

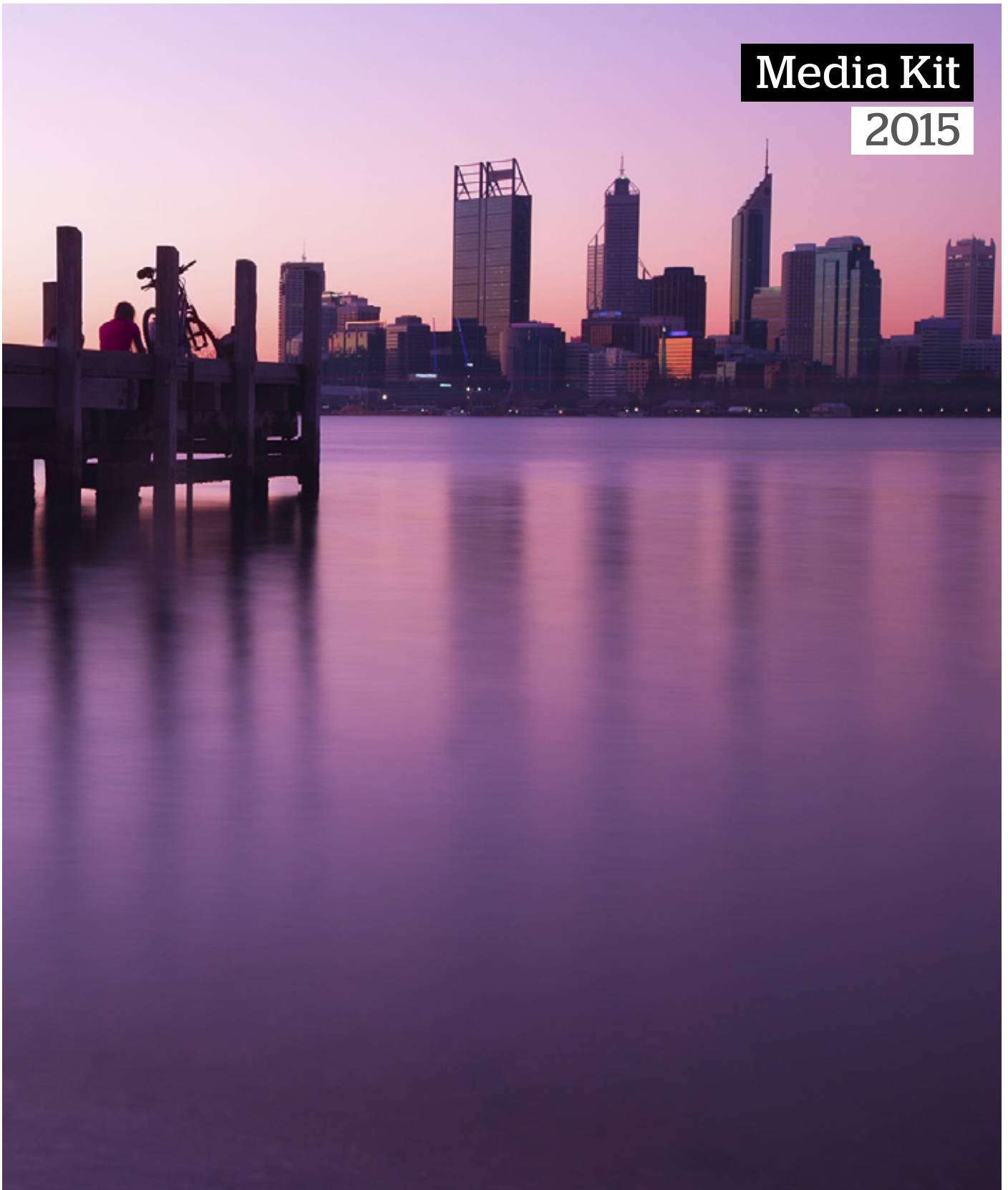
# WAtoday

.com.au

INDEPENDENT. ALWAYS.

**Media Kit**

**2015**



*WAtoday* is a vibrant alternative in Perth's media landscape.

Launched in 2008 *WAtoday* is Western Australia's only major stand-alone news website.

A specialist team of digital journalists focus on intelligent, independent journalism, concentrating on news that matters to West Australians.

Part of the Fairfax group, our journalists, along with those from *The Age* in Melbourne, the *Sydney Morning Herald*, *Brisbane Times* and *Canberra Times* bring challenging and entertaining stories to our audience.

Our journalists are passionate about getting to the heart of stories, keeping our politicians and bureaucrats on their toes, following the ups and downs of business in this State or reporting on AFL scandals or even where to eat and drink in Perth.

For a unique and intelligent view of life in WA turn to [WAtoday.com.au](http://WAtoday.com.au)

## From the Editor

I'm proud to lead a team of dedicated digital journalists who are focussed on creating a discussion with our West Australian audience.

We are happy to provide an alternative perspective, whether quirky or serious, opinion or fast breaking news.

Our focus is on engaging an audience, delivering complete stories, encouraging them to spend time with us and to come back often.

