunities for advertisers who want to work with us in partnerships that extend beyond the page.

To find out more speak to your dedicated Field Sales Account Manager.

Benefits

- Simplified modular rate card with 20 new modular sizes available
- Flexibility to combine modules in new creative formats
- Streamlined product sizes resulting in reduced creative production
- Enhanced print layouts with contemporary new designs
- Increased opportunities for deeper engagement with our audience
- Simplification of planning, buying and booking media with us

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dailytelegraph+ is here

dailytelegraph+ brings together the best of the dailytelegraph.com.au and NewsLocal with the added power of content from FOX SPORTS and News Corp Australia's national network. Providing consumers with more of what they love on all their connected devices. Subscriptions start from as little as \$5 a week.

We have launched our digital subscription packages for The Daily Telegraph utilising a metered model. The metered model allows consumers to view 5 articles before they are asked to provide some basic details, gaining access to a further 15 stories. Once consumers have reached their weekly limit they will be asked to subscribe to receive unlimited access.

Alongside the introduction of the dailytelegraph.com.au website and dailytelegraph+, we are also invigorating our online and mobile sites with fresh designs. We are faster, offer easier and more intuitive navigation and have around 20% more homepage content than the sites they replace.

Benefits

- dailytelegraph+ will give us a better understanding of our consumers, allowing us to deliver them
- Better content, which in turn will see more engaged audiences interacting with our products
- We will be able to offer advertisers highly targeted, data-rich premium environments
- We will have the best audience segmentation in the local market

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Sections by day

Sections	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Early General News (EGN)	✓	✓	✓	✓	✓	✓	✓
BusinessDaily	✓	✓	✓	✓	✓	✓	
moneysaverHQ	✓						
Making Money							✓
CareerOne						✓	
Switched On (Lift-Out)			✓				
Hit (Lift-Out)				✓			
Sport	✓	✓	✓	✓	✓	✓	
Sport (Lift-Out)							✓
League Central*					✓		
Carsguide						✓	
Shop Smart							✓
Sydney Confidential	✓	✓	✓	✓	✓	✓	✓
Insider							✓
Sydney Taste (Lift-Out)		✓					
Classmate		✓					
Classifieds	✓	✓	✓	✓	✓	✓	✓
Gone Fishing					✓		

*During the NRL season

Inserted Magazines	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Best Weekend						✓	
Home						✓	
Escape							✓
TV Guide							✓
body+soul							✓
Sunday Style							✓
REALESTATE						✓	
Kidspot						✓	

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Letter from the Editor

The Daily Telegraph

"The Daily Telegraph is an unashamed cheerleader for Sydney. Our 'We're for Sydney' branding reinforces what the newspaper stands for - making Australia's most important city a better place to live and improving the lot of its 4.5 million residents."

"We can make no more powerful statement than placing our We're for Sydney positioning statement above our masthead every day to show our unequivocal position."

"The brand messaging is more than just words - 'We're for Sydney' is about living the promise of the brand positioning, it's not just about saying it, but living the promise in the newspaper."

"We attempt to do that every day by coming up with positive solutions, keeping the pressure on politicians about key issues and working towards achieving an outcome."

"The masthead declaration followed last year's successful We're for Sydney multi-platform campaign aimed at building emotional connections between consumers and The Daily Telegraph."

Paul Whittaker
Editor of The Daily Telegraph

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The Daily Telegraph

We're for Sydney

Proud to be Sydney's No.1 paper, The Daily Telegraph reflects the values & aspirations of our everyday reader.

We deliver the latest breaking news that is driving the public's agenda.

- Dedicated sections make it easy for our readers to navigate
- Latest breaking news, headlines and issues driving the day

- Smart, savvy and affluent, we provide relevant engaging content

Advertisers can connect with a large Sydney based audience every day. Leverage the power of our well known and trusted brand to ensure your products reach our readers regularly.

The Daily Telegraph.com.au

Sydney's go to site for the best news, sport & entertainment

The Daily Telegraph and The Sunday Telegraph, Australia's favourite newspapers, have created Sydney's digital destination with dailytelegraph.com.au.

Now a true 24/7 news brand dailytelegraph.com.au continues to drive the agenda for Sydney.

dailytelegraph.com.au:

- Breaks Sydney's biggest news stories first, as one of the fastest updating news sites
- Live streaming delivers the most up-to-the minute global, national and local news

The Telegraph's award winning sports coverage includes a greater depth of content and analysis, with our team of experts delivering the latest news within the sporting world.

Sydney's very best celebrity and entertainment journalists cover the A-list events and parties and are the first to get the big celebrity scoops.

dailytelegraph.com.au offers advertisers an excellent opportunity to connect with an audience who are constantly engaging with content that really matters to them.

Sections available:

- News
- Sport
- Entertainment
- Business
- Lifestyle
- Classifieds
- Video

Available across these media types:



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Sport

Accessing thousands of sport fanatics every week

Our dedicated Sport section turns up every weekday to a crowd of thousands.

Sport offers unparalleled coverage across a wide spectrum of sports. Our in-depth coverage, news and reviews ensure a loyal and engaged audience.

Sport creates a strong connection through:

- Comprehensive coverage of all codes
- Latest sporting news to hit the headlines

- In-depth analysis of last night's match or next week game
- Players profiles and reviews, reporting on the latest up-and-comers

Sport is a lucrative environment for advertisers to access an engaged audience of predominantly males who are an increasingly difficult audience to reach.

Don't miss the game!

Available across these media types:



LC LEAGUECENTRAL

The footy fans' must read

League Central, appearing in Friday's The Daily Telegraph is the footy fans' Bible.

During the NRL season, League Central delivers a 12-page lift-out that showcases the latest team line-ups, current-round overview and NRL betting markets. Editorial content includes up-to-date team and player developments, exclusives, in-depth analysis on the Inside Story pages, and insight into the lives of the game's personalities in League Confidential.

The Daily Telegraph is the authority on NRL. League Central is a cross-platform brand that engages with a mass audience through print, digital and a smartphone app.

Tap into a large, dedicated and predominantly male audience.

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SYDNEY CONFIDENTIAL

Sydney's answer to all things hot and happening in showbiz

Appearing Monday-Saturday, Sydney Confidential provides our readers with up-to-the-minute celebrity news and entertainment.:

- Latest celebrity news and gossip
- Provides readers daily insight into the lives of the world's rich and famous
- Daily 'spotted' section, revealing where local celebrities hang out
- Covers all things entertainment, showbiz, fashion and Sydney's local party circuit

Sydney Confidential offers advertisers a great environment to connect with a highly engaged, fashion forward and stylish female audience. Use this ideal section to effectively present your entertainment, dining and clothing options.

Get talked about in Sydney Confidential

Available across these media types:



Print



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BUSINESS DAILY

Business news that matters

Daily Telegraph's BusinessDaily is for young, urban professional Australians who want to keep up with business, the economy, marketplace and workplace trends

The Business section provides readers with:

- Daily business news and information
- Unique stories covering the companies you know and the brands you care about
- Snapshots of key indicators and quick briefs on all news making headlines
- Commentary and analysis on the marketplace by respected authorities

Our unique content and news helps readers to make sense of big business trends. We arm our readers with the tools they need to makesmart choices across investments, their careers and professional lives.

Advertisers can use this targeted section to access a younger, educated and primarily male audience.

BusinessDaily has an audience you can bank on!

Available across these media types:



money saver HQ

Be your own financial advisor

moneysaverHQ is the largest single Australian media brand focused on money in Australia. With a distinctive and straightforward tone, it helps readers decipher current domestic, business, economic and small business finance issues in a jargon-free, friendly style.

It also brings the best deals across a whole range of financial and other services, such as credit card costs, home and car insurance, private medical insurance and power bills.

Leading our team is Network Seven's David Koch, the country's leading personal finance expert, and our national Cost of Living Editor, John Rolfe.

Available across these media types:



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Whether you are eating in or eating out, you deserve to eat well

Sydney is the nation's biggest and most vibrant city, with a dining scene to match. Sydney Taste will capture all the colour, quirks and diversity of the people, places, trends and food of this ever-changing landscape.

Inserted in Daily Telegraph Tuesday, Sydney Taste can:

- Gives the inside information on what the city's celebrity chefs are up to, where they are eating or drinking and who has been seen at their restaurant

taste.com.au - revolutionising the way Australians plan, shop, cook and share.

Australia's number one lifestyle website connects with high-value consumers all day, every day.

Through taste.com.au you can:

- Inspire users while they are in consideration mode.
- Influence purchase decisions during meal planning.
- Showcase your brands and products.

Featuring 25,000+ recipes and editorial expertise from Australia's leading food magazine titles, taste.com.au is also home to

- Weekly local restaurant reviews and expert industry opinion by Matt Preston
 - Influence purchase decisions during meal planning
 - Showcase your brands and products
- Bon Appetite!

international experts such as Jamie Oliver and Martha Stewart, with weekly contributions from Matt Preston and other local favourites.

Taste.com.au is a highly influential and trusted brand with a community of loyal members, delivering advertising solutions across Australia's biggest food platform.

Available across these media types:



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It's tech, but not technical

Switched On is for Australians who want credible, current news about the latest technology trends and digital culture.

The Switched On team write about science, gadgets, games and geek culture with our tongues firmly in cheek. We provide an entertaining and sometimes controversial take on the news of the day.

Appearing every Wednesday in the Daily Telegraph, Switched On targets a largely male audience aged between 20-35.

Switched On features:

- Latest technology news

- Comprehensive information on science and technology, gaming, tablets, smart phones and gadgets
- Entertainment news covering all TV shows from the popular to the controversial, providing in-depth reports and reviews

Switched On provides advertisers the ideal place to target media-savvy consumers thinking about buying electronic products or deciding what to watch on television.

Get switched on with Switched On.

Available across these media types:  Print



Hit.

If it's hot and happening, it's in Hit.

Hit keeps our readers in the loop, providing comprehensive coverage of what's on and what's big in entertainment.

Hit. entertains readers every Thursday in the Daily Telegraph.

Hit features:

- The latest movie and music news and reviews
- Conducts the best national interviews, showcases what's hot and who's topping the music charts

- Information on the biggest touring bands and performers and in-depth coverage on the latest up and comers
- A local gig guide

Hit is an ideal section for advertisers to engage with consumers interested in a wide variety of entertainment options. Reach an audience who are in a decision making frame of mind and are actively searching for experiences to fill their leisure time.

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Letter from the Editor

The Saturday Daily Telegraph

"The new Saturday Daily Telegraph has received a huge investment, modernising and refreshing the product, resulting in significant content changes to Carsguide, Best Weekend and the inclusion of the all new Kidspot, Saturday Extra & REALESTATE sections.

The energetic Saturday Daily Telegraph connects with the Saturday mindset of our readers, giving our readers more of what they want while helping readers plan their 'busy day'.

Saturday's Daily Telegraph's brand message is Read. Plan. Do;

Whether it's planning the weekend, catching up on the pre-game analysis, discovering ten ways to help your kids stay safe online, learning about the new Holden Commodore before heading to the showroom, finding a new home or making your current home feel new again, the Saturday Telegraph helps families get more out of their busy Saturdays.

As the counterpart to the more leisurely Sunday Telegraph, the energetic new Saturday Telegraph is here to help. Advertisers are able to engage with an ever active audience seeking ways to get more out of their busy Saturday."

Jeni O'Dowd
Editor of The Saturday Daily Telegraph

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carsGuide

Where smart people buy and sell cars

carsGuide is the largest automotive classified brand in Australia with an online, mobile, metropolitan, regional and community newspaper presence nationwide.

Why carsGuide is the smart choice:

- We provide engaging content for all points in the purchase cycle.
- We talk to car buyers, sellers and owners.
- We offer access to comprehensive advice, news and reviews that empower our customers to make the smart decision

The carsGuide audience is diverse. They are the everyday driver, car lover, buyer and seller.

Advertisers are able to leverage this specialised environment, taking advantage of the local knowledge carsGuide has to offer, combined with truly mass reach across NSW.

Accelerate the path to purchase with carsGuide.

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Best Weekend just got bigger and better

The addition of Kidspot into Best Weekend brings with it an array of exciting new opportunities to connect with your family target audience.

Best Weekend informs our readers of weekend activities occurring in Sydney and surrounding areas and gives them ideas for what to do in the week ahead.

Our popular weekly entertainment guide appears every Saturday in the Daily Telegraph.

- Gig guides, theatre performances and family friendly events

- In-depth entertainment news and reviews
- Free events, eating out and what's on at the movies.

Advertisers can leverage the family friendly, fun for all ages appeal of Best Weekend to engage with an audience actively seeking out things to do on their weekend.

Available across these media types:



Print



Australia's number one parenting brand becomes a lift-out

Kidspot.com.au is a leading website for busy mums. Extending Kidspot.com.au to print as a flip of Best Weekend results in a total package for our female and parent readers, giving them a one-stop shop for their family needs.

Kidspot.com.au is created for the modern mother, featuring a mix of parenting resources and advice. It is backed up by a wealth of

home and lifestyle strategies that work with the unique challenges of today's parents - one who's craving real information, the right connections, and ways of doing things faster and better.

Leverage Kidspot.com.au to communicate with female readers who are entering or new to parenthood.

