

# The Canberra Times

INDEPENDENT. ALWAYS.

Media Kit

2015



PRINT | ONLINE | MOBILE | TABLET | EVENTS

# Independent. Always.

## Our Ambition

**C**anberra is changing fast, becoming more vibrant and mature each day. It's one of the best places to live on earth and that's a secret no longer.

We set out every day to tell our city's exciting story, to tell our smart, highly engaged audience what's happening around them first and best.

We are curious. We want to know what's happening in our suburbs, just as we want to interpret how the nation and the world's big events affect us.

We want to break news. We want to be there when disaster hits. We want to be the watchdog that protects Canberrans, holding our government and institutions to account. Our fast-growing audiences demand this of us.

In 2015 The Canberra Times will continue to be the news source the city can depend on, every day, in print and online.

## Independent newsroom

At *The Canberra Times* we are proud of the words above our masthead: Independent. Always. These values of independence, shared by our sister Fairfax mastheads elsewhere, remind us that above all we are there to serve our readers.

They deserve to know that our reporting is honest, fair and balanced. They should know that whatever we are reporting on, from crime and politics to arts and entertainment, it is their interests that come first. That means getting both sides of a story. It means being honest with what we do and don't know. It means getting facts right.

We face tough situations. Our photographers and reporters are often challenged by those who don't want

us to tell a story. It might run against their commercial interests or it might embarrass them. Honest storytelling is essential to our brand, even when it's unpopular.

Change is happening fast in the media and we are responding fast. From when the early risers reach for their mobile phones or walk out onto the lawns for their paper, till the night owls put their iPad down beside their bed, *The Canberra Times* is where they can find news, opinion, sport and entertainment, presented with integrity.

We are responsive to our audiences in new ways, the distance between us and them closing fast by technology. In many ways they are our eyes and ears. They

look to us to find out more about what they've seen or heard. We give context and explanation and we do it in new and exciting ways.

In this evolving media environment, we don't let fairness and accuracy fall victim to speed.

Our independence, our dedication to honest and accountable journalism, has never been more important to us.



# AUDIENCE PROFILE | OVERVIEW



## Overview

All platforms

## Informed and discerning

The Canberra Times delivers a dynamic and interactive multimedia news experience across print, online, tablet and mobile platforms. With leading-edge innovation and flexible advertising solutions, we will help you effectively communicate with all consumers across our platforms.



*“The Canberra Times is the agenda setter in the Canberra media. Whether it’s in print, or online, it’s the best way to reach a wide audience.”*

## Audience Reach

Combined print and digital

806,000



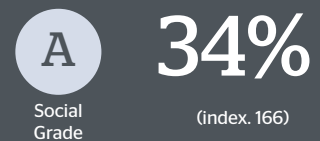
### Income (HH)



### The Canberra Times\*



### Demographics



Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending July 2014. Nielsen Online Ratings July 2014, People 14+ only. Total Audience: Print & Computer/Tablet/Mobile Web/App/PDF (net).

# AUDIENCE PROFILE | PRINT



**Newspapers**  
Monday - Sunday

## An inquiring and committed readership

The Canberra Times informs, entertains and reveals. The ACT audience is educated, plugged-in and cashed-up, and demands excellence from its most important media source. Living in the home of Australian politics, our readers expect the best in local, national and international news coverage. They need to know and they need to know now. That's why we provide high-quality content across print, online, tablet and mobile.



### Print Readership\*

**246,000**

**Circulation:#**

**24,040** **34,104** **22,567**  
MON-FRI (Ave) SATURDAY SUNDAY



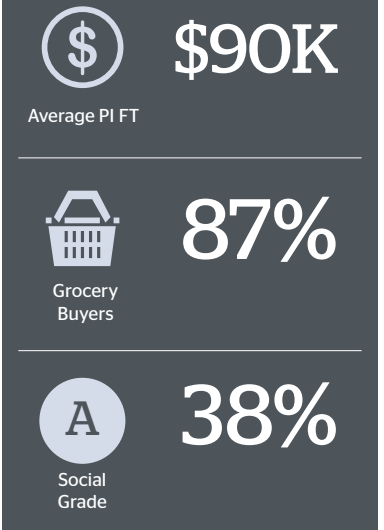
### Income (HH)\*



### The Canberra Times\*



### Demographics\*



Source: \*emma™ conducted by Ipsos MediaCT, 12 months ending July 2014, Nielsen Online Ratings July 2014, People 14+. #Audit Bureau of Circulations, Augnet paid print sales, June 2014.





**Online**

canberratimes.com.au

**Engaged and loyal**

Comprehensive coverage of business, technology, environment, travel, sport, entertainment and lifestyle content ranging from breaking news, in-depth analysis to useful daily information and snippets of pop culture.