At *WAtoday* we are committed to intelligent, independent journalism.



**Allen Newton**

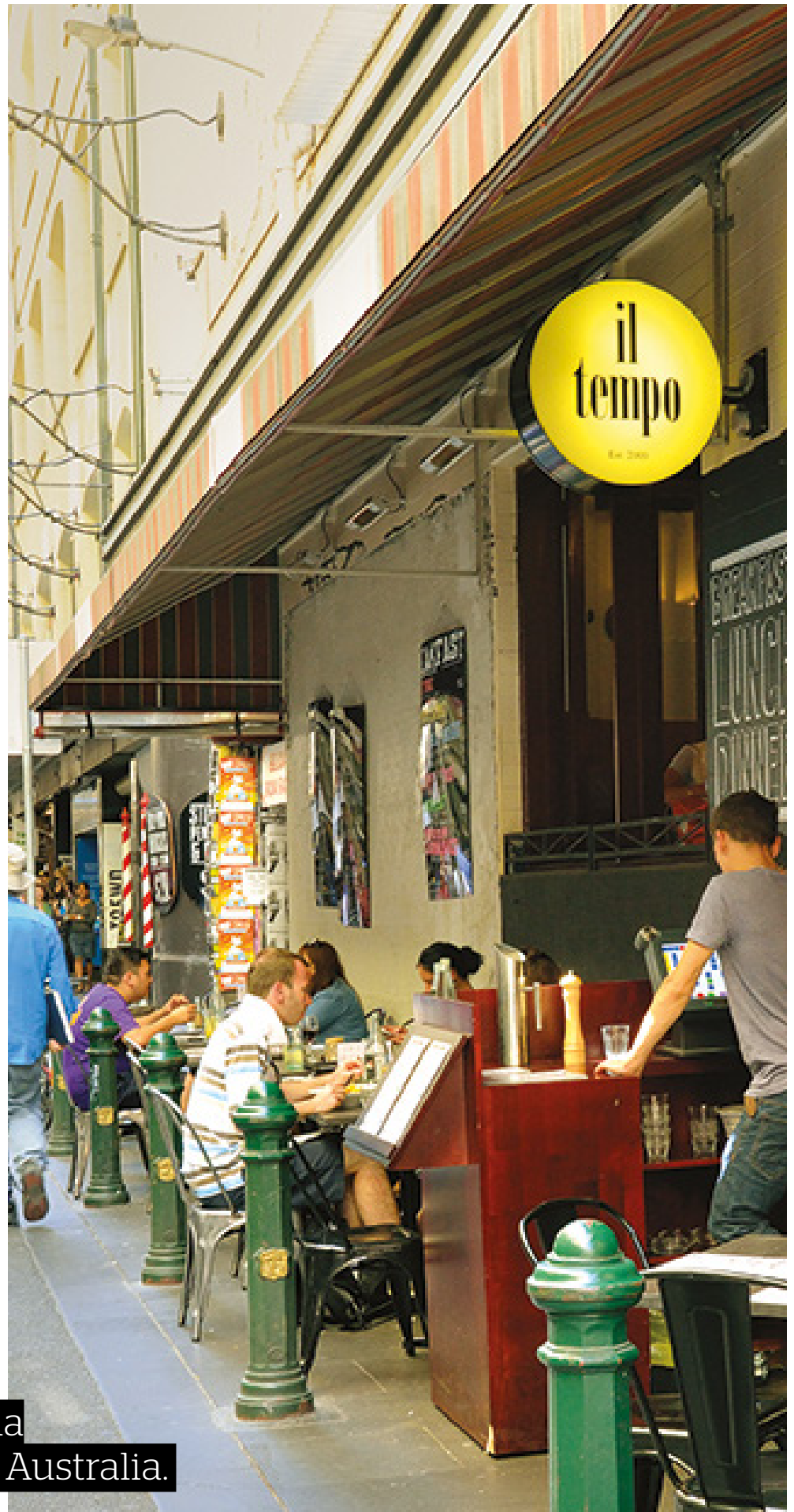
*Editor in Chief - WA Today.*

**AUDIENCE PROFILE | ONLINE****WA**today  
com.au**ONLINE**

watoday.com.au

*WAtoday.com.au* combines the relevance of local news with the national strength of the Fairfax Media network. *WAtoday.com.au* provides Western Australian's everything they need in news, politics, sport and important events.

Multimedia, video and audio complement breaking news, analysis, entertainment and opinion provided by some of the State's most influential commentators, making *WAtoday.com.au* your complete destination for local, national and world news.



**WAtoday.com.au**  
is a different media  
voice for Western Australia.



# SECTIONS



## News and Opinion

News, analysis and opinion

News is the leading section of *WA Today* every day and wraps all the other sections.

News contains all the latest local, national and world news featuring expert opinion and insights on the leading stories.

Written by our team of award winning journalists, our factual reporting has a well deserved reputation for independence and integrity.