Available across these media types:



Print



Web

Note: Best Weekend and Kidspot utilise selected Synergy advertising sizes, not all ad sizes are applicable. Please turn to the advertising Inserted Section Rates on page 44 for accepted Best Weekend and Kidspot advertising sizes or speak to your Field Sales Account Manager for more information.

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careerone®

Helping Australians build better careers

CareerOne is one of Australia's leading employment brands, with 1000s of jobs advertised every week.

Appearing in the Daily Telegraph on a Saturday, CareerOne offers consumers an unrivalled collection of career advice, job hunting tips, company profiles and job listings to empower people to progress in their career.

Much more than just a job board

CareerOne is one of Australia's leading digital employment brands with 1000s of jobs online.

With a strong history in print across National, Metro and Community audiences, it offers consumers an unrivalled collection of career advice, job hunting tips, company profiles and job listings to empower people to progress in their career.

CareerOne understands what it takes to run a successful business

CareerOne understands what it takes to run a successful business and has an extensive range of innovative products to help employers and recruiters find the right candidates.

Employ the right tactics for you business with CareerOne.

and has an extensive range of innovative products to help employers and recruiters find the right candidates.

Find quality employees with simple, cost effective solutions.



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REALESTATE

Helping Sydneysiders navigate the property market

Sydney's property market is booming and the Real Estate lift-out is the go-to publication for all the information you need to buy, sell or invest.

Every Saturday, Real Estate provides up to date news on Sydney sales results, new listings, trends and commentary, including:

- A detailed guide to all the weekend auctions, including what's on, stand-out results and stats from the week prior, month and year
- The latest insight from Selling Houses Australia host Andrew Winter

- The best properties on the market from all corners of Sydney
- Unreal estate - showcasing the unusual side of the market
- The latest development projects to hit the market
- Suburb comparison stories
- Expert market commentary

Available across these media types:



Print



home

Designing the perfect home starts here

home prides itself on bringing together people and ideas together. We show our readers how their home can be both functional and a place of beauty and joy.

home is the one-stop-shop for anyone who is building, renovating or even just thinking about it. It is the only weekly magazine in NSW entirely dedicated to the home.

- Showcasing the latest in home design and contemporary homewares
- Tips on interior design and renovation

- Overview of the latest products on the market
- Weekly listings of land for sale

home is the perfect environment for advertisers to engage with home owner, home renovators and home lovers.

Reach the ready renovators.

Available across these media types:



Print

Note: REALESTATE and home magazine utilise selected Synergy advertising sizes, not all ad sizes are applicable. Please turn to the advertising Inserted Section Rates on page 44 for accepted Best Weekend and REALESTATE advertising sizes or speak to your Field Sales Account Manager for more information.

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Letter from the Editor

The Sunday Telegraph

The Sunday Telegraph is Australia's highest-selling newspaper and as its popular jingle suggests, Sunday isn't Sunday without it.

The Sunday Telegraph is synonymous with everything that is great about Sydney - it has high ambitions, it has a little bit of everything, it loves its sport and it loves to have fun.

Like its sister paper, The Daily Telegraph, The Sunday Telegraph wants what's best for the people of Sydney and NSW and it's not afraid to fight for it when necessary.

The Sunday Telegraph strives to bring its readers the best of everything - the best breaking news and exclusives, the best sports coverage, the best interviews, the best columnists and the best lifestyle content. We pack the Sunday Telegraph with our readers favourite sections - including a dedicated Sport lift out, body+soul, tvguide, Insider and Escape

As a market leader, the Sunday Telegraph's commitment to news never waivers, providing the most reliable and respected news coverage every week.

Advertisers can leverage the power of Sydney's most popular paper. Engage with an audience who are actively dedicating their time on a Sunday with us.

Mick Carroll
Editor of The Sunday Telegraph

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The Sunday Telegraph

Sydney's favourite Sunday paper

Our team understand that Sunday is the day for relaxation and catching up on the weeks news.

As a market leader, the Sunday Telegraph's commitment to news never waivers, providing the most reliable and respected news coverage every week.

- We lead the agenda - driving issues behind our state
- We understand our readers concerns and address them
- We cover everything from health to education - answering our readers' most burning questions

- We pack the Sunday Telegraph with our readers favourite sections - including a dedicated Sport lift out, body+soul, carsGuide, tvguide, Insider and Escape

Advertisers can leverage the power of Sydney's most popular paper. Engage with an audience who are actively dedicating their time on a Sunday with us.

Settle in on a Sunday

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body+soul

Australia's home of health and happiness

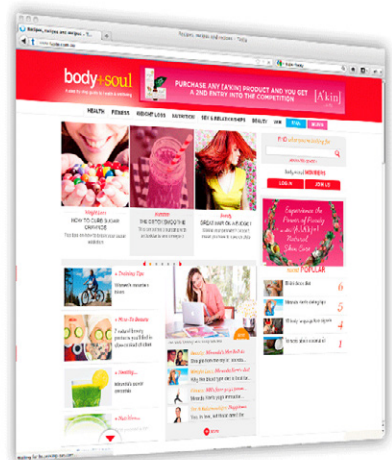
body+soul is a brand which has inspired Australian women to live a healthier life for over 10 years.

A resource that women rely upon:

- Expert health, body, food and parenting information every week
- All the latest beauty trends with makeup tips and tricks
- In-depth relationship advice, covering everything from family, friends and love

Reaching over 1.2 million readers in the Sunday Telegraph every week, advertising in body+soul will ensure you reach a motivated audience looking for ways to enhance their lives.

Be the best you can be with body+soul.



body+soul inspires Australian women to live a healthier life for over 10 years.

A strong history as a national newspaper lift out every Sunday, body+soul is a resource that women rely upon for expert health, body, food, parenting, beauty and relationship advice.

bodyandsoul.com.au provides users with daily doses of directional and informative information including exclusive articles and blogs from our trusted experts and editors, plus easy-to-use online health tools.

Our visitors are passionate about change and are seeking ways to improve their lives, stress less, stay motivated and achieve their goals.

Advertising with bodyandsoul.com.au will ensure you reach a motivated audience seeking change in their life.

Available across these media types:



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Note: Body+Soul utilises selected Synergy advertising sizes, not all sizes are applicable. Please turn to the advertising rates specifications and deadlines or speak to your Field Sales Account Manager for more information.

Escape

.com.au

Escape simplifies travel planning and enhances all holiday experiences.

Escape brings together the most relevant and up-to-date travel news and advice every week, delivering it in an inspiring and practical way.

Through Escape our readers feel inspired and reassured when planning and researching their next holiday destination. They feel confident that our editorial content will give them the latest and most relevant travel news from around the globe.

Escape explores:

- An array of travel information, from maps, travel advice and city overviews

- Practical travel advice, for the first stages of the holiday planning cycle

Through Escape advertisers are able to reach readers in an upbeat, fun and engaging environment, reaching users when they are in the initial stages of the holiday planning process.

Help our readers escape with Escape!

Available across these media types:   Print Web



Insider

IF IT'S HOT, IT'S INSIDE

Get the Insider gossip

Insider provides our readers with an all access pass to catch up with the rich and famous, beautiful and fashionable, hip and happening celebrities making the headlines.

Insider has it all:

- Latest celebrity news and gossip
- Covers lifestyle, families, weddings, parties, fashion and style

- Comprehensive entertainment news, reporting on everything from the latest music, movies, books and the arts, all the way to the most popular restaurants in Sydney or a great drop of wine

Advertisers can leverage this diverse entertainment, fashion and gossip environment to connect with our predominantly female audience.

Be a part of the inside gossip with Insider

Available across these media types:  Print



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tv guide

The ultimate seven-day viewing guide

Watching television is still a favourite Australian pass time, with more channels and choices available than ever before. And the Australian appetite for television news and insight is still just as strong. With this in mind, we're revitalising our TV Guide with a fresh new approach to content and design that will make planning a week of TV even easier than ever.

We know the new TV Guide is going to be a real hit with our readers and will sit on coffee tables, ready to help, all week long. Join us and put your brand in Australian living rooms on a regular basis.

Available across these media types:  Print

Note: TV Guide utilise unique & specific advertising sizes. Please turn to 'TV Guide interested magazine advertisement sizes' on page 55 for accepted ad sizes and page 44 for 'Inserted Section Rates' or speak to your Field Sales Account Manager for more information.



Stylish and savvy females always ShopSmart

ShopSmart is the Sunday Telegraph's ultimate shopping guide, showcasing where to find the biggest bargains and best savings in Sydney every week.


We provide our readers with 'good value' no matter what their budget is.

- ShopSmart creates a strong connection through:
- Editor's pick of the week, latest trend advice and Q&A

Weekly fashion top 20 must haves and the tried and tested section

Drive instant sales with ShopSmart. Advertisers can use this dedicated shopping section to their advantage and engage with readers actively seeking value-for-money solutions.

Our readers are ready for a bargain!

Available across these media types:  Print



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sunday style

Sunday Style is a powerful new product that allows advertisers to reach female readers in a dynamic, contemporary environment.

Sunday Style offers advertisers an aspirational environment, appealing to top brands. The direction is aspirational but inclusive, mixing high-end fashion with high-street finds and a price point for every reader, as well as style advice for every aspect of her life, wardrobe, car, food, exercise and entertainment.

Build brand awareness and align yourself to this aspiration yet inclusive female audience.

Available across these media types:



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Print Advertising Options



Inserts

Stand out from the advertising clutter with the powerful medium of inserts. Providing strong cut-through, inserts are an ideal medium for promoting sales and big events.

We have options for you to geo-target your audience and tailor your message, to ensure maximum impact and minimum advertising wastage. You can also communicate with a Sydney-wide audience and achieve mass reach through The Daily Telegraph and The Sunday Telegraph.

To generate interest and create awareness in the market, use a combination of insert and run-of-book advertising. Including a special offer in your insert will drive shoppers to your business, while run-of-book advertisements will further build your brand.

Speak to your field sales account manager for further details on targeting your audience with this high impact solution.

Note: There are limitations to insert size, shape, placement, ink weight and minimum quantity booked. Bookings are subject to availability & approval of the publisher.



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Canada, Alaska & USA 2013
The ultimate experience of 5-star all-inclusive touring

EXPERIENCE
5-star all-inclusive touring with Scenic Tours. You will enjoy:

- Venues: small groups (maximum of 40 guests)
- Exceptional hotel partners - Fairmont Hotels and Resorts (exclusive access to the full range of properties) and Princess Alaska Wilderness Lodges
- Renowned rail partners - Rocky Mountaineer (including guaranteed GoldLeaf Upgrade) and Via Rail
- Luxury cruise line partners - Halgate America Line and Princess Cruises
- VerandaStateroom with private balcony on all cruises
- All Scenic Tours and Scenic FreeChaise advice, events and direct experiences included
- Fully escorted tours with highly experienced local Tour Directors
- Personalised airport transfers
- ALL TIPPING AND GRATUITIES INCLUDED

The Scenic Tours DIFFERENCE

Scenic Tours is Australia's leading luxury tour operator to Canada and Alaska and will regularly travel extensively to ensure we create the most exciting itineraries with the best new experiences. We know these countries inside out and have connected with the best people to show you an authentic and luxurious first-hand encounter of the scenic sites and cultural marvels. We are also proud to introduce an upgraded touring program to the United States in 2013, taking you to Yosemite National Park, Napa Valley, the Grand Canyon, New Orleans, Mississippi, Nashville, Memphis, Las Vegas, California and the Caribbean.

The list of hotels, locations, times and conditions, please refer to Scenic Tours Canada, Alaska & United States of America 2013 brochure or visit scenic.com.au

Mini Book

This innovative advertising format knows no creative boundaries. Mini books are the ideal medium for getting your message out when you have a lot to say. They encourage creative flair and express your point of difference.

Use mini books to drive a sale or promotion. They're the perfect environment for sale events, grand openings and retail campaigns.

Available in either 8-page or 16-page versions, Mini Books are about 3 quarters of the size of the host publication and can currently run in Home, Best Weekend and Escape*. Mini books must be section-relevant and can either wrap the host section or be stitched inside the book.

Please speak to your Field Sales Account Manager for further details and an overview of all publisher conditions. For Mini Book advertising specifications and sizes please call Quality Control Support on 1300 557 418

Note: Bookings are subject to availability & approval of the publisher. Limited ad units are available within Mini Book. Please refer to the Advertising Specifications section for more details.

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Ad-Notes

Ad Notes allow advertisers to secure premium front cover posing, guaranteeing your ad will be seen. Achieve cut-through and enhance your brand recognition, call to action or trial.

Readers naturally and instinctively reach for Ad Notes as they lift them off the page. They are retained, acting as reminders.

Ad Notes are a brilliant way to engage creatively with an active audience who are keen to receive specials & offers.

There are numerous creative ways you can use this medium from special shapes, scratch & sniff, tear off coupons plus many more.

Please speak to your Field Sales Account Manager for further details and an overview of all publisher conditions.

Note: Bookings are subject to availability & approval of the publisher. There are limitations to the placement of Ad Notes and minimum quantity booked.



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High impact print

Ribbons

Make an impact on readers as they navigate the paper with ribbons. These refer to four horizontal 1/2 or 1/4 pages inserted between standard pages in the 'News' section and corresponding pages at the back of the paper. It's a great way to achieve cut-through and reinforce your message about your product offering, sale or brand.