We also encourage our readers to join the conversation and have their say through comments sections, ratings and blogs.



Through quality and innovation, canberratimes.com.au delivers an engaged and loyal audience.

**canberratimes.com.au**#

Unique Audience

**509,000**

**Page Views:#**

12,607,000

**Time:** (p/person)#

47min:08secs



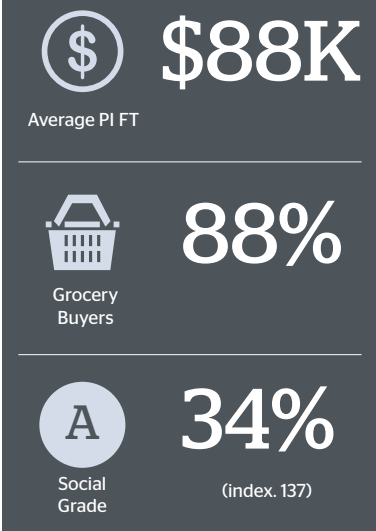
**Income (HH)\***



**The Canberra Times\***



**Demographics\***



Sources: #Nielsen Online Ratings, Hybrid, Jan 2014. \*emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Dec 2013, Nielsen Online Ratings, Dec 2013, people 14+ only.

# AUDIENCE PROFILE | MOBILE



## Mobile

M-site, Tablet and Apps

### An enhanced news experience

The Canberra Times dedicated mobile site has a strong focus on the latest breaking news. Readers can not only read articles and commentary on a wide range of topics, they can also watch video and view photos to help enhance their experience.

Our iPad app marries our top stories with the interactivity and engagement of the tablet to take the readers' news experience to another level.



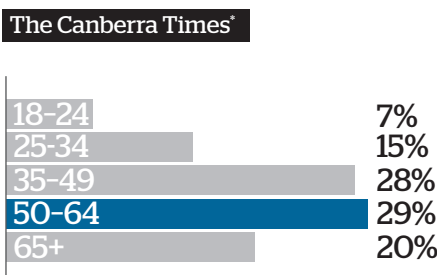
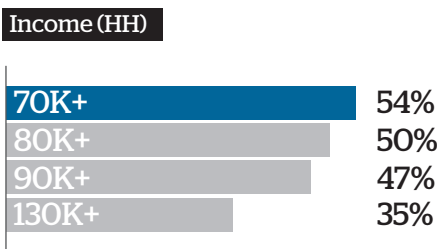
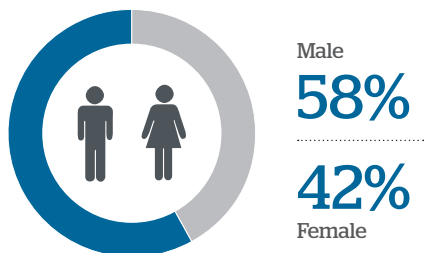
## Mobile/Tablet

**Mobile**

**Audience:** (Last 4 weeks)  
64,000

**Tablet**

**Audience:** (Last 4 weeks)  
81,000



**Demographics**

**\$93K**  
Average PI FT

**85%**  
Grocery Buyers

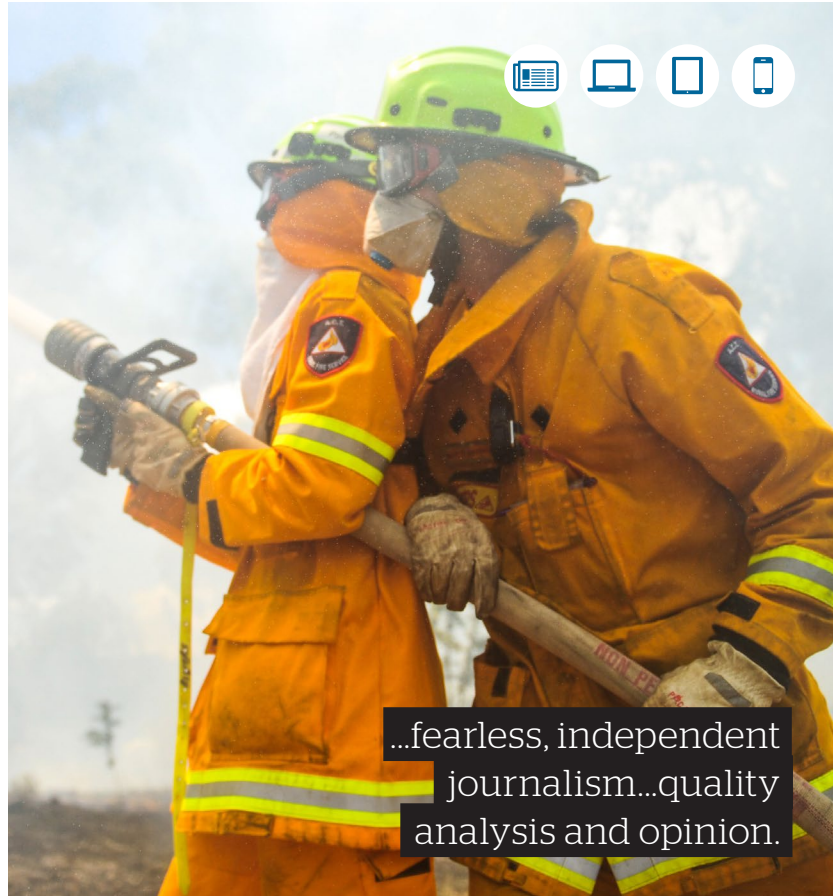
**A**  
Social Grade (index. 239)