[watoday.com.au](http://watoday.com.au)



### NEWS

#### News

Devoted to local and national news. Expect a barrage of exclusive stories that explain what happens in your city and country — and why.

#### Focus

Focus takes you behind the news of the day providing greater depth, analysis and clarity around the big names and events..



### WORLD

#### World

Showcases the best of our experienced team of correspondents and their commitment to covering your world through Australian eyes.



### NATIONAL

#### National

Our National coverage provide you with a central place to view all the leading stories from each state around Australia. Politics, lifestyle and stories of interest are updated as they happen.



### COMMENT

#### Comment

A forum for voicing your opinion or hearing people voice theirs. Comment includes Editorial Opinions, Letters to the Editor and other topical information.

#### WA Today Readers' Poll

Topical questions are put to West Australian everyday.

# SECTIONS



## Business and Finance

Business, finance and analysis

Our highly respected business sections cover; local, national and international news and commentary on business, markets, the economy and public policy.

Fairfax Media offers a network of Australia's most trusted business and personal finance brands, focused on delivering quality news and up-to-the-minute information.



Up-to-the-minute business, finance, market and stock coverage – everyday.

[watoday.com.au/business](http://watoday.com.au/business)



### BusinessDay

#### Business Day

Fresh daily news, analysis and investigations on the world of finance. Plus, our award-winning columnists take you behind the action in markets so you can better understand your own investment outlook.



### Inspiration

#### My Small Business

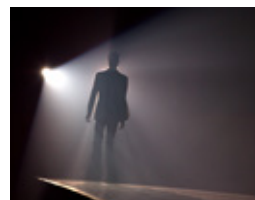
Targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures. The section showcases stories from small business owners on the highs and lows of running a business, plus advice from some of Australia's most successful entrepreneurs.



### Technology

#### IT Pro

Whether you are a CIO or CTO of a large firm, a developer in a start-up or a business exec interested in the tech sector, *IT Pro* provides the information you need to stay up to date and make wise technology decisions.



### Style

#### Executive Style

The must read for professional, metro based men. Whether it's how to deal with competition in the boardroom, the best place to practice your golf swing or the lowdown on the hottest restaurant in town, *Executive Style* is the urban bible.



### Money

#### Money

*Money* is the place for independent and authoritative advice on your financial health and wellbeing. Each week *Money* delivers news and analysis of the latest trends in superannuation, investment, funds management, tax and insurance. Whether it be retirement planning, running a self-managed super fund, or buying a home.





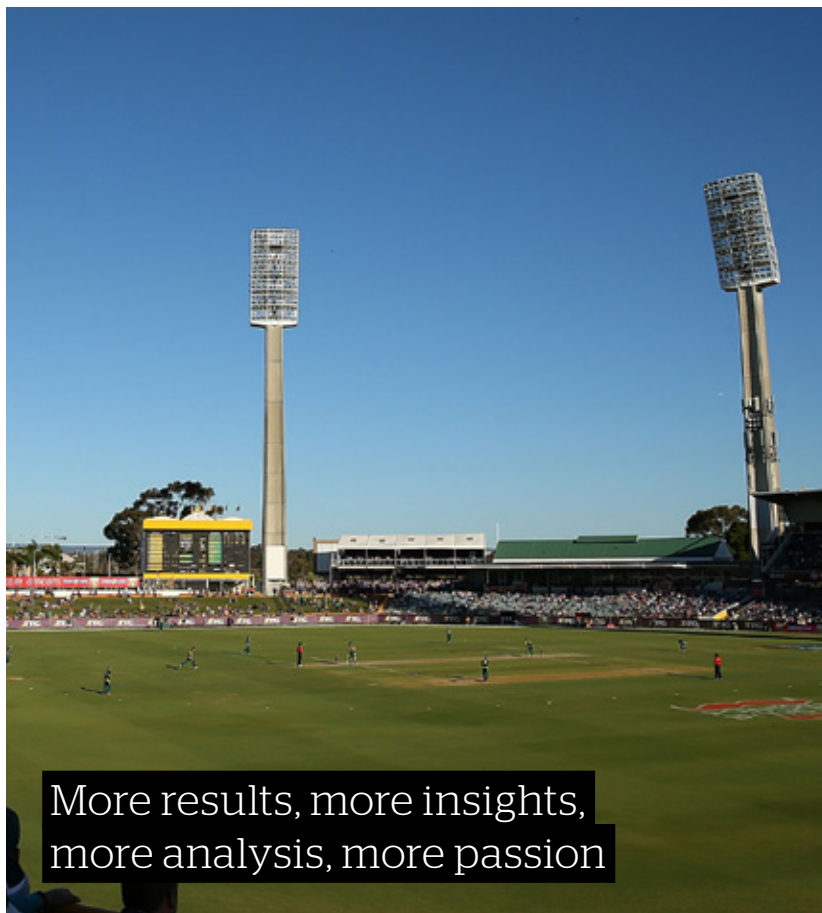
**Overview**

Sport, commentary, analysis.