Belly Bands

Wrapped around the body of the paper, belly bands are the first things readers see when they pick up a copy. They provide a powerful opportunity to get noticed at the point of sale, and engage readers who must peel away the band to open the paper.

This niche advertising solution is ideal for store launches, special events, coupons, retail driver, or brand-building.

Belly bands are available Monday to Sunday for a maximum of 5000 copies, with an investment of only \$10,000.

*Fixed price, booking subject to advertising, editorial, and circulation approval.

Neon & Metallic Inks

Brave and bold creative has an even greater opportunity to make a statement with the option of neon and metallic inks.

Please speak to your Field Sales Account Manager for further details and an overview of all publisher conditions.

Note: Bookings are subject to availability & approval of the publisher. There are limitations to the booking of Ribbons, Belly Bands & Neon & Metallic Ink.

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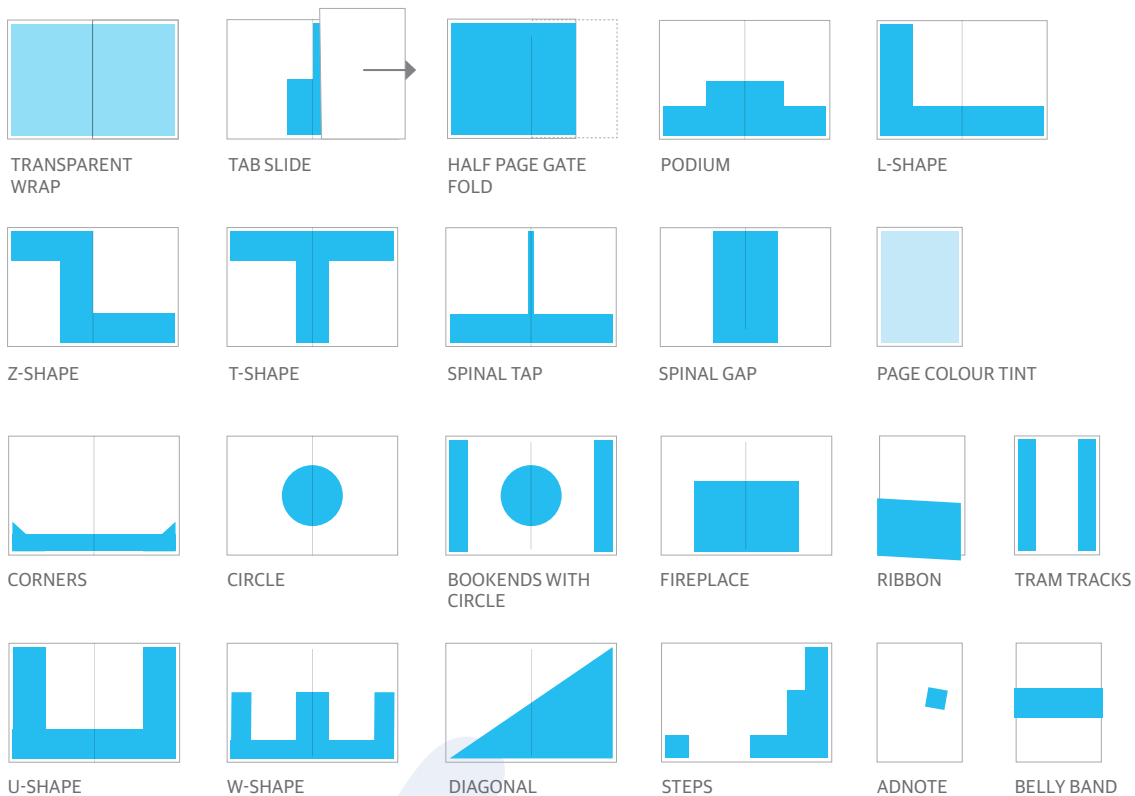
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Creative Shapes

There are a variety of exciting creative executions that can make your product really stand out in print.

Please contact your field sales account manager to request an in-depth presentation on the available options.

Note: Bookings are subject to availability & approval of the publisher. Additional loads & limitations may apply.

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Contours

Challenge readers' expectations with a unique ad shape. Contours blur the lines between ad space and editorial, with advertising content used to shape the ad.

They will make your ads instantly eye-catching and engaging.



Bookends

Frame the page with bookends to make a bold statement.

Bookends are ideal for events and product-launches, and can be used to tell a story as readers follow them from left to right.

Note: Bookings are subject to availability & approval of the publisher. Additional loads & limitations may apply.

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Digital

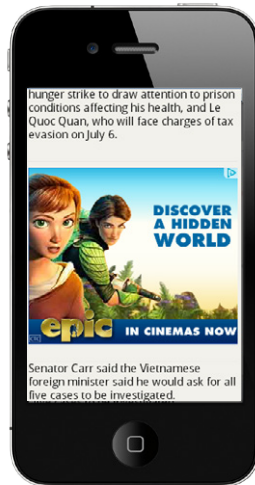
News

Standard Mobile Ad Units

Standard Banner



MREC Banner (article pages)



High Impact Ad Units

OTP Banner



Expandable Banner



Carousel Banner



Mobile overview

Our mobile source is a must-have for Sydney-siders on-the-go. It covers commuter updates, news, entertainment and sport.

Compact and readable, the site gives the busy commuter access to our agenda-setting 24/7 news brand thedailytelegraph.com.au.

Our market-leading mobile ad products portfolio offers standard and rich media solutions, ideal for connecting with this typically hard-to-reach commuter audience.

Site Sub Sections:

Sydney/NSW News, Breaking News, Celebrity, World News, Weird News, Opinion, Galleries, Life, Weather, Sport, NRL, National News, Business News, Money, Travel, Technology, Video.

Mobile advertising opportunity

Smartphones are changing the game for mobile advertising as they lend themselves to a greater number of, and more engaging, advertising formats.

Over The Page (OTP) Banners, Expandable ad units and Carousels are highly impactful mobile advertising opportunities that engage and interact with our audience.

High impact ad units give advertisers the ability to be more creative with their creative and drive stronger engagement with the brand.

Please speak to your Field Sales Account Manager for an in-depth presentation on mobile advertising opportunities.

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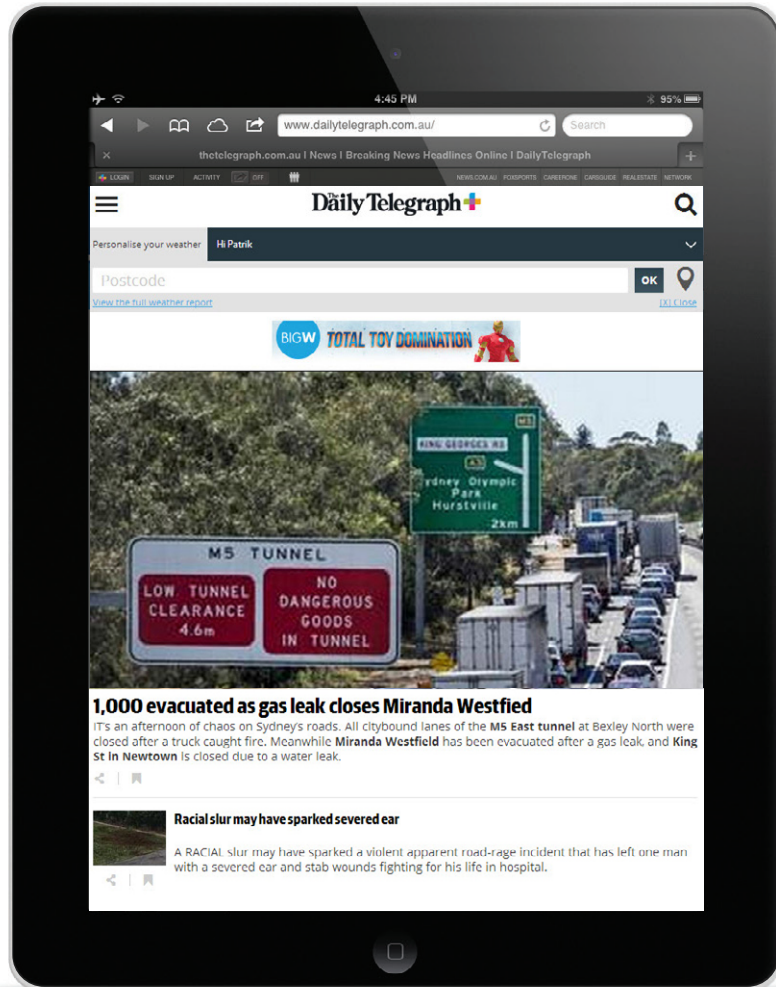
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Tablet overview

Leverage the brand equity of News' mastheads to engage with an affluent, connected audience with a high level of discretionary spending behaviour.

Our national tablet app network collectively delivers an audience of over 35,000 each week. It includes leading masthead brands The Australian, Herald Sun, The Daily Telegraph, Courier-Mail, AdelaideNow and Perth Now. This is currently a national-only advertising solution.

Advertising opportunity:

Full-page ad for one week (Monday - Sunday) across all national mastheads. Please contact your field sales account manager for any queries.

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Advertising Specifications

News



Early General News - layout restrictions

Classification	Page Position	New Metro Ad size	Specs	Loading
General News	Page 2	Medium Strip	3x6	50%
		Large strip	4x6	
		Half Horizontal	6x6	
General News	Page 3	Medium Strip	3x6	50%
General News	Page 4	Medium Strip	3x6	50%
		Large strip	4x6	
		Half Horizontal	6x6	
General News	Page 5	Medium strip	3x6	50%
General News	Page 6	Full Page	12x6	50%
General News	Page 7	Medium strip	3x6	50%
		Large strip	4 x 6	
General News	Page 8	Full page	12x6	30%
		Half horizontal	6x6	
General News	Page 9	Medium strip	3x6	30%
		Large strip	4x6	
General News	Page 10	Full Page	12x6	30%
		Half horizontal	6x6	
General News	Page 11	Medium strip	3x6	30%
		Large strip	4x6	
		Half horizontal	6x6	
		Quarter page	12x3	
General News	Page 12	Full page	12x6	30%
		Half horizontal	6x6	
General News	Page 13	Medium strip	3x6	30%
		Large strip	4x6	
		Half horizontal	6x6	

Classification	Page Position	New Metro Ad size	Specs	Loading
General News	Page 14	Medium Strip	3x6	30%
		Large strip	4x6	
		Half Horizontal	6x6	
		Full Page	12x6	
General News	Page 15	Medium Strip	3x6	30%
		Half Horizontal	6x6	
		Full Page	12x6	
		Portrait	9x4	
Whole Book	Outside Back	Small strip		50%
		Medium strip		
		Full Page		
Wrap	Page 1	Medium Strip		100%
Wrap	Outside Back	Full Page		50%
Megawrap	Page 1	Full page		100%
Megawrap	Outside Back	Full page		50%
Megawrap	Inside Front Cover	Full page		20%
Megawrap	Inside Back Cover	Full page		20%

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The Daily Telegraph | The Daily Telegraph ^{SATURDAY} | The Sunday Telegraph

Modular advertisement sizes

Ad Size Name	Depth mm	Width mm
M2x2†	60	85
M3x2	92	85
M4x2	124	85
M5x2	156	85
M6x2	188	85
M12x2 (Third Page Vertical)†	380	85
M3x3	92	129
M4x3	124	129
M5x3	156	129
M6x3 (Quarter)†	188	129
M12x3 (Half Page Vertical)†	380	129
M3x4	92	174
M9x4 (Portrait)	284	174
M12x4 (Dominant)	380	174
M2x6 (Small Strip)	60	262
M3x6 (Medium Strip)	92	262
M4x6 (Large Strip)†	124	262
M6x6 (Half Page Horizontal)†	188	262
M12x6 (Full Page)†	380	262
M3x12 (Quarter Page Spread)	92	551*
M6x12 (Half Page Spread)†	188	551*
M12x12 (Double Page Spread)†	380	551*
*Stitched & Trimmed		534

† Refers to sizes available in Best Weekend.

‡ Best Weekend M2x2 ad placement subject to Movie and Suburb Profile pages.

Bleed from live type area

(Stitch & Trim products)

Left	Right	Top	Bottom
13.5mm	13.5mm	10mm	10mm

Tabloid 380mm x 262mm
Stitch & Trim 390mm x 275mm

PDF's

Supplied material must be Press Ready, PDF version 1.4. All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline.

Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Press ready ads can also be delivered via AdStream & Adsend.

Emailed material for ad make-up

Emails need to be addressed to:
retailmaterial@news1td.com.au
realestate@news1td.com.au

- No completed ads will be accepted via email.
- Jpegs supplied should be set to a minimum of high.
- Images embedded in Microsoft Word documents are NOT acceptable.
- All text is to be supplied in a Microsoft Word doc
- All emails should clearly indicate publication, edition, name of the ad and your account manager.
- External email limit is 5MB.

Photoshop setup

CMYK (Newsprint)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Limit - 90% (Recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

Delivery

Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at the convenience. Contact 1300 557 418 (option 1).

AdDrop

AdDrop is NewsLocals preferred delivery system for press ready PDFs.

Supply all ads in our recommended PDF format made to correct size, no printer marks and with fonts embedded as indicated in these specifications.