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending July 2014. Web/App/PDF (net).



# SECTIONS

# The Canberra Times News



## News and Opinion

News, analysis and opinion.

*The Canberra Times* is proudly committed to fearless, independent and accurate journalism and to generating quality analysis and opinion. We also seek comment from our readers to guarantee fairness and balance in all that we do.

...fearless, independent  
journalism...quality  
analysis and opinion.

## News



### EGN

*The Canberra Times* is Canberra's No.1 source of daily news and information. Early General News (EGN) includes news, world, editorial, opinion, business and sport. Bringing you the latest information on the technological world, Computing publishes on a Monday.

S M T W T F S

## World



### World

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

S M T W T F S

## Opinion



### Opinion

The meeting place for those who like to be provoked, informed and entertained by ideas. Featuring opinion on issues that shape Canberra, the nation and the world and, of course, the destination page of letters to the editor. And it wouldn't be our opinion pages without a dose of David Pope, one of Australia's finest cartoonists.

S M T W T F S

## Review



### Times2

Monday to Friday, Times2 delivers lifestyle and feature content to enrich the lives of Canberrans. With crosswords, puzzles, horoscopes, comics, arts and entertainment, movie listings and more.

S M T W T F S

# The Canberra Times

# Business

## Business and Finance

Business, finance and analysis

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.

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

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



Up-to-the-minute business, finance, market and stock coverage - every day.



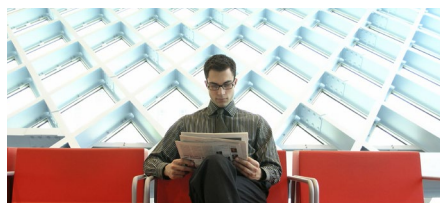
## BusinessDay

### 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.



S M T W T F S



## PSI

### PSI

The Public Sector Informant is a monthly lift-out that is also distributed freely to Canberra's many government offices. It provides high-quality analysis and opinion on the politics and practice of public administration, the ACT's biggest industry. The Informant's writers include former top-ranking public servants as well as national experts in fields such as management and law. Its readers, senior government executives, are among the most influential people in country.



S M T W T F S



## Money

### Money

A complete guide to personal finance to an audience who want to make money and grow their money.

Tackling the issues that affect us all, whether it's mortgages, super, tax or retirement, *Money* arms its audience with the knowledge to make smart decisions on their personal finance.



S M T W T F S



The Canberra Times  
**Sport**

**Sports Overview**

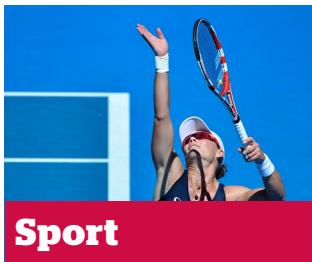
Sport, commentary, analysis.

Our coverage of the world of sport is comprehensive across the week. Sport provides award-winning, commentary and information coupled with spectacular photography of every major sporting code, including the NRL, Rugby, Cricket, AFL and much more.

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



The athletes and action that excite you



**Sport**

**Sport**

Our print and online sections continue a tradition of breaking news, comment and feature writing. Our reporters give Canberra audiences the premier reporting on their most loved teams, such as the Brumbies, Raiders and Capitals. And we take them deep into the lives of the athletes, to give the human context of the sports they love.



S M T W T F S



**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.



S M T W T F S



**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.



S M T W T F S



**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.



S M T W T F S



The Canberra Times

# Arts

**Arts and Entertainment**  
Monday, Thursday and Saturday

The Canberra Times and 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 arts and entertainment journalists generate stories feeding an insatiable demand for this content.

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



Behind the scenes of entertainment, arts and culture.



## THE GUIDE

### Television

The Guide appears in every edition of Monday's Canberra Times and provides the ultimate guide to TV viewing. With two pages dedicated to each day's programming, it satisfies the most discerning TV viewer – for both Pay TV and free-to-air.