In general, Australians love their sport and readers of *WA Today* are no different. Our *Sport* section appears everyday of the week in print and across our digital platforms. *WA Today Sport* section delivers the most comprehensive coverage of the latest triumphs, tragedies, twists and turns from the world of sport.

*Sport* in *WA Today* means more results, more insights, more analysis, all written in an informative and entertaining style that acknowledges our passion.

[watoday.com.au/sport](http://watoday.com.au/sport)



More results, more insights,  
more analysis, more passion



**Sportsday**

**Sports Day**

Our sport section continues the tradition of great sports writing and breaking news. From Caroline Wilson to Rowan Connerly, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.



**NRL**

**League HQ**

Get the smartest view on footy, featuring the latest news and authoritative views from Fairfax's quality editorial team; previews and reviews of each week's round; tipping competition featuring match odds and expert tips; live scores, fixture and ladder info; news from your club; blogs, polls and fan photos. *League HQ* sits under the NRL section within sport across our four mastheads.



**Union**

**Rugby Heaven**

*Rugby Heaven* puts advertisers in front of one of the most loyal and affluent audiences in online sport — the rugby fan. *Rugby Heaven* is a dedicated Rugby Union site that offers 'true believers' of rugby throughout the world the most in-depth and comprehensive rugby experience available.

Track the rugby action all year round, with current news, expert commentary and leading analysis.



**AFL**

**Real Footy**

*Real Footy* keeps loyal AFL fans up-to-date with the footy season and is chock-block full of AFL news, expert commentary and leading analysis. The site features ladders, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.



**The Form**

**The Form**

Written by well-respected racing personalities, *The Form* offers insightful commentary plus all the hot betting tips for the coming week. *The Form* is a must-have for Melbourne punters.



**Arts and Entertainment**

Fairfax’s Entertainment editorial team is as passionate about film, music, books, arts and television as our vast audience. Each week the country’s most respected journalists – a team of nearly 40 – generate stories and videos, feeding an insatiable demand for this content.



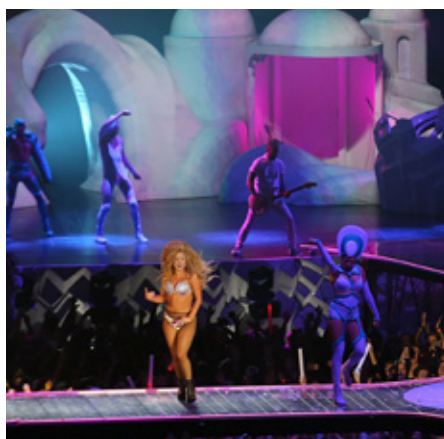
Behind the scenes of Perth's entertainment, arts and culture.

[watoday.com.au/entertainment](http://watoday.com.au/entertainment)



**Movies**

Movies provides the latest news and reviews of what’s happening on the big screen. From reviews of the latest movies to cinema and screening times Movies gives you all the information you need for your cinema outing.



**Music**

No matter what your taste in music our Music section has you covered. From the latest band reviews to a comprehensive gig guide listing Music will have you listening.



**About Town**

For the latest low-down on what’s on in Perth look no further than About Town. With the latest stories, personality gallery and quick source movie finder you have everything about Perth at your fingertips.





**Travel, Food & Lifestyle**

Be inspired by our variety of lifestyle sites, whether it's the latest fitness trends, the best food in town or the perfect travel destinations. Our lifestyle audiences are passionate and discerning, looking to feed their minds and bodies.

An audience passionate about travel, food and lifestyle.



**Traveller.com.au**

The newly created *Traveller.com.au* inspires travellers, filling the gap in the dreaming and planning phase of their journeys. With beautiful photography and independent advice, *Traveller.com.au* is an extension of our much loved weekend sections in *The Sydney Morning Herald* and *The Age* – Australia's most trusted, transparent and credible source for travel information.

*Traveller.com.au* has over 700 destination travel destination guides plus holiday experiences, planning tools, expert and user reviews, cruise information as well as weekly travel deals hand selected by our editorial team.

Accessible online:

[www.traveller.com.au](http://www.traveller.com.au)



**Goodfood.com.au**

The *Good Food* website is the essential companion to eating out, eating in and everything in between. The most comprehensive food and wine site in Australia, *goodfood.com.au* delivers everything the passionate foodie needs, from what to cook tonight, to where to eat out, to news on the latest new bar opening or closure.

Accessible online:

[www.goodfood.com.au](http://www.goodfood.com.au)



**DailyLife.com.au**

*Daily Life* is a news, opinion and lifestyle site for women. Covering everything from politics to personal style it is best known for its engaging opinion pieces from its community of high profile, female contributors all in a magazine-style pictorial experience.

Accessible online:

[www.daylife.com.au](http://www.daylife.com.au)





**Property, Employment and Automotive**

The award winning marketplace sections connect audiences with authoritative and aspirational news and information across automotive, property and employment.