Additional enquiries

Contact Media Support on 1300 557 418 (option 2).

Specification enquiries

Contact Quality Control on 1300 557 418 (option 3) or email qcsupport@news1td.com.au

Publication/Section	Tabloid	Stitched & Trimmed
The Daily Telegraph	✓	✗
The Sunday Telegraph	✓	✗
CarsGuide	✓	✗
Escape	✗	✓
Body + Soul	✗	✓
Best Weekend Magazine	✗	✓
Home Magazine	✗	✓

All weekly run of press sections are Tabloid unless otherwise stated in the following pages.

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The Daily Telegraph | The Daily Telegraph ^{SATURDAY} | The Sunday Telegraph

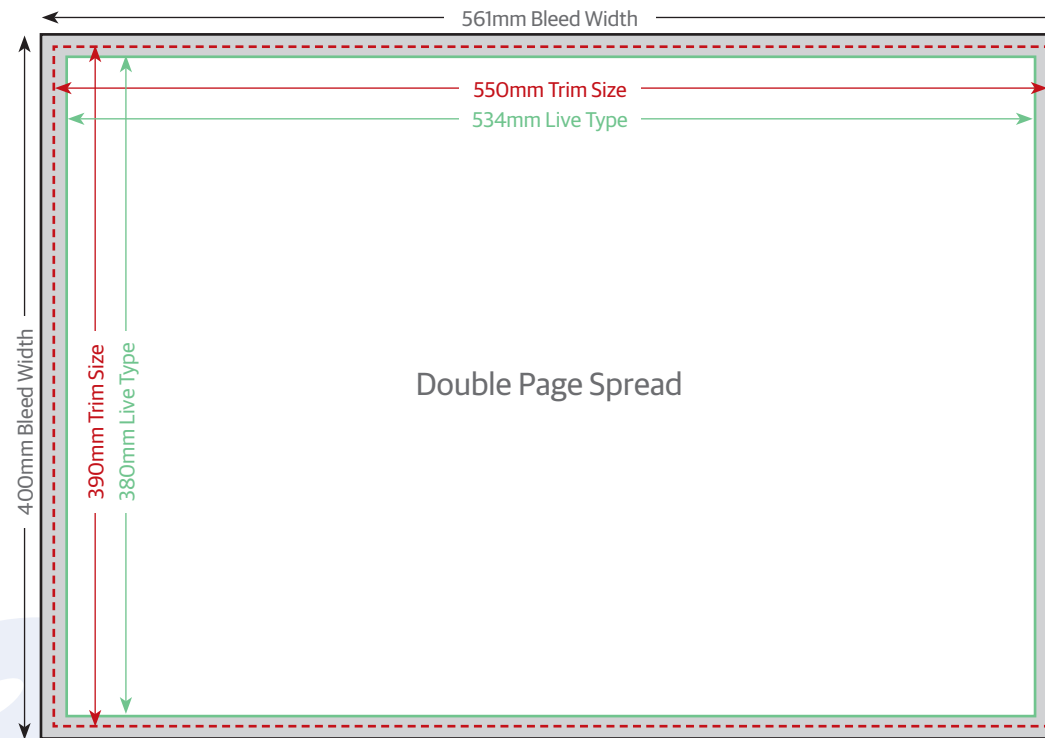
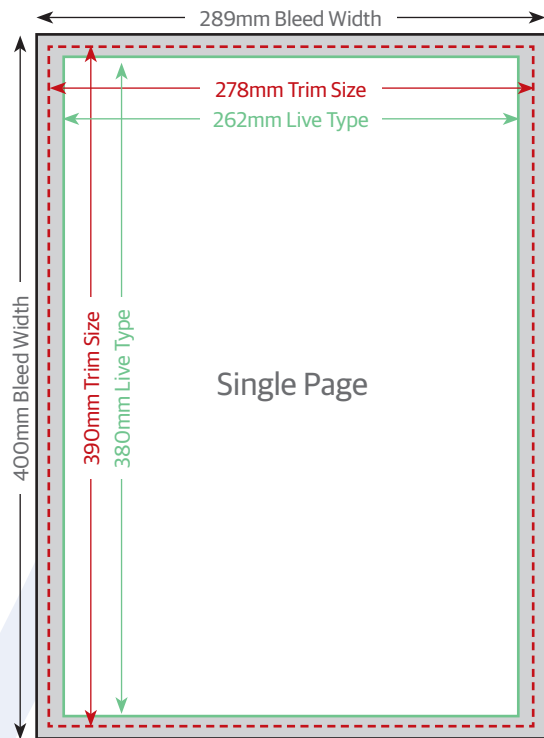
Tabloid Stitch & Trim

Bleed (Stitch & Trim products)

	Left	Right	Top	Bottom
Bleed	5.5mm	5.5mm	5mm	5mm
Trim	8mm	8mm	5mm	5mm

Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed.



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Modular Advertisement Sizes

Ad Size Name	Depth mm	Width mm
M2x2	53	85
M3x2	82	85
M4x2	110	85
M5x2	138	85
M6x2	167	85
M12x2 (Third Page Vertical)	337	85
M3x3	82	129
M4x3	110	129
M5x3	138	129
M6x3 (Quarter)	167	129
M12x3 (Half Page Vertical)	337	129
M3x4	82	174
M9x4 (Portrait)	251	174
M12x4 (Dominant)	337	174
M2x6 (Small Strip)	53	262
M3x6 (Medium Strip)	82	262
M4x6 (Large Strip)	110	262
M6x6 (Half Page Horizontal)	167	262
M12x6 (Full Page)	337	262
M3x12 (Quarter Page Spread)	82	534
M6x12 (Half Page Spread)	167	534
M12x12 (Double Page Spread)	337	534

Bleed from Live Type area

(Stitch & Trim products)

Left	Right	Top	Bottom
13.5mm	13.5mm	11.5mm	11.5mm

Newspaper Magazine 275mm x 350mm

PDF's

Supplied material must be Press Ready, PDF version 1.4

All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline.

Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Press ready ads can also be delivered via AdStream & Adsend.

Emailed material for advertisement make-up

Emails need to be addressed to:
retailmaterial@news ltd.com.au
realestate@news ltd.com.au

- No completed ads will be accepted via email.
- Jpegs supplied should be set to a minimum of high.
- Images embedded in Microsoft Word documents are NOT acceptable.
- All text is to be supplied in a Microsoft Word document.
- All emails should clearly indicate publication, edition, name of the ad and your account manager.
- External email limit is 5MB.

Photoshop setup - CMYK (Newsprint)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Limit - 90% (Recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

Delivery

Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at the convenience.

Contact 1300 557 418 (option 1).

AdDrop

AdDrop is NewsLocal's preferred delivery system for press ready PDFs.

Supply all ads in our recommended PDF format made to correct size, no printer marks and with fonts embedded as indicated in these specifications.

Additional enquiries

Contact Media Support on 1300 557 418 (option 2).

Specification enquiries

Contact Quality Control on 1300 557 418 (option 3) or email qcsupport@news ltd.com.au

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Please note: Newspaper Magazines are sporadic special publications (for e.g. DT Cruise) which may have size and layout limitations. Please contact your Account Manager for details.

The Daily Telegraph | The Daily Telegraph ^{SATURDAY} | The Sunday Telegraph

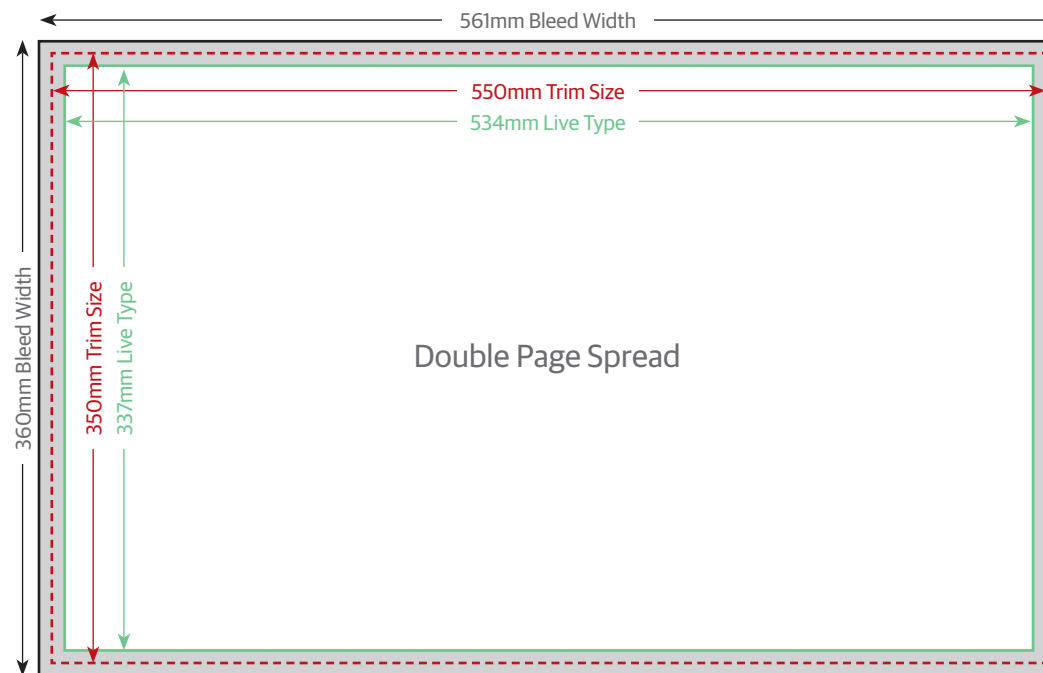
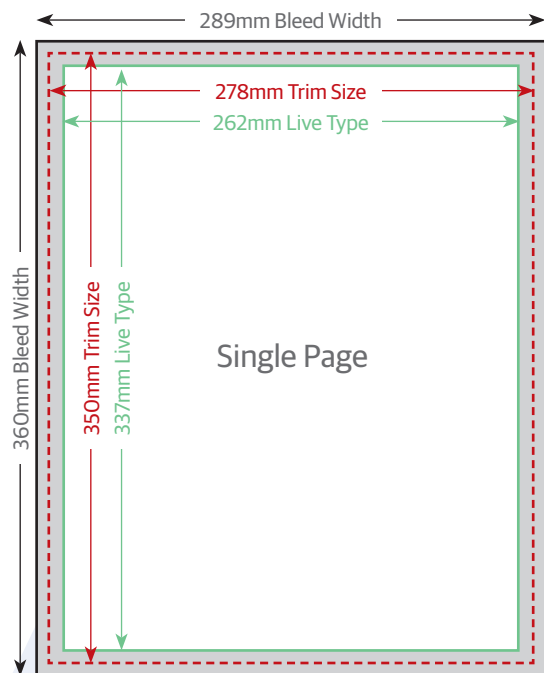
Newspaper Magazine

Bleed (Stitch & Trim products)

	Left	Right	Top	Bottom
Bleed	5.5mm	5.5mm	5mm	5mm
Trim	8mm	8mm	6.5mm	6.5mm

Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed.



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TV Guide inserted magazine advertisement sizes

Ad Size Name	TRIM SIZE Depth x Width (mm)	TYPE AREA Depth x Width (mm)	BLEED AREA Depth x Width (mm)
M12x6 (Full Page)	275 x 235	260 x 212	285 x 245
M6x6 (Half Page Horizontal)	143 x 235	128 x 212	153 x 245
M6x3 (Quarter Page)	143 x 127	128 x 104	153 x 137
M3x3 (Eighth Page)	77 x 127	62 x 104	87 x 137

PDF's

Supplied material must be Press Ready, PDF version 1.4. All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline. Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Photoshop Setup: CMYK (gloss mag)

Black Limit: 85% (Recommended)

Resolution: 266dpi

Dot Gain: 20%

Ink Weight: 290%

Highlight set at a minimum of 3%

Separation Type: UCR

Bleed Setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to avoid being cut off when page is trimmed.

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The Daily Telegraph | The Daily Telegraph ^{SATURDAY} | The Sunday Telegraph

Material specifications

Advertorial/Editorial style advertisements

Advertisements which emulate an editorial style are subject to approval prior to publication.

Guidelines for these advertisements are below:

Design: Advertisements must not copy the overall design of the newspaper.

Type: Advertisements must not use the same or similar typeface as those used by the host publication.

Border: Advertisements must be fully enclosed within a border. The border must have a minimum thickness of 4 point.

Header: Advertisements must have the word 'Advertisement' centred at the top and breaking into the border. 'Advertisement' must be set in a minimum 14 point for a full page, or for smaller advertisements, 10 point is the minimum. Advertisements must not be misleading.

Deadline: Advertisements of this nature are subject to an earlier deadline than usual. Complete material must be received no later than 12 noon, 2 working days prior to publication. Deadlines for special sections and features may differ from those printed in this rate card. Please check with your sales representative for details.

Advertising on 'Wraps Of Papers'

One of the most highly sought after opportunities available in The Daily and Sunday Telegraph are the wraparounds of the paper, which are produced to coincide with major events. Guidelines for these advertisements are below:

1. The Editor must approve the advertisement that is to appear on the front and back pages ensuring it maintains the aesthetic integrity of The Daily and Sunday Telegraph. Note: Retail style/price point advertisements are unlikely to be accepted.
2. The back page advertisement requires provision for a barcode. The size required is 3.5cm deep by 3.5cm wide.
3. In the event that a major news story occurs when a wraparound is scheduled to appear, Nationwide News reserves the right to abandon the proposed wrap in the interest of providing the most comprehensive news coverage.
4. Cancellation is strictly 8 weeks prior to publication. Material is due 14 working days prior to publication.