S M T W T F S



## Fly

### Fly

Fly is Canberra's most comprehensive gig guide of all things music and local entertainment featuring artist interviews, album reviews, socials and a list of shows to see and do over the weekend.



S M T W T F S



## Panorama

### Panorama

Panorama is a 48-page tabloid magazine lift-out published every Saturday, packed with quality features, arts and entertainment news alongside the best literary pages in Australia. In a city with a stronger-than-average interest in the arts, Panorama is key reading for those interested in arts and entertainment culture. Panorama includes features, books, arts, film, technology, food and drink, and the 'weekender' guide.



S M T W T F S



The Canberra Times

**Lifestyle**

**Health, Travel and Lifestyle**

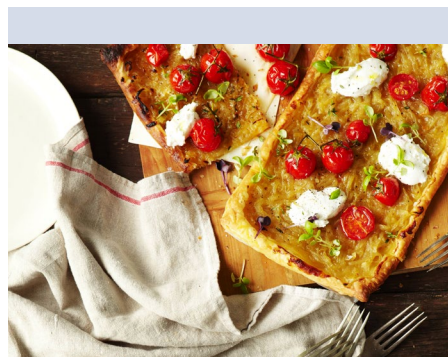
Health, Travel and Lifestyle

Be inspired by our variety of lifestyle sections, from food to home to travel. Our lifestyle audiences are passionate and discerning, looking to feed their minds and bodies.

[canberratimes.com.au/lifestyle](http://canberratimes.com.au/lifestyle)



An audience passionate about food, travel, health and lifestyle.



**Food & Wine**

**Food & Wine**

Food & Wine is one of Canberra's favourite weekly publications. With a focus on eating out, eating in, food and drink, recipes, restaurant reviews and special features, this culinary delight has gone one step further in giving quality reading a contemporary feel.



S M T **W** T F S



**Relax**

**Relax**

Sunday magazine of *The Canberra Times*, Relax covers insightful features on lifestyle, food, travel, gardening, health and well-being. It's the perfect read for the weekend with lots of recipe ideas, gardening tips, fashion and beauty must-haves, and much more.



**S** M T W T F S



**Travel**

**Travel**

Travel offers in-depth and informative articles, tips and pictures on places to visit around Australia and abroad. Published every Saturday in broadsheet, Travel showcases a range of holiday getaways recommended by our trusted travel writers.



**S** M T W T F **S**

The Canberra Times  
Marketplaces

Property, Employment  
and Automotive

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

Prime positions to connect  
with your audience.



Property

The Canberra Time is synonymous with property in the ACT. Published every Saturday, Domain comprehensively covers the real estate market across both metropolitan and regional areas.

The section features market news and information, inspection and auction listings, house of the week, a weekly suburb profile, commentary on the rental market and a regular section on coast and country living as well as extensive and visually engaging listings of properties for sale.

S M T W T F S



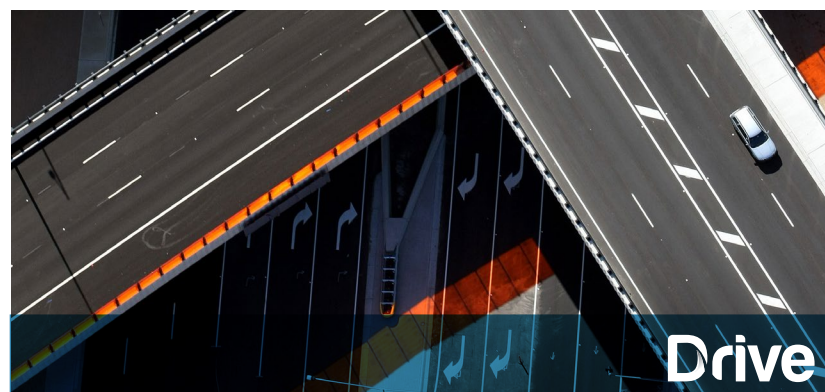
Employment

Appearing in Saturday's Canberra Times, Jobs is read by thousands of professionals every week. Our quality editorial content attracts high quality, active and passive candidates.

Place your listing next to intelligent editorial content or gather extra exposure with a prime position putting your job in the first six editorial pages of Jobs.



S M T W T F S



Automotive

The Canberra Times automotive section, Drive helps readers choose and change their car with confidence by making motoring easier.

Our writers are passionate, authoritative automotive experts with more than 200 years of experience in motoring. They take the reader behind - the - scenes with trusted news and reviews. Plus tips, advice, finance, insurance and maintenance, Drive is there for the entire car journey.



S M T W T F S



The Canberra Times  
Magazines

Inserted magazine

Monday

Combined, our magazines with their vision and strong editorial philosophy of quality, trust and integrity offer unparalleled access to the minds, homes and hearts of the most significant and influential segment of Canberra.