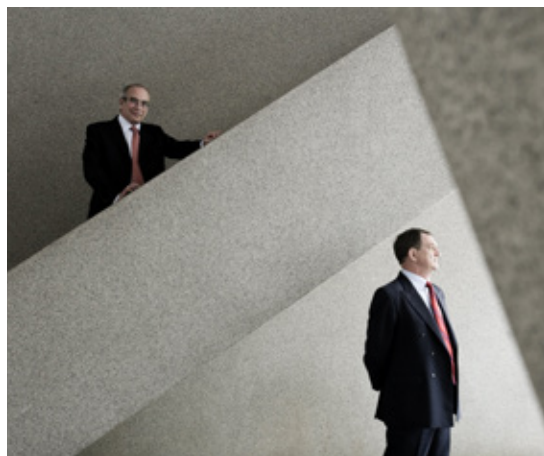
Prime positions to connect with your audience.



**Domain.com.au**

People come to *Domain* when they are making major life decisions. Maybe they are making the biggest purchase of their lives, buying an investment property, or relocating to a new city. With *Domain*, advertisers can connect with consumers at these pivotal moments, when a change in lifestyle is likely to spur a flurry of spending.

Accessible online:  
[www.domain.com.au](http://www.domain.com.au)



**Adzuna.com.au**

*Adzuna* is a search engine for job ads used by over 5 million visitors per month that aims to list every job, everywhere. We search thousands of websites so our users don't have to, bringing together millions of ads in one place. By providing smarter search options and powerful data about the job market, we give jobseekers the information they need to take control of their careers.

*Adzuna's* mission is to be the best place to start looking for a job. We love using the awesome power

Accessible online:  
[www.adzuna.com.au](http://www.adzuna.com.au)

of technology to help match people to better, more fulfilling jobs and keep Australia working.



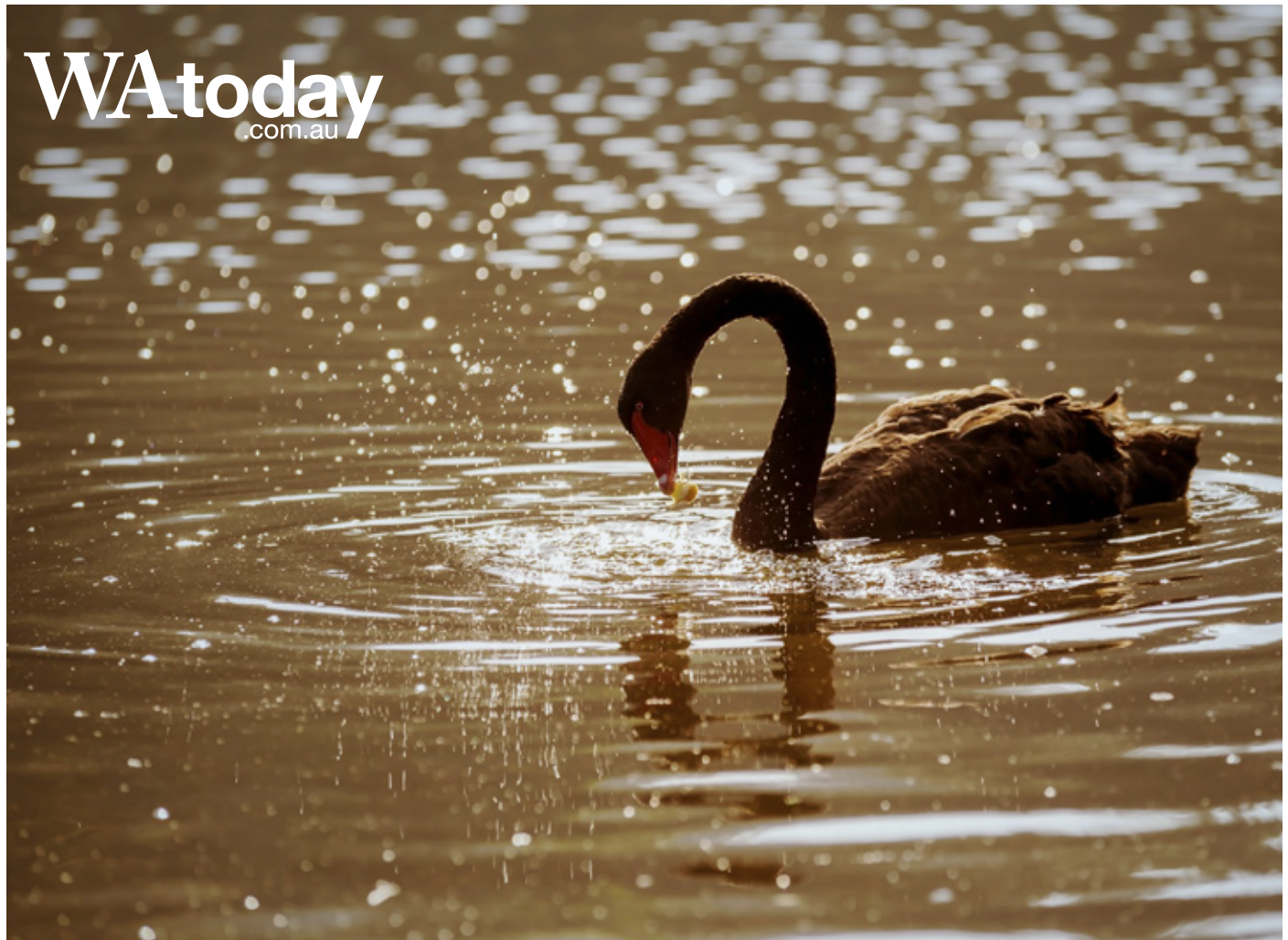
**Drive.com.au**

By utilising our expertise, information and technology, *Drive* helps consumers by recommending relevant cars, services and experiences. From fuel and parking to servicing, financing and car changing, we provide useful information to any device they find us on.