Payment options

Cash, bank cheque, personal cheque (subject to approval), Electronic Funds Transfer, credit card – American Express, Bankcard, Diners, Mastercard and Visa only. The maximum dollar value transaction(s) allowed on credit card(s) within a 30 day calendar period must not exceed \$20,000 for an individual direct customer. The credit card payments facility is not available to advertising agencies, newsagencies or third parties.

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Material specifications

Leaders in colour technology

News Limited is leading the world in colour news printing. To achieve our consistently high quality, we've dedicated years of research to develop the clearest colours, the cleanest whites and the sharpest blacks in the world of newsprint. To pass on these achievements to our advertisers, we insist on trade houses adhering to some simple yet strictly enforced procedures. This enables you to achieve the best possible results from the fastest newspaper presses in the world.

Newscolour quality control

News Limited specifies GCR. Grey Component Replacement (GCR) is the procedure used in the colour separation process to reduce, or remove a grey component made up of yellow, magenta and cyan inks and replace it with a suitable amount of black ink. The application of GCR improves shadow detail, reduces ink weight and renders cleaner colors on newsprint with less set off to other pages. For these reasons Newscolour specifications insist that the colour separator apply GCR.

Please note

Replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the scanner operator assess the original material and use the appropriate percentage of GCR. Call our Quality Control Manager on 02 9288 3735 to assist you with expert knowledge outlining the GCR process.

Four colour requirements

Image Resolution	200dpi @ 100%
Print Sequence	C, M, Y, K
Dot Shape	Round

Tone reproduction guidelines

Four Colour	C	M	Y	K
A: Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non-Essential Whites	0%	0%	0%	0%
Essential Whites	3%	2%	2%	0%

- B: Midtones:
Allow for 30% dot gain. Keep midtones open for newspaper stock (more than for magazine separations, to compensate for dot gain).
- C: Shadows:
1. A maximum total shadow end density not to exceed 230%
2. To allow ink trapping, limit Cyan, Magenta & Yellow to 90%.
3. Halftone Black limit is 80%.

Please note

A: These limits are for halftone reproductions only. Display type and background tints can use solid colours, however large and heavy areas of colour should allow for ink trapping, limiting CMYK to 90%. Total ink weight is not to exceed 230% for background and text.

B: Allowance should be made for the "softening" effect of newsprint by increasing and sharpening from normal levels.

Black and white requirements

Monochrome

Image Resolution	200dpi @ 100%
Catchlights	0%
Non-Essential Whites	0%
Essential Whites	2%
Shadows	92%
Midtones	Allow for 30% dot gain

Mechanical requirements

Tabloid Format image size

Single Page (no bleed available)	376mm x 262mm
Double Page Spread (includes gutter bleed)	376mm x 550mm

Spot colour

There are eight News Limited spot colour inks available and each of these can be broken down into a process with one solid ink element. Therefore spot colour jobs should be supplied as process "spot ready" separated files, to take advantage of the increased placement options within our publications.

S1 Magenta 100% M	S2 Green 100% C 95% Y	S5 Cyan 100% C	S6 Red 100% M 90% Y
S3 Yellow 100% Y	S4 Spot Blue 4 100% C 60% M	S7 Orange 50% M 100% Y	S8 Spot Blue 8 100% C 40% M

As certain PMS colours are difficult to emulate with process colours on newsprint, the News Limited Advertising Quality Control Manager in your state will be happy to assist you in this selection. If you have difficulty please phone 02 9288 3735.

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Display deadlines

Published	Section	Booking/cancellation deadlines	Material deadline
Monday - Saturday	Early General News	10am, 1 day prior	12pm, 1 day prior
Monday - Saturday	Business, Confidential, Sport	10am, 1 day prior	12pm, 1 day prior
Monday - Saturday	Premium or preferred positions	10am, 7 day prior	10am, 1 day prior
Monday	moneysaverHQ	10am, Tuesday prior	10am, Friday prior
Tuesday	Sydney Taste	12pm, Tuesday week prior	12pm, Monday prior
Wednesday	Switched On	5pm, Wednesday prior	5pm, Monday prior
Thursday	Escape	10am, Monday prior	4pm, Tuesday prior
Thursday	Hit	10am, Monday prior	12pm, Wednesday prior
Friday	League Central	10am, Tuesday prior	10am, 1 day prior
Saturday	Home	2pm, Tuesday week prior	5pm, Friday week prior
Saturday	Best Weekend/Kidspot	10am, Friday week prior	11am, Wednesday prior
Saturday	Carsguide	2pm, Wednesday prior	5pm, Thursday prior
Saturday	REALESTATE	12pm, Monday prior	3pm, Tuesday prior
Saturday	CareerOne	3pm, Thursday prior	4pm, Thursday prior
Sunday	Early General News	10am, Thursday prior	12pm, Friday prior
Sunday	Premium or preferred positions	10am, Monday prior	2pm, Friday prior
Sunday	Body + Soul	Thursday, 15 days prior	10 days prior
Sunday	CareerOne	3pm, Thursday prior	4pm, Thursday prior
Sunday	Escape	3pm, Friday week prior	10am, Wednesday prior
Sunday	Insider	10am, Tuesday prior	3pm, Thursday prior
Sunday	Making Money	10am, Tuesday prior	5pm, Thursday prior
Sunday	Shop Smart	5pm, Tuesday prior	12pm, Wednesday prior
Sunday	Sport	12pm, Wednesday prior	2pm, Friday prior
Sunday	TV Guide	12pm, 16 days prior	5pm Thursday 10 days prior

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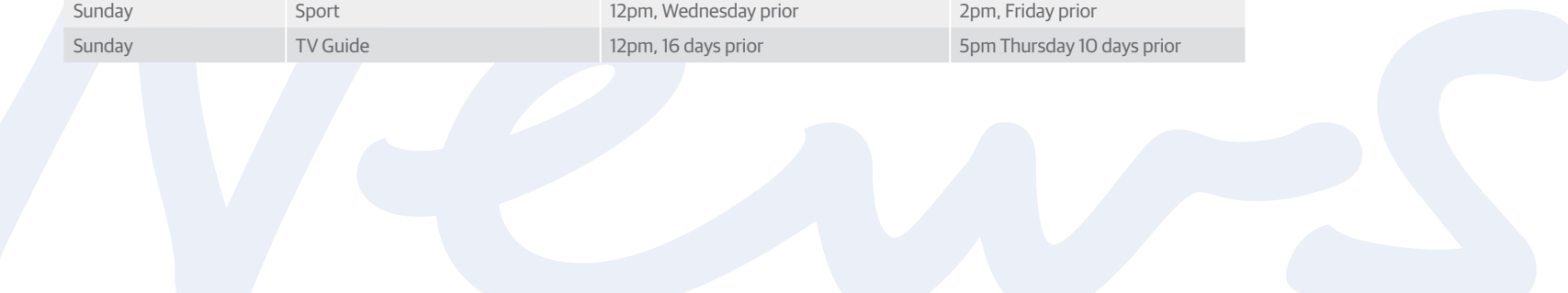
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Classifieds deadlines

Published	Booking/cancellation deadlines	Material deadline
Carsguide		
Monday	4pm Friday	4pm Friday
Tuesday - Friday	4pm day prior	4pm day prior
Tuesday - Thursday (pic n word)	2pm day prior	2pm day prior
Friday	4pm Wednesday	2pm Wednesday
Saturday	6pm Thursday	4pm Thursday
Sunday (Lineage & pic n word)	6pm Thursday	3pm Thursday
Sunday (display)	4pm Wednesday	5.30pm Thursday
Working Wheels	12pm Thursday	10am Thursday
Death & Funeral Notice		
Monday	6pm Friday	6pm Friday
Tuesday - Saturday	6pm day prior	6pm day prior
Sunday	6pm Thursday	6pm Thursday
Property - To Let & Accommodation Lineage		
Monday	6pm Friday	4pm Friday
Tuesday - Thursday	5pm day prior	3pm day prior
Friday - Sunday (Lineage)	5pm Thursday	3pm Thursday
Friday - Sunday	3pm Thursday	1pm Thursday
Friday & Sunday, Coast & Country (display only)	4pm Tuesday	5pm Thursday
Trader/Market Place/Your Business/Adult		
Monday	3pm Friday prior	3pm Friday prior
Tuesday - Friday	5pm day prior	3pm day prior
Saturday - Features	5pm Tuesday	5pm Tuesday
Saturday and Sunday Lineage	6pm Thursday	4pm Thursday

Published	Booking/cancellation deadlines	Material deadline
Saturday & Sunday Semi Display	3pm Thursday	4pm Thursday
Business Owner		
Monday	3pm Friday	noon Friday
Shopsmart		
Sunday	5pm Tuesday	3pm Tuesday
Entertainment		
Thursday (What's On)	10am Monday	12pm Wednesday
Saturday (ClubLine)	10am Friday week prior	11am Wednesday prior
Sunday (What's On)	12pm Wednesday	12pm Friday
Travel		
Monday	5pm Friday	3pm Friday
Tuesday - Saturday	5pm day prior	3pm day prior
Sunday	5pm Thursday	2pm Thursday
Sunday (International Escapes)	2pm Monday	Noon Monday
CareerOne		
Monday / Lineage	3:00pm Friday	5:00pm Friday
Monday / Semi Display	1:00pm Friday	3:00pm Friday
Tuesday - Friday	3:00pm Day Prior	5:00pm Day Prior
Tuesday - Friday / Semi Display	1:00pm Day Prior	3:00pm Day Prior
Saturday / Lineage	3:00pm Friday	5:00pm Friday
Saturday/ Semi Display	10:00am Friday	12noon Friday
Sunday Lineage	1:00pm Friday	3:00pm Friday
Sunday / Semi Display	10:00am Friday	12noon Friday

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Digital sizes & deadlines

Web

www.thedailytelegraph.com.au

Product	Advertisement size
Med Rec (MR)	300 x 250
Leaderboard (LB)	728 x 90
Roadblock with MR & LB	MR 300 x 250 + LB 728 x 90
Side Skinning (must be bought with Roadblock)	115 x 850
Rich Video MR	Rich Video 300 x 250
Rich Video Roadblock	Rich Video MR 300 x 250 + LB 728 x 90 Bundle
Rich Video MR Expanding	Rich Video 300 x 250
Rich Video Roadblock MR + LB with Home Expanding MR	MR 300 x 250 + LB 728 x 90 Bundle
Roadblock Catalogue MR + LB*	MR 300 x 250 + LB 728 x 90 Bundle
OTP (Over the Page)	MR 300 x 250 + LB 728 x 90 Bundle
OTP Full Page	MR 300 x 250 + LB 728 x 90 Bundle

Note: Catalogue Leaderboard ads are only available for a minimum campaign spend of \$10,000

Expandable Ad Sizes Available

Med Rec from 300 x 250 to 600 x 350
 Half Page from 300 x 600 to 600 x 600
 Leaderboard from 728 x 90 to 728 x 250
 Banner from 468 x 90 to 468 x 250

Mobile

Creative type	Size
M-site Leaderboard	728x90
M-site Medium Rectangle	300x250
M-site Half Page	300x600
M-site Roadblock Medium Rectangle	300x250 + 728x90
M-site Roadblock Half Page	300x600 + 728x90
M-site M-Site Banner	300x50
M-site M-Site Rectangle	300x250

Creative type	Definition	Turnaround
Standard Creatives	Site-served image/flash, non-rich media 3rd party redirects	2 full working days
Complex Creatives	Large volumes of standard creatives, 3rd party rich media expanding/polite	3 full working days
Advanced Creatives	Over the Page, in stream video, catalogues, page takeovers, re-skinning, advertorials, competitions, custom integration, trailer royales, pushdown	5 full working days

Note: Deadlines refer to both Web and Mobile campaigns.
 All digital turnaround times are based on receiving correct creative.

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Ad-Note and Insert Specifications

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Ad-Notes deadlines & publishers conditions

Additional charges

Ad Notes can be published on the front cover of The Daily and Sunday Telegraph and pre-printed sections and magazines including Escape, Best Weekend, Carsguide, CareerOne and Home. To ensure the quality of the Ad Note reproduction, only full adhesive one sided Ad Notes can appear on pre-printed sections.

Backside Printing	Additional \$50 per plate
Special Shape Non Standard Size	Special Shape + additional \$600 production charge.
Scratch Note	\$10.60 per thousand on the cost of the chosen note type
Scratch & Sniff	\$8.50 per thousand + additional \$50 production charge
Variable Data/ Consecutive Numbering	\$6.10 per thousand on the cost of the chosen note type
Barcode	No additional charge

When there is a special wrap around of the newspaper for e.g. Melbourne Cup, we will not accept an Ad Note on the front cover on this day.

Deadlines

Material must be supplied at least 15 working days prior to onsert date.