In the City

In the City

In the City is a unique magazine in the Canberra media landscape, with a strong following and two Pacific Area Newspaper Association Awards under its belt. It promotes the people, places and events of the rich, vibrant and ever-changing city centre through feature articles, sleek design and eye-catching photography. It is published quarterly in *The Canberra Times* and distributed across the city.



S M T W T F S



See Canberra

See Canberra

Aimed at locals, families and visitors to the nation's capital, See Canberra is a quarterly publication with an extended distribution across the ACT and New South Wales. It showcases the best events, exhibitions and activities the Canberra region has to offer, from the latest shows at the Canberra Theatre to winery tours and music festivals.



S M T W T F S



Canberra Style

Canberra Style

With a focus on contemporary design and the latest trends in fashion, beauty, homewares, art and architecture, Canberra Style offers high-end stories for Canberra's style lovers. It is published biannually in *The Canberra Times* and distributed across the city, and features regular features on stylish and innovative Canberrans as well as the latest products and trends from international runway shows.



S M T W T F S

**Advertising shapes**

The Canberra Times



Broadsheet 550x380  
Compact 374x260  
Magazine 295x241



Broadsheet 380x242  
Compact 280x194  
Magazine 221x180



Broadsheet 540x172  
Compact 374x129  
Magazine 295x120

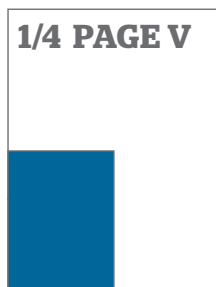


Broadsheet 280x380  
Compact 186x260  
Magazine 147x241

All dimensions shown in mm's (Height x Width)



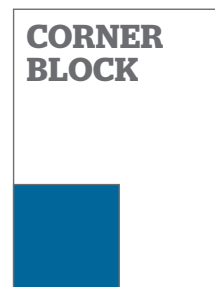
Broadsheet 200x380  
Compact 139x260  
Magazine 110x241



Compact 186x129  
Broadsheet 280x172  
Magazine 145x120



Compact 92x260  
Broadsheet 140x380  
Magazine 73x241



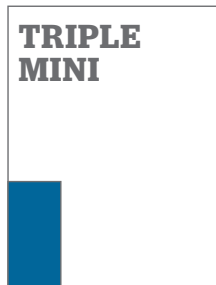
Compact 139x129  
Broadsheet 200x172  
Magazine 110x120



Compact 92x129  
Broadsheet 140x172  
Magazine 110x120



Compact 45x260  
Broadsheet 70x380  
Magazine 36x241



Compact 139x63  
Broadsheet 200x103  
Magazine 110x59



Compact 92x63  
Broadsheet 140x103  
Magazine 73x59



Compact 45x129  
Broadsheet 70x172  
Magazine 36x120



Compact 45x63  
Broadsheet 100x68  
Magazine 36x59

**Digital Solutions**

The Canberra Times digital platforms offer a variety of digital solutions across online, mobile and tablet to cater to your requirements

**Strategic Features**

Strategic Features are unique publications created around topics of interest driven by audience, editorial and consumer needs. We offer our clients the opportunity to connect with the Fairfax audience across print, online and tablet.

**Direct Marketing**

Our Direct Marketing service specialises in the delivery of direct response driven media solutions comprising of newspaper inserts/catalogues, bespoke printing, adhesive note advertising as well as a vast array of creative executions and paper stocks.

Contact your Fairfax Media Sales Representative for further details.



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



**ADVERTISING RATES | PRINT****15****Advertising Rates - The Canberra Times**

Rates effective from March 1, 2014. Positional loadings still apply.

\*Rates are inclusive of Colour and exclude GST

<b>PAPER</b>	<b>Broadsheet EGN</b>		<b>Compact Sections</b>		
<b>SHAPE</b>	<b>M-F</b>	<b>SAT</b>	<b>M-F</b>	<b>SAT</b>	<b>SUN</b>
Full Page	\$13,581.04	\$16,663.02	\$5,892.60	\$7,229.91	\$6,405.00
Junior Page	\$5,971.17	\$7,326.22	\$3,382.25	\$4,066.82	\$3,602.81
1/2 page V	\$6,173.20	\$7,574.10	\$3,062.00	\$3,643.44	\$3,202.50
1/2 page H	\$6,913.98	\$8,482.99	\$3,062.00	\$3,643.44	\$3,202.50
Large strip	\$4,938.56	\$6,059.28	\$2,421.50	\$2,857.58	\$2,401.88
1/4 page V	\$3,232.80	\$3,855.90	\$1,781.00	\$2,071.72	\$1,601.25
1/4 page strip	\$3,506.08	\$4,241.49	\$1,781.00	\$2,071.72	\$1,601.25
Corner Block	\$2,452.00	\$2,895.00	\$1,460.75	\$1,678.79	\$1,200.94
Postcard	\$1,866.40	\$2,176.50	\$1,140.50	\$1,285.86	\$800.63
Mini strip	\$2,003.04	\$2,344.15	\$1,140.50	\$1,285.86	\$800.63
Triple Mini	\$1,671.20	\$1,937.00	\$980.38	\$1,089.39	\$600.47
Stacked Mini	\$1,319.84	\$1,505.90	\$820.25	\$892.93	\$400.31
Movie Ticket	\$1,183.20	\$1,338.25	\$820.25	\$892.93	\$400.31
Mini	\$890.40	\$979.00	\$660.13	\$696.46	\$200.16