For the car-interested, *Drive* provides the latest automotive news through Australia's most trusted and respected editorial team.

For customers on a path to purchase, *Drive* provides recommendation and advice through hundreds of independent reviews, culminating in *Drive Car of the Year*, Australia's most comprehensive annual car review.

Accessible online:  
[www.drive.com.au](http://www.drive.com.au)



**Booking and Material Procedure**

**DIGITAL**

**Creative Delivery Lead Times**

Ad products are classified into a three tier system to determine their delivery deadlines and governing business rules. Delivery deadlines are:

TIER	DELIVERY DEADLINE PRIOR TO LIVE DATE	PRODUCT TYPES
1	3 business days	Standard banner and text / HTML (non-rich media) ad creative.
2	5 business days	Standard rich media creative (e.g. OTPs, expanding ads, video rectangles without custom functionality).
3	10+ business days	Any non standard / custom executions: Lead time may vary depending on the nature and complexity of the execution. Minimum lead time is 10 business days. Creative produced by Fairfax's creative team requires approval by Digital Innovation Services (DIS) prior to an Insertion Order (IO) being signed. DIS will advise of asset delivery lead times on a case by case basis.

**Third Party Ad Tag Types**

Ads within the Fairfax network may be served through either iframe or JavaScript ad-tags. All Fairfax approved third party vendors support both methods; however a member of the Ad Operations team will inform you if a specific execution requires a particular tag type / delivery method. Third party redirect tags must be live when submitted.

**Supported desktop web browsers**

- Chrome [latest official release]
- Mozilla Firefox [latest official release]
- Microsoft Internet Explorer version 8+ [Windows OS only]
- Safari 4+ [Apple OS only]

For further information please refer to our website [www.adcentre.com.au/adspecs/digital-advertising-guidelines/](http://www.adcentre.com.au/adspecs/digital-advertising-guidelines/)

Information correct at time of publishing.



# TERMS AND CONDITIONS



These terms apply to all advertising provided to any person ('Customer') by Fairfax Media Limited ABN 15 008 663 161 or a subsidiary ('Fairfax'). Customer includes an advertiser on whose behalf Advertising is placed and any media company or agency that arranges the Advertising for its clients.