Image preparation & tone density

Printed at 150 lines per inch. Images should be 300dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 300%. Dot gain is compensated for at the printers, a 50% screen is output at 35% to print a 50% dot. A 10% screen will print at about 25% however the printer can only knock back incrementally for any screen below 20% to maintain tonal range, please consider this when creating artwork. Type should be no less than 6pt and fine serifs should be avoided. White reverse type less than 12 point bold should be avoided when reversed out of more than one colour. White reverse type under 6pt bold in a single colour should also be avoided.

Colours

A total of eight (8) colours can be printed on the note, with a maximum of two (2) colours on the reverse. Any colours printed on the back will come out of the total 8 colours (ie 6 colour front + 2 colour back). Please use spot Pantone colours rather than CMYK breakdown for text and line work if possible (particularly when artwork does not contain 4 colour images and total colours will be less than 4 colours).

Spot colours will be run to match coated/uncoated PMS colours. Machine varnishes are included in the colour count.

File Delivery and Proofing Requirements

- All artwork to be supplied as hires pdf, submitted via Quickcut, Adsend or Digitalads.
- A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of

your ad. News Limited will only take responsibility for accurate colour reproduction when a 3DAP certified contract proof is supplied. Please send hard copy digital proofs to: Quality Control, 142 Macquarie Street, Parramatta NSW 2124.

Quality control

News Limited is committed to producing printed products of the highest calibre. Our expert team will ensure that your artwork is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats.

Every artwork file received will be flight checked by our production team, colour checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

Contact us

For more information or advice on specifications and file delivery, please call:

Quality Control
02 9288 3735

Adstream Delivery System
1300 768 988 - www.adstream.com.au

Adsend
1300 79 89 49 - www.adsend.com.au

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Inserts quantities & distribution

The Daily Telegraph (Monday - Saturday)							The Sunday Telegraph
COVERAGE	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Full run	307,000	313,000	333,000	310,000	350,000	315,000	531,000
Metro	164,000	168,000	179,000	166,000	183,000	161,000	262,000
Extended Metro*	217,000	222,000	236,000	220,000	242,000	217,000	363,000
CBD	25,000	25,000	25,000	25,000	25,000	25,000	

Zones	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
West Zone	73,000	74,000	79,000	73,000	82,000	69,000	n/a
East Zone	92,000	94,000	100,000	93,000	101,000	92,000	n/a

New **extended metro** distribution boundaries:

Daily Telegraph:

North to Port Stephens, North West to Branxton. West to Lithgow.
 South to Albion Park, South West to Goulburn.

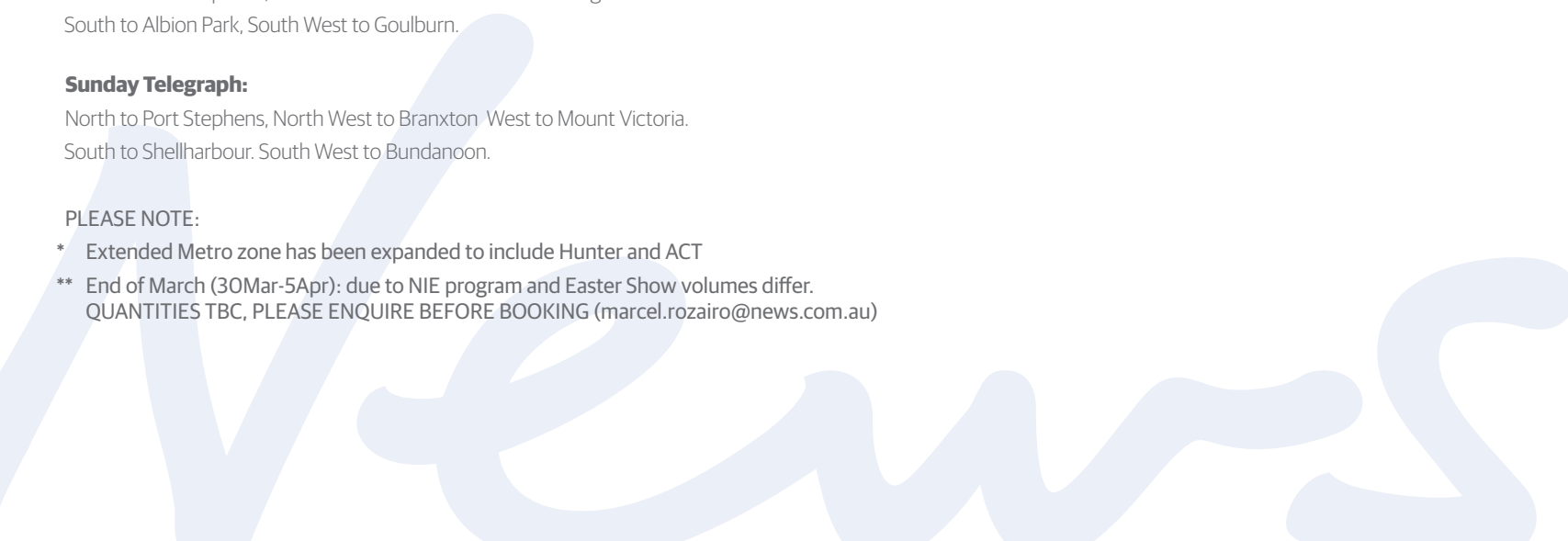
Sunday Telegraph:

North to Port Stephens, North West to Branxton. West to Mount Victoria.
 South to Shellharbour. South West to Bundanoon.

PLEASE NOTE:

- * Extended Metro zone has been expanded to include Hunter and ACT
- ** End of March (30Mar-5Apr): due to NIE program and Easter Show volumes differ.
 QUANTITIES TBC, PLEASE ENQUIRE BEFORE BOOKING (marcel.rozairo@news.com.au)

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The Daily Telegraph | The Daily Telegraph ^{SATURDAY} | The Sunday Telegraph

Inserts deadlines & conditions

Deadlines

Booking deadlines:

Availability should be checked as soon as a preferred date for insertion is available, at least 21 days.

Delivery deadlines:

Inserts must be delivered 10am, 10 working days prior to the date of intended publication. Additional charges will apply if delivery deadlines are not adhered to.

Cancellation:

Cancellation must be verified 5 weeks prior to deadline of booked publication date. November/December cancellations must be verified 12 weeks prior to the booked publication date.

Publisher's conditions

- The Daily Telegraph Zones vary according to delivery route therefore, Zone Inserts 100% accuracy is not guaranteed.
- All inserts are subject to approval of the publisher, who reserves the right to refuse any material considered unsuitable for publication.
- Whilst every effort will be made to publish inserts as ordered, no liability can be accepted for misplacement or omission.
- The publisher does not guarantee a level of response regarding an insert.
- The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene any Federal or State advertising laws or advertising industry codes.
- Both the advertising principal and the accredited agency jointly and severally agree to indemnify News Australia Publications against any liability for any penalty, damages, costs or otherwise arising from publication of the insert.
- The publisher reserves the right to abort insertion of products outside of specification if it disrupts production.
- Commercial inserts may appear in any section within the booked day's publication.
- Please note insert quantities will be updated quarterly.
- News Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses
- News Australia will give first right of refusal for insert berths to advertisers that book regular activity.

If you have any questions regarding inserts please contact your account manager

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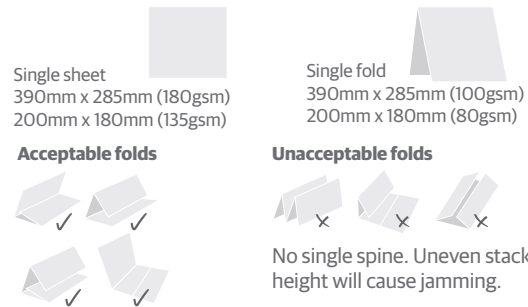
News

The Daily Telegraph | The Daily Telegraph **SATURDAY** | The Sunday Telegraph

Inserts acceptable sizes & conditions

Acceptable inserts

All paper weight specifications are the minimum acceptable. Please see following page for detailed information on acceptable sizes and stock weights.



Tabloid inserts

Four and eight page tabloid products, less than 100gsm, must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required. Maximum size is 390mm deep x 285mm wide.

Card and envelope inserts

Cards and envelope inserts should be stacked flat in cartons with no turns. Packing should be used to fill gaps in rows. The weight of the carton should not exceed 10kg. The cartons should then be palletised and strapped as per palletising illustration.

Maximum insert thickness

The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Publishing Manager.

Use of unsuitable products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to clients for clearance prior to inserting.

Stapled inserts

Inserts less than 24 pages should not be stapled; a glued spine is the preferred option. Any insert that is stapled must have the staples firmly attached so they are not able to pull free and jam up the equipment. If staples are used they must not exceed the thickness of the product and be placed perfectly within the fold of the product.

Unusual inserts

Any card, envelope, perforated insert, stickers, part fold backs, index folds or steps, or other insert material of an unusual nature, will require a dummy sample of the product to be viewed by the Publishing Manager prior to acceptance.

Testing of unusual products may be required, a minimum of 500 samples will be required, 6 weeks in advance of intended publication date.

Inserts containing metal or sharp objects, such as keys, coins, razor blades etc, will not be accepted.

Clients are advised to seek assurance from printers that gloss surfaces will not be sticky or compacted into unmanageable bricks. Excessive slip may affect the insertion or retention of the insert into the paper.

Inserts with externally printed magazines.

Loose inserts

Minimum Size of the insert must be no less than 75% of the height and width of the product which it is being inserted into. Maximum Size of the insert must be 20mm smaller than the width (spine to foreedge) and 30mm smaller than the length (head to tail) of the product which it is being inserted into.

Bound inserts

Inserts which fall below the above loose insert specification bound-in inserts are the preferred option. Small bound inserts still present issues winding the host product onto disk and consultation with publishing management is required prior to approval. Bound insert specifications and guidelines will need to be coordinated with the commercial printer supplying the host product.

Inserting conditions

Whilst the specification table allows for some landscape shaped inserts it is preferred that the spine is the longest edge. Some high gloss inserts are difficult to insert and may require approval prior to insertion. Maximum size inserts (390mm x 285mm) run the risk of damage during the inserting and packaging processes.

Inserts below the winding capabilities (smaller than A4) will require direct (hopper) feeding into the publication and a surcharge may be applied to cover additional processing costs. No guarantee is given for full coverage of these inserts in the distribution areas.

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Inserts packaging & delivery

Packaging

- Full packaging and delivery instructions must be supplied to the commercial printer. Please provide printer's name, address and phone number to your News Australia representative.
- Inserts are to be turned so that the minimum turned height is 100mm (as per illustration). Spine of the insert to be packed all the one way within a bundle or turn.
- Bundles must contain a maximum of one turn with a maximum bundle weight of 10kg.
- Boxes or cartons for packing should only be used at publishing managers request if neat bundles can not be achieved. If packed in cartons inserts should be stacked flat with no turns. The weight of the carton should not exceed 10kg.
- Pallets should be Australian standard size 1165mm x 1165mm and in good condition, without loose or broken timbers.
- Maximum height of pallet to be 1200mm including pallet runners and the maximum weight not to exceed 1000kg.
- If the pallet does not have a solid smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking.
- The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep the inserts flat, and avoid shifting during transportation. Gaps between bundles on the pallet should be kept to a minimum.
- A solid piece of wood, the same dimensions as the base of the pallet, should be placed on top of the stacked bundles to prevent strap damage
- Inserts are to be stacked squarely on pallets with cardboard

corners and shrink wrapped.

- Outside edges should be vertically even and the inserts should be stacked so that they do not protrude beyond the limits of the pallet.
- The pallets should be strapped four ways as per the following illustration.
- The pallet should be wrapped in plastic with cardboard corner protection and shrink wrapped for further protection.
- The Publisher reserves the right to refuse inserts which have been damaged in the process of printing, packaging and transportation.

Deliveries

All deliveries must be accompanied by a delivery docket which must indicate the following details:

- The name of insert and key number or code if available.
- The total number of pallets for delivery.
- The total amount of copies on each pallet.
- The number of pallets on each vehicle.
- When more than one delivery is used the last docket is to be marked 'final'.

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to client prior to inserting.

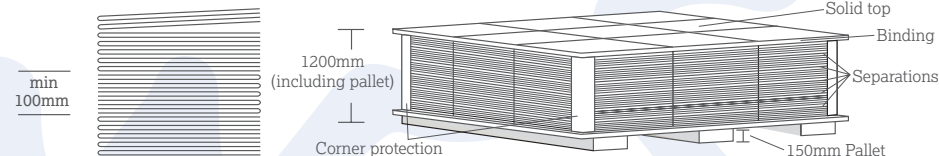
Pallet identification

The pallets must have shown on at least two sides, the following information:

1. Clients name
2. The name and address of the company and the publication concerned.
3. The publication issue, insertion date or other details for further identification.
4. The estimated weight of the pallet.
5. Total supplied quantity
6. Individual Pallet quantity
7. Total Number of pallets in consignment
8. Queensland deliveries - pallet deliveries must specify NSW component & QLD component
9. Gold Coast component of insert run must be stacked on pallets separate to NSW supply and marked accordingly.