NOTE: Information correct at time of publishing. For current information, please refer to [http://adcentre.com.au/ad\\_spec\\_categories/newspaper](http://adcentre.com.au/ad_spec_categories/newspaper)  
Detailed technical specifications available [www.adcentre.com.au](http://www.adcentre.com.au)

**Advertising Rates - The Canberra Times**

Rates effective from March 1, 2014. Positional loadings still apply.

\*Rates are inclusive of Colour and exclude GST

<b>MAGAZINES</b>	<b>PSI</b>	<b>FOOD &amp; WINE / RELAX</b>	<b>PANORAMA</b>
<b>SHAPE</b>	<b>COMPACT SIZE</b>	<b>MAGAZINE SIZE</b>	<b>MAGAZINE SIZE</b>
Full Page	\$3,072.92	\$2,703.09	\$4,266.56
Junior Page	\$1,729.08		
1/2 page V	\$1,536.96	\$1,351.54	\$2,383.28
1/2 page H	\$1,536.96	\$1,351.54	\$2,383.28
Large strip	\$1,152.72	\$1,013.66	\$1,912.46
1/4 page V	\$768.48	\$675.77	\$1,441.64
1/4 page strip	\$768.48	\$675.77	\$1,349.19
Corner Block	\$576.36	\$506.83	\$1,206.23
Postcard	\$384.24	\$337.89	\$970.82
Mini strip	\$384.24	\$337.89	\$970.82
Triple Mini	\$288.18	\$253.41	\$853.12
Stacked Mini	\$192.12	\$168.94	\$735.41
Movie Ticket	\$192.12	\$168.94	\$735.41
Mini	\$96.06	\$84.47	\$617.71

NOTE: Information correct at time of publishing. For current information, please refer to [http://adcentre.com.au/ad\\_spec\\_categories/newspaper](http://adcentre.com.au/ad_spec_categories/newspaper)  
Detailed technical specifications available [www.adcentre.com.au](http://www.adcentre.com.au)



# LOADINGS & DEADLINES

## Canberra Times general news advertising deadlines

	Booking Deadline	Copy Deadline	Material Deadline	Cancellation Deadline
<b>Monday</b>	4pm Thursday	4pm Thursday	Noon Friday	4pm Thursday
Times2	4pm Thursday	4pm Thursday	Noon Friday	4pm Thursday
TV Guide	4pm Wednesday	4pm Wednesday	12pm Thursday	4pm Wednesday
<b>Tuesday</b>	4pm Friday	4pm Friday	4pm Monday	4pm Friday
Times2	4pm Friday	4pm Friday	Noon Monday	4pm Friday
<b>Wednesday</b>	4pm Monday	4pm Monday	Noon Tuesday	4pm Monday
Times2	4pm Monday	4pm Monday	Noon Tuesday	4pm Monday
Food & Wine	4pm Tuesday week prior	4pm Thursday week prior	Noon Thursday week prior	4pm Tuesday week prior
<b>Thursday</b>	4pm Tuesday	4pm Tuesday	Noon Wednesday	4pm Tuesday
Times2	4pm Tuesday	4pm Tuesday	Noon Wednesday	4pm Tuesday
Fly	2pm Tuesday	4pm Tuesday	Noon Wednesday	2pm Tuesday
<b>Friday</b>	4pm Wednesday	4pm Wednesday	Noon Thursday	4pm Wednesday
Times2	4pm Wednesday	4pm Wednesday	Noon Thursday	4pm Wednesday
<b>Saturday</b>	4pm Thursday	4pm Thursday	Noon Friday	4pm Thursday
Drive	10am Wednesday	4pm Wednesday	Noon Thursday	10am Wednesday
Panorama	11am Wednesday	4pm Wednesday	Noon Thursday	11am Wednesday
<b>Sunday</b>	4pm Thursday	4pm Thursday	Noon Friday	4pm Thursday
Relax	10am 6 working days prior	10am 6 working days prior	Noon Monday	10am 6 working days prior

### Loadings

Front pg + 130%\*,  
 pg 2 & 4 + 25%  
 pg 3 + 30%  
 All other guaranteed right hand pages + 25%  
 For any other special positions please contact your account manager.