1. Publication of Advertising
  - 1.1 Subject to these Terms, Fairfax will use its reasonable endeavours to publish advertising ('Advertising') in the format and in the position agreed with the Customer. 'Advertising' includes images submitted for publication and content or information relating to published Advertisements.
  - 1.2 Customer grants Fairfax a worldwide, royalty-free, non-exclusive, irrevocable licence to publish, and to sub-licence the publication of, the Advertising in any form or medium, including print, online or other. Customer warrants that it is authorised to grant Fairfax the licence in this clause 1.
2. Right to Refuse Advertising
  - 2.1 Neither these Terms nor any written or verbal quotation by Fairfax represents an agreement to publish Advertising. An agreement will only be formed between Fairfax and Customer when Fairfax accepts the Advertising in writing or generates a tax invoice for that Advertising.
  - 2.2 Fairfax reserves the right to refuse or withdraw from publication any Advertising at any time without giving reasons (even if the Advertising has previously been published by Fairfax).
3. Right to vary Format, Placement or Distribution
  - 3.1 Fairfax will use reasonable efforts to publish Advertising in the format and in the position requested by the Customer. However, Fairfax reserves the right to vary the placement of Advertising within a title or website or to change the format of Advertising (including changing colour to black and white).
  - 3.2 Fairfax may distribute interstate or regional editions of a title without all inserts or classified sections.
  - 3.3 Except in accordance with clause 12, Fairfax will not be liable for any loss or damage incurred by a Customer arising from Fairfax's failure to publish Advertising in accordance with a Customer's request.
  - 3.4 If Fairfax changes the press configuration for a publication, Fairfax reserves the right to shrink or enlarge the Advertising by up to 10% without notice to Customer or any change to rates.
4. Submission of Advertising
  - 4.1 Customer warrants to Fairfax that the publication of the Advertising does not breach or infringe:
    - (a) the Competition and Consumer Act (Cth) or equivalent State legislation;
    - (b) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
    - (c) any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
    - (d) State or Commonwealth privacy legislation or anti-discrimination legislation;
    - (e) any financial services law as defined in the Corporations Act 2001 (Cth); or
    - (f) any other law or applicable code (including any common law, statute, delegated legislation, rule or ordinance of the Commonwealth, or a State or Territory).
  - 4.2 Customer warrants that if Advertising contains the name or photographic or pictorial representation of any living person and/or any copy by which any living person can be identified, the Customer has obtained the authority of that person to make use of his/her name or representation or the copy.
  - 4.3 Advertising containing contact details for the Customer must contain the full name and street address of the Customer. Post office box and email addresses alone are insufficient.
  - 4.4 If a Customer submits Advertising that looks, in Fairfax's opinion, like editorial material, Fairfax may publish the Advertising under the heading 'Advertising' with a border distinguishing it from editorial.
  - 4.5 Fairfax will not be responsible for any loss or damage to any Advertising material left in its control.
  - 4.6 Advertising submitted electronically must comply with Fairfax's specifications. Fairfax may reject the Advertising material if it is not submitted in accordance with such specifications.
  - 4.7 Advertising material delivered digitally must include the Fairfax booking or material identification number.
  - 4.8 If Customer is a corporation and the Advertising contains the price for consumer goods or services, Customer warrants that the Advertising complies with the component pricing provisions of the Competition and Consumer Act (Cth) and contains, as a single price, the minimum total price to the extent quantifiable at time of the Advertising.
  - 4.9 Customer must not resell Advertising space to any third party without Fairfax's consent.
  - 4.10 If Advertising promotes a competition or trade promotion, Customer warrants it has obtained all relevant permits and indemnifies Fairfax against any loss in connection with the Advertising.
5. Classified Advertising
  - 5.1 Fairfax will publish classified Advertising under the classification heading it determines is most appropriate. These headings are for the convenience of readers. Fairfax will publish classified display Advertising sorted by alphabetical caption and, where space permits, with related line Advertising.
6. Online Advertising
  - 6.1 For online banner and display Advertising, Customer must submit creative materials and a click-through URL to Fairfax at least 3 working days (5 working days for non-gif material) or within such other deadline advised by Fairfax at its discretion before publication date. Fairfax may charge Customer for online Advertising cancelled on less than 30 days notice or if creative materials are not submitted in accordance with this clause 6.1.
  - 6.2 All online Advertising (including rich media) must comply with Fairfax's advertising specifications.
  - 6.3 Fairfax will measure online display and banner Advertising (including impressions delivered and clicks achieved) through its ad-serving systems. Results from Customer or third party ad-servers will not be accepted for the purposes of Fairfax's billing and assessment of Advertising.
  - 6.4 Fairfax is not liable for loss or damage from an internet or telecommunications failure.
  - 6.5 Customer acknowledges that Fairfax may at its discretion include additional features or inclusions such as third party advertisements within online classified Advertising.
7. Errors
  - 7.1 Customer must promptly check proofs of Advertising (if provided to the Customer by Fairfax) and notify Fairfax of any errors in the proofs or in published Advertising.
  - 7.2 Fairfax does not accept responsibility for any errors submitted by the Customer or its agent, including errors in Advertising placed over the telephone.
  - 7.3 Customer must send any claim for credit or republication in writing to Fairfax no later than 7 days after the date of publication of the Advertising.
8. Advertising Rates and GST
  - 8.1 The Customer must pay for Advertising, unless otherwise agreed, at the casual ratecard rate. Ratecard rates may be varied at any time by Fairfax without notice. Customer must pay GST at the time it pays for Advertising. Fairfax will provide a tax invoice or adjustment note (as applicable).
  - 8.2 Eligibility for discounts or rebates will be based on the Customer's GST-exclusive advertising spend.
9. Credit and Customer Accounts
  - 9.1 Fairfax may grant, deny or withdraw credit to a Customer at any time in its discretion. Customer must ensure that its Customer account number is available only to those employees authorised to use it. Customer acknowledges it will be liable for all Advertising placed under Customer's account number.