Inserts delivery address

The NSW Publishing Manager
Chullora Print Centre
2 Muir Road (cnr Hume Hwy)
Chullora NSW 2190.
Phone: (02) 9288 1704



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Advertising terms & conditions

1. General

- 1.1. These terms and conditions apply to every booking made with News Limited or any of the wholly owned subsidiaries listed in clause 21 ("Publishers") by any means (including through use of an insertion order, booking form or over the phone) by an Advertiser for the publication in or distribution of an Advertisement with, on or in a print or digital property of any Publisher. Publishers may use as an agent the services supplied by any other entity including News Limited under the brand News Australia Sales.
- 1.2. Each reference in these terms and conditions to Publisher is a reference to the relevant Publisher and, where there is more than one relevant Publisher, to each of them severally.
- 1.3. Where a Publisher acts as an agent in selling advertising inventory for an entity which is not listed in clause 21, these terms will apply in addition to the terms imposed by the relevant publishing entity.
- 1.4. Where an Advertiser is an agency, and places an Advertisement for publication under these terms and conditions, it agrees to these terms and conditions as principal and as agent for its client.
- 1.5. Publisher has the right to amend these conditions at any time. Notification of amendment shall be deemed to have been given to all Advertisers immediately upon publication of rate cards with the amended conditions or other written notice, which shall apply to all advertising received after the date of that publication (except where there is an express written agreement between the Publisher and Advertiser that those amendments will not apply to particular advertisements).
- 1.6. Every Advertisement must comply with and is subject to these terms and conditions as well as other relevant terms including those which form part of relevant rate cards (as available at www.newsspace.com.au), space or insertion orders (or other written agreements between the parties including any Advertising Expenditure Agreements), Additional Relevant Terms as listed in clause 21 and any relevant laws, regulations or codes of conduct. To the extent of any inconsistency between the various relevant terms, the following order of priority will be applied:
 - a. these terms,
 - b. any terms or conditions separately agreed in writing including any Advertising Expenditure Agreements,
 - c. the rate card for the relevant publication; in order to eradicate any inconsistency.

2. Process

- 2.1. Each publication and Publisher has different process requirements for placing or booking of advertisements. There is no binding agreement for the publication of an Advertisement however until the relevant processes for the particular Publisher have been completed by the Advertiser.
- 2.2. Bookings which are in any way conditional will not be accepted.
- 2.3. Advertiser authorises Publisher to dispose of any materials supplied to Publisher relating to an advertisement (including illustrations, copy, photographs, artwork, press-ready PDF digital files) following publication of an advertisement. Publisher is not required to retain or return to Advertiser any such materials.

3. Publisher rights and discretions

- 3.1. Every Advertisement submitted for publication is subject to Publisher's approval. Publisher may at its absolute discretion at any time:
 - a. refuse to publish or distribute any advertisement without giving any reason (in which case, no charge to Advertiser will be incurred);
 - b. cancel a campaign (in which case, no charge to Advertiser will be incurred for the unpublished portion of the campaign); or
 - c. head an advertisement 'Advertisement'.
- 3.2. Publisher owes no duty to Advertiser to review, approve or amend any Advertisement and no review, approval or amendment by Publisher will affect Advertiser's responsibility for the content of the Advertisement.
- 3.3. Publisher may, but is not obliged to, under pressure of deadline and without prior consultation or notice to Advertiser, amend any Advertisement in any terms whatsoever, if Publisher perceives it to be (i) in breach of any law of Australia or of any state (whether civil or criminal), (ii) in breach of any pre-existing publishing agreement entered into by Publisher, (iii) defamatory, (iv) in contempt of court or parliament, (v) otherwise likely to attract legal proceedings of any kind, (vi) offensive. Should Publisher so amend the Advertisement, the agreed price shall not be reduced.
- 3.4. Publisher has the right, and the right to permit other persons, to republish any Advertisement in any print, electronic or digital form for any purpose using any media and in any part of the world.

4. Positioning, Placement and other Advertiser requests

- 4.1. The positioning and placement of an Advertisement is at the discretion of Publisher except where expressly agreed in writing by Publisher. Publisher will attempt to position Advertisements, in accordance with the Advertiser's request if the Advertiser has agreed to pay any relevant preferred position loading charges. If Publisher fails to publish the Advertisement in accordance with Advertiser's requests, then subject to clause 14.1, Publisher's liability will be limited to refunding the relevant position loadings paid.
- 4.2. Where colour loading charges are separately levied by Publisher and paid by Advertiser, Publisher will attempt to publish Advertisements in colour, in accordance with the Advertiser's request. If Publisher fails to publish the Advertisement in colour in accordance with Advertiser's requests, then subject to clause 14.1, Publisher's liability will be limited to refunding the relevant colour loadings paid.
- 4.3. If an Advertisement is to be published in a digital publication, Publisher may vary the placement and/or format of Advertisements across the relevant digital media. Publisher will endeavour to notify Advertiser of such changes. Advertising space in a digital publication may be filled on rotation with various Advertisements from various Advertisers.
- 4.4. If any Advertisement is specifically accepted for publication in a specific advertising category (including classified category or particular section) of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the Advertisement anywhere within the category at its discretion, unless a specific placement has been agreed in writing, (ii) reposition that category within the publication, (iii) alter the date of publication of that category. Case (i) and (ii) will not mitigate Advertiser's liability to pay. In case of (iii), if

Advertiser did not agree to the altered date prior to publication, then if within 5 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of those adverse effects, the Advertiser will incur no charge for that particular Advertisement.

- 4.5. If an Advertisement is specifically accepted for publication in a particular advertising supplement of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the Advertisement anywhere within the supplement at its discretion, unless a specific placement has been agreed in writing, (ii) alter the date for publication of that supplement, (iii) cancel the supplement. Case (i) shall not mitigate Advertiser's liability to pay. Case (ii) will not mitigate Advertiser's liability to pay unless Advertiser did not agree to the altered date prior to publication and within 5 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of those adverse effects, in which case the Advertiser will incur no charge for that particular advertisement. Should (iii) occur Advertiser shall incur no charge.

5. Deadlines & Specifications

- 5.1. Publisher imposes various deadlines (including for the provision to the Publisher of bookings for Advertisements and material for Advertisements, changes or variations to Advertisements) and specifications (including for size). All deadlines and specifications must be met by Advertiser. Publisher is under no obligation in relation to material or information received after relevant deadlines or not in accordance with the relevant specifications.
- 5.2. It is the Advertiser's responsibility to ascertain the relevant deadlines and specifications for the relevant publications for each publication or insertion date as deadlines and specifications may be changed at any time by Publisher. All deadlines and specifications are available at www.newsspace.com.au.
- 5.3. Publisher accepts no responsibility for any error when instructions or copy have or has been provided over the telephone unless Publisher receives written confirmation of the instructions or copy before the deadline.
- 5.4. It is the responsibility of the Advertiser to notify Publisher of any error immediately it appears. Unless so notified, Publisher accepts no responsibility for any recurring error or any Loss relating to that recurring error.
- 5.5. Cancellations by the Advertiser must be made, in writing, prior to deadlines. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and, if Publisher proceeds with the publication of the relevant Advertisement, then Publisher will be entitled to charge the Advertiser accordingly.

6. Advertisements produced by Publisher

Publisher owns and retains all copyright and other intellectual property rights in relation to any Advertisements produced by Publisher or any materials provided by Publisher for use in an Advertisement. Advertiser obtains no rights in relation to those advertisements produced by any Publisher or in relation to content from any Publisher. This clause does not in any way derogate from Advertiser's obligations or liabilities in relation to such Advertisements.

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7. Proofs

- 7.1. Publisher may agree to provide proofs but only where so requested by Advertiser prior to relevant deadlines.
- 7.2. Colour shown on any proof is an indication only. Final print colours may vary with the print process and stock variations.
- 7.3. Where Publisher fails to provide a requested proof in accordance with clause 7.1, and the published advertisement substantially conforms to the copy provided by the Advertiser, then Advertiser is liable to pay the full cost of the Advertisement.

8. Inserts

- 8.1. Publisher reserves the right to distribute inserts for more than one Advertiser at any time.
- 8.2. All materials to be inserted into a publication must be delivered to Publisher in accordance with all requirements of Publisher including delivery address, deadlines, packaging and bundling requirements.
- 8.3. Publisher, including its agents and contractors, may delay the distribution of inserts, if they reasonably believe that the quality or delivery of the relevant publication is likely to be jeopardised by the inclusion of the insert.
- 8.4. Additional charges may need to be agreed between the parties where:
 - a. insert materials are to be held by the Publisher at the premises of the Publisher (or its distributors) for more than two weeks; or
 - b. insert materials are to be re-consigned or require additional packing or handling.
- 8.5. Risk in the insert materials remains with the Advertiser at all times.

9. Sampling

- 9.1. Every proposal for the distribution of sample material is subject to Publisher's approval and Publisher may at its absolute discretion at any time refuse to distribute any sample material without giving any reason.
- 9.2. Sample material must not contain alcohol.
- 9.3. Risk in the sample materials remains with the Advertiser at all times.
- 9.4. When providing samples to the Publisher for approval, any special handling requirements (including requirements of refrigeration or heating) must be made clear.
- 9.5. Every proposal for sampling requires the prior approval of the Publisher and possibly third parties involved in or permitting the distribution of the relevant publication. Samples must therefore be provided to Publisher in sufficient time to allow for consents to be sought and granted. No representation or warranty is provided that such consent will be granted.
- 9.6. Advertiser must deliver to Publisher the sample materials, in accordance with all requirements of Publisher including delivery address, deadlines and bundling of sample material.
- 9.7. Publisher may, without prior notice to Advertiser, refuse or cease to distribute any sample material, if Publisher reasonably perceives such material to be:
 - a. in breach of any applicable law or regulation,
 - b. likely to attract legal claims or proceedings of any kind; or
 - c. offensive.

- 9.8. Publisher may change the date of the sampling exercise for any reason and at any time without incurring any liability to Advertiser or other persons.
- 9.9. Publisher makes no representation or warranty as to the number of the relevant publication to be distributed on any particular day or that every copy of the relevant publication will be provided with a sample but will take reasonable steps to ensure that the sample and the relevant publication are distributed together.
- 9.10. Without limiting clause 15.2, Advertiser warrants that the sample material which it provides to Publisher for distribution with a publication:
 - a. matches the samples approved by Publisher;
 - b. is fully and properly sealed; and
 - c. is packaged and labelled and complies in all other respects with all relevant laws and regulations.

Without limiting clause 15.2, Advertiser warrants that the distribution of the sample material by Publisher as contemplated by the Advertiser and Publisher under any agreement between them is lawful and will not give rise to any claims against or liabilities of Publisher, its directors, employees, contractors or agents.

10. Advertising Expenditure Agreements

- 10.1. Maximum period of any Advertising Expenditure Agreement is one year. In the absence of any valid Advertising Expenditure Agreement, including if an Advertising Expenditure Agreement has expired, casual rates will be charged by Publisher.
- 10.2. Publisher reserves the right to cancel or suspend any Advertising Expenditure Agreement at its absolute discretion. Advertising rates (but not percentage discounts) quoted in an Advertising Expenditure Agreement are subject to any increase or decrease notified by Publisher, which may occur during the period of the Advertising Expenditure Agreement.
- 10.3. Failure to receive, rejection or omission of an advertisement by Publisher does not affect the obligations of Advertiser in relation to total spend through the term of an Advertising Expenditure Agreement under that Advertising Expenditure Agreement.
- 10.4. If at any time Advertiser is not incurring advertising expenditure in the proportion that the part of the Advertising Expenditure Agreement up to that time bears to the entire Advertising Expenditure Agreement, Publisher reserves the right to either:
 - a. adjust the percentage discount to the level which would normally be allowed by Publisher to a customer incurring advertising expenditure at that rate; or
 - b. terminate that Advertising Expenditure Agreement.
- 10.5. At the expiry of an Advertising Expenditure Agreement, Publisher will determine Advertiser's actual advertising expenditure during the period of the Advertising Expenditure Agreement and:
 - a. if the actual advertising expenditure is less than the agreed level as stipulated within the Advertising Expenditure Agreement a surcharge may be payable by Advertiser to Publisher to reflect the percentage or other discount which would have been provided by Publisher to an advertising customer incurring that level of advertising expenditure; and/or
 - b. Where a surcharge is applicable the percentage discount will be adjusted to the level which will be normally allowed by Publisher to an Advertiser

incurring advertising expenditure at that rate.