All rates are inclusive of colour and exclude GST. Rates effective as of March 4, 2013.

Bookings and cancellations of any display advertisement will not be accepted without charge by the publisher after the times specified in the table left and on the previous page.

Special feature supplements usually require earlier deadlines which will be advised where applicable.

All cancellations must be confirmed in writing or by email prior to cancellation deadline and no subsequent claims will be considered unless this condition has been observed.

100 per cent space charge may apply if material fails to arrive in time for publication. No responsibility is accepted by *The Canberra Times* for material received outside designated deadlines.

## Canberra Times classifieds display advertising deadlines

	Display Ads - Press ready		Display Ads - To be set				Lineage
	Bookings	Copy	Bookings	Copy	Corrections	Final	
Domain (Saturday)	2pm Wednesday	Noon Thursday	5pm Tuesday	5pm Tuesday	5pm Wednesday	Noon Thursday	2pm Thursday
Jobs (Saturday)	5pm Thursday	Noon Friday	5pm Wednesday	5pm Wednesday	2pm Thursday	Noon Friday	Noon Friday
Drive (Saturday)	5pm Thursday	Noon Friday	5pm Thursday	5pm Thursday	Noon Friday	2pm Friday	3pm Friday
All other classifications	5pm 2 days prior	Noon 1 day prior	5pm 2 days prior	5pm 2 days prior	Noon 1 day prior	2pm 1 day prior	3pm* 1 day prior

\*Sat / Sun / Mon Edition closes 3pm Friday

# DIGITAL EXAMPLES | DESKTOP

## Superking Gutters

Superking Gutters are the premium variety of Gutter treatments with extended screen real estate accessible for higher creative impact and ad effectiveness. Gutter images are displayed outside of the site's boundaries, providing a strong presence for your marketing messages and are shown to users with adequate screen resolution and screen real-estate.



## Gutters

Gutter images are displayed outside of the site's boundaries, providing a strong presence for your marketing messages and are shown to users with adequate screen resolution and screen real-estate.

Contact your Fairfax Media Sales Representative for further details.

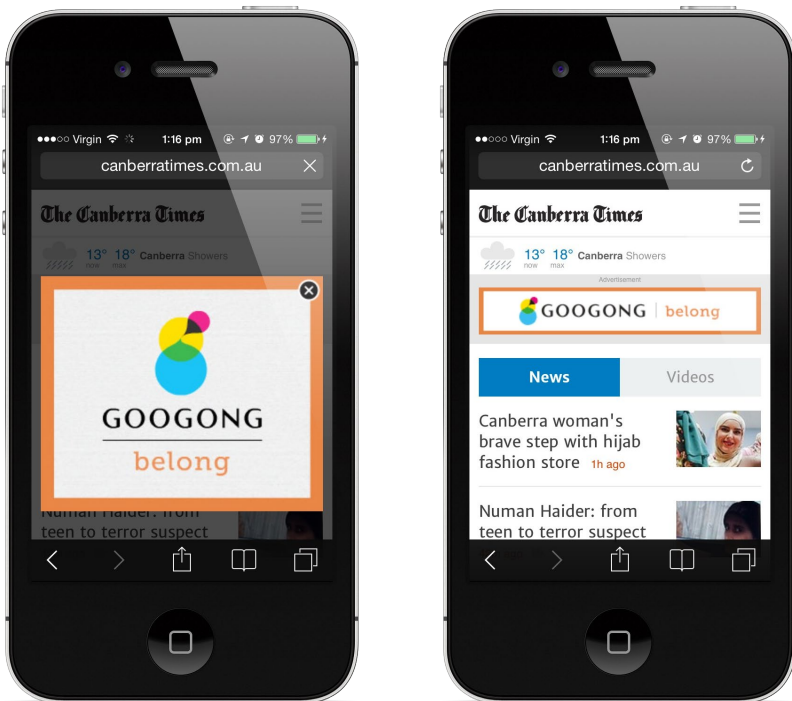


www.adcentre.com.au



**Mobile Full Page Rich Media**

The Mobile Rich Media Full Page Ad tUnit is a full screen ad experience with sight, sound, motion, and interaction capabilities. It is designed to responsively fit across mobile devices with consistent behaviour that keeps the viewer firmly in control.



**Mobile OTP**

The Mobile Over The Page ad is an auto-initiated rich media ad type executed in a HTML5 environment. Upon completion of the page-load, either a 300x250px OTP or 300x400px OTP displays on top of a "Lightbox" style semi-transparent overlay, covering the site content for 8 seconds before collapsing into its accompanying standard Mobile Banner.