10. Payment
  - 10.1 The Customer must pre-pay for Advertising if required by Fairfax. If Advertising is on account, payment must be within 7 days of date of the invoice or, for certain Rural Press publications, within 21 days of the end of the month in which the invoice is issued. If a commercial account has been established with Fairfax, payment must be within 30 days of invoice date.
  - 10.2 If Customer fails to provide the copy for a booking by publication deadline, Customer will be charged unless a cancellation is approved by Fairfax. If Fairfax accepts Advertising after the deadline, it will be deemed out of specification. Customer has no claim against Fairfax for credit, republication or other remedy for out of specification Advertising.
  - 10.3 Customer must pay the full price for Advertising even if Fairfax varied the format or placement of the Advertising or if there is an error in the Advertising, unless the error was Fairfax's fault. Customer must pay its electronic transmission costs.
11. Failure to Pay and Other Breach
  - 11.1 If Customer breaches these terms, fails to pay for Advertising or suffers an Insolvency Event (defined in clause 11.2), Fairfax may (in its discretion and without limitation):
    - (a) cancel any provision of credit to Customer;
    - (b) require cash pre-payment for further Advertising;
    - (c) charge interest on all overdue amounts at the rate 2% above the NAB Overdraft Base Rate;
    - (d) take proceedings against the Customer for any outstanding amounts;
    - (e) recover Fairfax's costs including mercantile agency and legal costs on a full indemnity basis;
    - (f) cease publication of further Advertising or terminate an agreement for Advertising not published;
    - (g) exercise any other rights at law.
  - 11.2 A Customer suffers an 'Insolvency Event' if:
    - (a) Customer is a natural person and commits an act of bankruptcy; or
    - (b) Customer is a body corporate and cannot pay its debts as and when they fall due or enters an arrangement with its creditors other than in the ordinary course of business or passes a resolution for administration, winding up or liquidation (other than for the purposes of re-organisation or reconstruction); or has a receiver, manager, liquidator or administrator appointed to any of its property or assets or has a petition presented for its winding up.
- 11.3 Fairfax may withhold any discounts or rebates if Customer fails to comply with its payment obligations.
- 11.4 A written statement of debt signed by an authorised employee of Fairfax is evidence of the amount owed by the Customer to Fairfax.
12. Liability
  - 12.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of Fairfax in connection with the Advertising.
  - 12.2 Fairfax excludes all implied conditions and warranties from these terms, except any condition or warranty (such as conditions and warranties implied by the Competition and Consumer Act and equivalent State acts) which cannot by law be excluded ('Non-excludable Condition').
  - 12.3 Fairfax limits its liability for breach of any Non-Excludable Condition (to the extent such liability can be limited) and for any other error in published Advertising caused by Fairfax to the re-supply of the Advertising or payment of the cost of re-supply (at Fairfax's option).
  - 12.4 Subject to clauses 12.2 and 12.3, Fairfax excludes all other liability to the Customer for any costs, expenses, losses and damages incurred in relation to Advertising published by Fairfax, whether that liability arises in contract, tort (including by Fairfax's negligence) or under statute. Without limitation, Fairfax will in no circumstances be liable for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity.
  - 12.5 The Customer indemnifies Fairfax and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising.
13. Privacy
  - 13.1 Fairfax collects a Customer's personal information to provide the Advertising to the Customer and for invoicing purposes. Fairfax may disclose this personal information to its related bodies corporate, to credit reporting agencies and other third parties as part of provision of the Advertising and for overdue accounts, to debt collection agencies to recover amounts owing.
  - 13.2 Fairfax provides some published Advertising to third party service providers. Where such Advertising contains personal information, Customer consents to the disclosure of their personal information in the advertising to third parties and to the personal information being republished by a third party.
  - 13.3 Customers may gain access to their personal information by writing to the Privacy Officer, GPO Box 506, Sydney NSW 2001. Fairfax's privacy policy is at [www.fx.com.au](http://www.fx.com.au).
14. Confidentiality
  - 14.1 Each party will treat as confidential, and will procure that its advertising agents, other agents, and contractors ('Agents') treat as confidential and will not disclose, unless disclosure is required by law:
    - (a) the terms of this Agreement (including terms relating to volumes and pricing);
    - (b) information generated for the performance of this Agreement, including all data relating to advertising schedules, budgets, forecasts, booked advertising, prices or volumes;
    - (c) any other information that ought in good faith to be treated as confidential given the circumstances of disclosure or the nature of the information;
    - (d) any information derived wholly or partly for any information referred to in (a) to (c) above;
 Each party agrees to take all reasonable precautions to prevent any unauthorised use, disclosure, publication or dissemination of the confidential information by or on behalf of itself or any third party.
15. General
  - 15.1 These Terms, with any other written agreement, represent the entire agreement of the Customer and Fairfax for Advertising. They can only be varied in writing by an authorised officer of Fairfax. No purchase order or other document issued by the Customer will vary these Terms.
  - 15.2 Fairfax will not be liable for any delay or failure to publish Advertising caused by a factor outside Fairfax's reasonable control (including but not limited to any act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).
  - 15.3 Fairfax may serve notice on Customer by post or fax to the last known address of the Customer.
  - 15.4 These Terms are governed by the laws of the State in which the billing company for the Advertising is located and each party submits to the non-exclusive jurisdiction of that State.



**WA**today  
 .com.au

**More Information:** [www.adcentre.com.au](http://www.adcentre.com.au)

**VIC**

655 Collins Street,  
 Docklands VIC 3008  
 Phone: (03) 8667 2000

**NSW**

1 Darling Island Road  
 Pyrmont NSW 2009  
 Phone: (02) 9282 2833

**QLD**

Level 6,  
 340 Adelaide Street  
 Brisbane QLD 4000  
 Phone: (07) 3835 7540

**SA**

Level 1,  
 200 Greenhill Road,  
 Eastwood 5063  
 Phone: (08) 8212 1212

**WA**

Level 1,  
 169 Hay Street  
 East Perth WA 6004  
 Phone: (08) 9220 1575

**ACT**

9 Pirie Street  
 Fyshwick ACT 2609  
 Phone: (02) 6280 2122