11. Rates, invoices and GST

- 11.1. Advertisers agree to pay accounts rendered by the Publisher in accordance with its standard payment terms. Accounts will be rendered by Publisher on the basis of the casual rate applicable at the date of publication of the advertisement (regardless of the rates which were applicable when any advertising expenditure agreement was entered into), less any percentage discount agreed in writing between the parties.
- 11.2. Casual rates are as printed in the rate card of the relevant publication (see www.news.com.au) and may be varied by Publisher at any time, effective from the time nominated by Publisher and such varied rates will apply from that nominated date including in relation to then current Advertising Expenditure Agreements (unless otherwise expressly agreed by the parties in writing).
- 11.3. Advertising expenditure will be calculated inclusive of loading values but exclusive of production charges.
- 11.4. If Publisher has quoted a rate to publish advertising for a client and that rate is different from that included in published rate cards, that quoted rate only applies to that specific client where the advertising is booked directly with Publisher and without the involvement of any advertising, media buying or other agency (unless otherwise specifically agreed in writing by the Publisher).
- 11.5. Where the Publisher changes the basis on which advertising is charged by Publisher during the term of any Advertising Expenditure Agreement or between the booking and placement of any Advertisement Publisher will endeavour to provide Advertiser with at least 28 days notice prior to the change taking effect. Advertiser will be entitled to terminate the Advertising Expenditure Agreement or bookings affected (prior to the cancellation deadline for such affected bookings) within 14 days of such notice from Publisher.
- 11.6. Any dispute the Advertiser has with an invoice must be raised with Publisher promptly and no later than 45 days after the invoice date. After that time, Advertisers will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Advertiser.
- 11.7. All rates and charges are expressed in the rate card as GST inclusive (except where otherwise made clear on the rate card). Publisher will issue a valid tax invoice in relation to any supply of advertising or related services under these terms which are subject to GST.
- 11.8. Advertiser agrees to pay any GST liability arising in relation to the provision by Publisher of advertising services under these terms.
- 11.9. The GST component does not count towards overall advertising expenditure agreements or rate card discount levels.
- 11.10. Surcharges or rebates on advertising which is subject to GST will have the GST component recalculated. Calculations made by Publisher of any surcharge or rebate will be deemed to be conclusive and binding on Advertiser unless a manifest error is brought to the attention of Publisher by Advertiser within 14 days of notification to Advertiser. Surcharges or rebates only apply to Advertising Expenditure Agreements signed by both parties.

12. Commercial Credit

- 12.1. All advertising agencies are required to complete the News Limited Commercial Credit Application for Accreditation of an Advertising Agency and are then

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subject to the related assessment and processes.

12.2. If accreditation is not available to an Advertiser (including under clause 10.1), then the News Limited Commercial credit facilities may be available. The availability of any credit facilities is subject to Publisher's approval and conditional on lodgement of a written application. Any credit provided will be on specific terms made available as part of the application process. Where no credit application has been approved, upfront payment may be required for all advertising.

12.3. Where an Advertiser fails to pay an account by the due date or fails to comply with any relevant terms and conditions, any Publisher may, at their absolute discretion cancel or suspend any booked advertising or refuse to accept any further advertising of the Advertiser.

12.4. In the case of the transfer of an advertising account from one accredited advertising agent to another accredited advertising agent during the currency of an advertising or online listing order, both advertising agents shall immediately inform the relevant Publisher in writing. Accounts will only be transferred or accessed by agencies when Publisher is satisfied that the client in question has provided its express written permission.

13. Linked Advertising Expenditure Agreements to an Advertising Agency

13.1. A linked Advertising Expenditure Agreement with related companies is only available where an Advertiser and its subsidiaries, franchises or branch offices are linked together for the purpose of an Advertising Expenditure Agreement and where subsidiaries fall within the definition of that term in the Corporations Act 2001. Where that is the case, and subject to Publisher's approval which may be granted or withheld in its absolute discretion, the customer is entitled to combine its advertising expenditure with those subsidiaries, franchises and branch offices and receive the relevant discount.

13.2. Where an Advertiser wishes to establish a linked order, the following must be provided to Publisher in order to seek Publisher's approval for a linked order (which may be granted or withheld in its absolute discretion):

- a. a list of all subsidiaries, franchises and branch offices; and
- b. any other information that Publisher may in its discretion require to satisfy itself that Advertiser is entitled to place a linked order.

13.3. Direct customer Advertising Expenditure Agreements may not be linked to an advertising agency without the written approval of Publisher.

14. Limitation of liability

14.1. Nothing in these terms and conditions excludes or varies any rights or remedies under the Australian Consumer Law in the Competition and Consumer Act (2010) (Australian Consumer Law) which cannot be excluded, restricted or modified. However, Publisher excludes all rights, remedies, guarantees, conditions and warranties in respect of goods or services from an Advertiser's use of or acquisition of or in relation to the ordering or booking of any advertising services (including under an Advertising Expenditure Agreement) from the Publisher whether based in statute, common law or otherwise to the extent permitted by law. To the fullest extent possible and subject to News' liabilities and obligations under the Australian Consumer Law, the remaining provisions of this clause 14 shall apply.

14.2. Subject to clause 14.1, Publisher makes no representation or warranty of any kind and in particular makes no representation or warranty:

- a. in relation to the continued production of any publication, in print or digital form;
- b. in relation to the final placement, positioning or date of publication or distribution of an advertisement;
- c. that there will be one and only one copy of each insert or sample distributed in each relevant publication;
- d. that distribution of a publication will occur on a specific date, by a specific time, to a specific number of consumers or readers or within a specific geographic area;
- e. in relation to the number of visitors to its websites or the number of impressions at any site; or
- f. exclusivity.

14.3. Subject to clause 14.1, the Advertiser acknowledges that distribution of a relevant publication may be suspended or ceased at any time for any reason.

14.4. Subject to clause 14.1, Publisher is not liable to Advertiser for any direct or Indirect Loss of any nature including where arising from the total failure of Publisher, whether negligent or otherwise, to publish an Advertisement or from the failure of Publisher to publish an Advertisement in the form prescribed or from publication of the Advertisement with errors or omissions or in any way relating to the distribution or lack of distribution of the relevant publication.

14.5. Subject to clause 14.1, where any of the circumstances set out in clause 14.4 arise:

- a. Advertiser shall incur no cost where the Advertisement has not been published at all or where the error or failure has arisen solely due to the negligence of a Publisher or any of its employees, or agents; and
- b. in all other circumstances, and subject to the other applicable terms, the agreed rate shall be reduced according to circumstances. In no circumstances will the Publisher's liability be greater than:
 - i. in relation to the failure to provide any placement, position or other benefit in relation to which a specific loading charge was paid by the Advertiser, the amount of that loading charge; or
 - ii. otherwise, republication of the relevant advertisement, or payment of the cost of republishing the relevant advertisement, at Publisher's discretion.

14.6. Subject to clause 14.1, Publisher's liability for a breach of a term or guarantee implied by law is limited at Publisher's discretion, to the supply of the service again or payment for the cost of having the service supplied again.

14.7. Subject to clause 14.1, Publisher has no responsibility or liability to Advertiser in relation to:

- a. Publisher exercising its rights under these terms; or
- b. any failure of telecommunications services or systems which affect the receipt by Publisher of any material, a notice or communication of any kind or the publication of an advertisement or campaign.

15. Warranty & Indemnity

15.1. Advertiser warrants that it will only use the advertising space which it acquires to advertise its own brands, goods or services and may not sell or otherwise deal with that advertising space. Where Advertiser is an advertising agency the space may only be used by the client for which the space was initially acquired

booked.

15.2. Advertiser warrants that the advertisement complies with all relevant laws and regulations and that its publication in accordance with these terms will not give rise to any claims against or liabilities of Publisher, its directors, employees or agents. Without limiting the generality of the above, advertisers and or advertising agencies warrant that neither the Advertisement nor its publication breaches or will breach the Competition and Consumer Act 2010, Privacy Act 1988, Copyright Act 1968, Fair Trading Act 1985 or defamation, or infringes the rights of any person.

15.3. Advertiser indemnifies Publisher its directors, employees and agents against all claims, demands, proceedings, costs (including solicitors and own client costs), expenses, damages awards, judgements and any other liability whatsoever arising wholly or partially, directly or indirectly, from or in connection with the publication of the Advertisement. In particular and without limitation, Advertiser indemnifies Publisher its directors, employees and agents against any claims arising from allegations that the Advertisement contains material which constitutes:

- a. defamation, libel, slander of title;
- b. infringement of copyright, trademarks or other intellectual property rights
- c. breach of trade practices / competition, privacy or fair trading legislation; or
- d. violation of rights of privacy or confidential information.

16. Privacy Statement

Publisher and News Limited (News) collect information about Advertiser, for example Advertiser's name, contact details and other information provided to News when registering, acquiring or using our services. News collects and uses that information to provide our customers with our goods and services and to promote and improve our goods and services. We may also share your information as described when we collected information from you. We may share your information with our related companies and any of us may be in contact for those purposes. If you do not provide us with requested information we may not be able to provide you with the goods and services you require. We disclose your information to our related companies, service and content providers, including those located outside Australia. Further information about how we handle personal information, how you can access your personal information and our contact details can be found in our Privacy Policy at www.newsspace.com.au/legal.

17. Cookies

Advertiser warrants that it does not and will not collect personal information or tracking information in relation to users of Publisher's services and further warrants that material provided by or on its behalf for publication by Publisher does not contain:

- a. third party cookies intended to retarget Publisher's users or their browsers; and
- b. any code, technique or mechanism, to track or in any way identify users of any of Publishers' properties, unless it has the express prior written consent of Publisher.

18. Jurisdiction

These terms and conditions are governed by the laws of the relevant state or territory listed in the table at clause 21 and each party submits to the exclusive jurisdiction of that relevant state or territory. Where Advertiser is making a single booking through a

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News Limited business (including News Australia Sales) with more than one Publisher, the relevant jurisdiction will be New South Wales.

19. Other conditions

Every advertisement submitted for publication must comply with and is subject to additional terms and conditions referred to in the table at clause 21 of these terms and at www.newsspace.com.au including those relating to creative requirements and technical specifications.

20. Definitions

- a. **Advertisement** includes any material in any form lodged for publication or other distribution as an advertisement (including as a published advertorial, insert or sampling exercise).
- b. **Advertiser** means each advertiser and or advertising agency who seeks to have Publisher publish or otherwise distribute an advertisement.
- c. **Advertising Expenditure Agreement** is a written agreement (in soft or hard copy form), which is signed or, in the case of a soft copy, otherwise agreed to in a mutually acceptable form, by or on behalf of both the Advertiser and the Publisher, detailing:
 - (i) the percentage discount from the casual rate,
 - (ii) any applicable adjustments in rate card loadings,
 - (iii) any applicable positional agreements, and
 - (iv) any agreed minimum spend commitment by the Advertiser which is the basis for the benefits to be provided by Publisher as described in (i)-(iii) above,
 to apply between that Publisher and that Advertiser for a specified period (not to exceed 12 months) and for a specific market and/or Publication(s).
- d. **Loss** means direct and indirect loss of any nature. Indirect loss includes the following: loss of profit, loss of business opportunity, loss of goodwill and payment of liquidated sums or damages under any other agreement.
- e. **Publisher** means any of the entities listed in section 21 below.

21. List of Publishers and associated details.

Additional relevant information can be found at www.newsspace.com.au

Publisher	If limited, then in relation to:	Jurisdiction
News Limited	News Australia	New South Wales
Nationwide News Pty Ltd	The Daily Telegraph The Sunday Telegraph The Australian mX	New South Wales
Nationwide News Pty Ltd	The Sunday Times	Western Australia
Nationwide News Pty Ltd	Quest Publications	Queensland
Nationwide News Pty Ltd	News Local	New South Wales
Nationwide News Pty Ltd	NT News	Northern Territory
Leader Associated Newspapers Pty Ltd		Victoria
Messenger Press Pty Ltd		South Australia
News Digital Media Pty Ltd		New South Wales
The Herald & Weekly Times Pty Limited		Victoria
Advertiser Newspapers Pty Limited		South Australia
Davies Brothers Pty Limited		Tasmania
Gold Coast Publications Pty Limited		Queensland
News Life Media Pty Limited		New South Wales
Queensland Newspapers Pty Limited		Queensland
The Cairns Post Pty Limited		Queensland
The Geelong Advertiser Pty Limited		Victoria
The North Queensland Newspaper Company Pty Limited		Queensland

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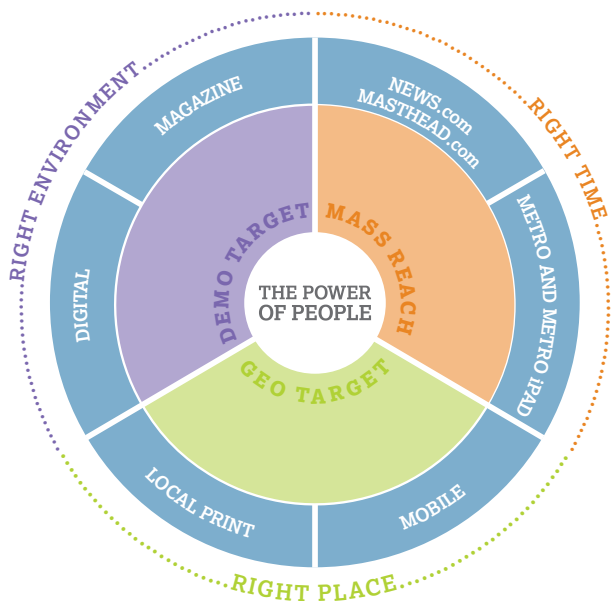
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Harness the power of people in NSW



Our team knows the people of NSW from suburb to state. A team that can give you unparalleled reach and access to the foodies, the mums, the hipsters, the sport nuts and more, via our many brands and products, across multiple media types. No one gets you closer to the power of people in New South Wales.

Contact Us

For all display advertising related queries, please contact your Account Manager or call (02) 9288 3507.

If you have an enquiry related to Classifieds advertising, please contact our Customer Service team on (02) 9288 2000.

If you have a technical or specifications enquiries, please contact 1300 557 418 and use the following options to direct your call:

- Eproof (option 1)
- Specification enquiries (option 3)
- Additional enquiries (option 2)

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