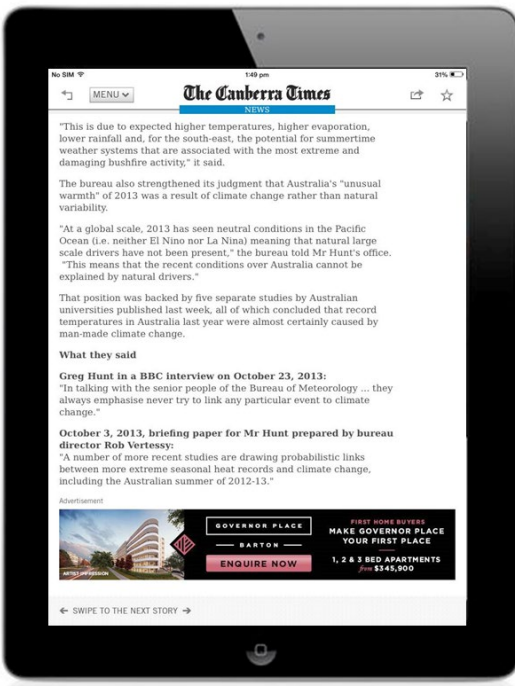
**Contact your Fairfax Media Sales Representative for further details.**



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

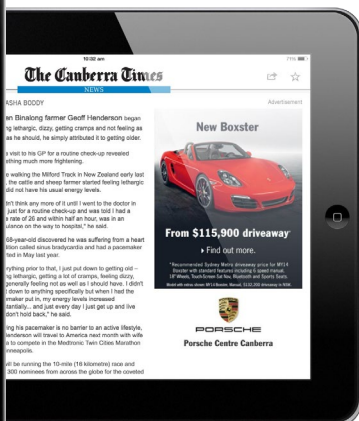
Tablet Full Page Static

The Tablet Full Page Static Advertisement creative comprises a single page advert with optimized versions for both portrait and landscape orientation. Video and additional functionality available.



In Article ads for tablets

In-line tablet creative comprises of the Tablet Rectangle or TRec and the Tablet Board or TBoard



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www.adcentre.com.au





## Booking and Material Procedure

### Booking Procedure

Verbal bookings must be confirmed in writing. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the Fairfax Media representative and follow through with amended confirmation. Confirmations and verbal bookings must tally. Where there is discrepancy between verbal bookings and confirmation, the Company will not be liable unless confirmation is received 3 working days prior to booking deadline.

### Cancellation Procedure

Cancellations must be made verbally and confirmed in writing prior to the cancellation deadline. Please note the cancellation number quoted by the Fairfax Media representative and their name. All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

### Terms and Conditions

All advertising services are governed by Fairfax Media Terms and Conditions of Advertising. Fairfax Media reserves the right to modify this ratecard or its Terms and Conditions at any time without prior notice.

100% space charge will apply when material fails to arrive in time for publication. No responsibility will be accepted for material arriving outside designated deadlines.

### Advertising Material and Specifications

Please note that Fairfax Media will only accept material via electronic transmission. Fairfax Media operates new advertising quality assurance measures for *The Canberra Times*. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication. To facilitate this, Fairfax Media has certified a number of methods for Quality Assurance testing and ad delivery (fees and charges apply):

Adstream • (+61) 02 9467 7500

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

Adsend Australia • (+61) 02 8689 9000

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

Digital Ads International SENDlite •

(+61) 02 9818 1965

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

Fairfax Ad Designs • (+61) 02 8777 6956

[addesigns@fairfaxmedia.com.au](mailto:addesigns@fairfaxmedia.com.au)

For further information please refer to our website [www.adcentre.com.au](http://www.adcentre.com.au) or contact the Advertising Production Unit: 1300 666 326.

**Note: All rates are in Australian Dollars.**

Information correct at time of publishing. For current information, please refer to [http://adcentre.com.au/ad\\_spec\\_categories/newspaper](http://adcentre.com.au/ad_spec_categories/newspaper)

# 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.fxj.com.au](http://www.fxj.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.



Fairfax Media



## The Canberra Times

We believe in having your finger on the pulse. We believe in chasing, in unearthing and in discovering the world around us.

### The Canberra Times

9 Pirie St  
Fyshwick ACT  
Phone: (02) 6280 2122

### Agencies

Gulliver Orr Fletcher Burrows  
Level 7 157 Walker Street,  
North Sydney NSW 2606  
Phone: (02) 9922 2677

Brown Orr Fletcher Burrows  
419 Malvern Road,  
South Yarra VIC 3141  
Phone: (03) 9826 5188

The Media Workshop  
PO Box 1191,  
Spring Hill QLD 4004  
Phone: (07) 3839 4100

Hogan Media  
PO Box 8,  
Subiaco WA 6904  
Phone: (08) 9381 3991



**For more information visit:**  
[www.adcentre.com.au](http://www.adcentre.com.au)