

THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY GAME THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES

The Cairns Post

advertising rates

13/14

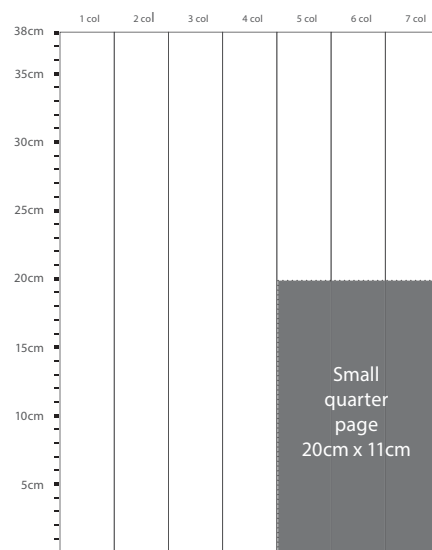
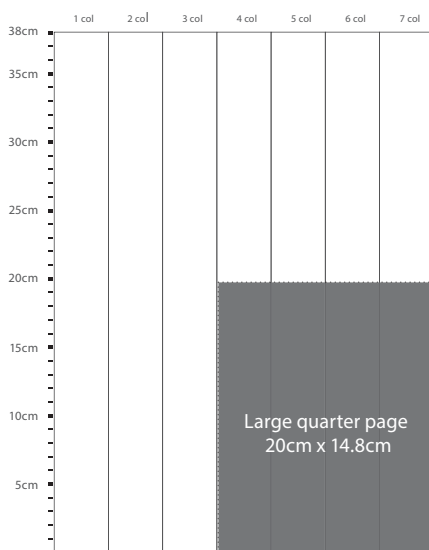
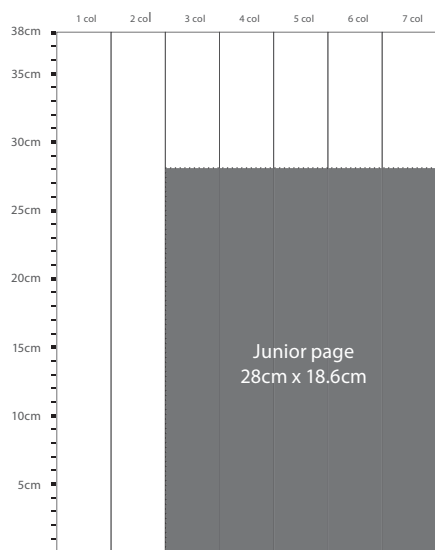
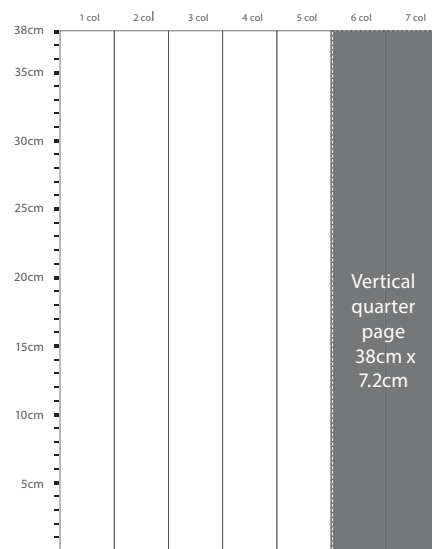
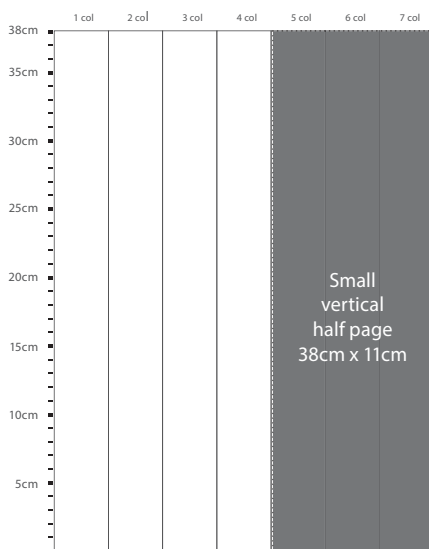
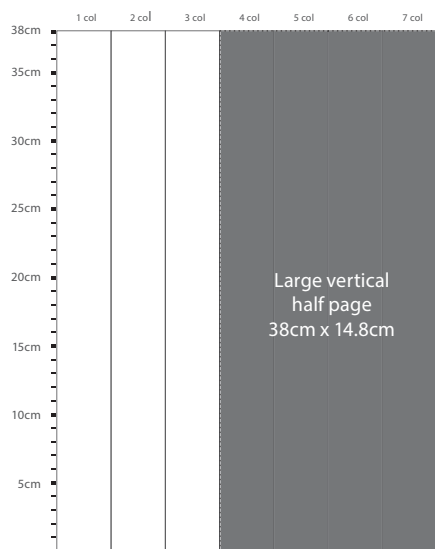
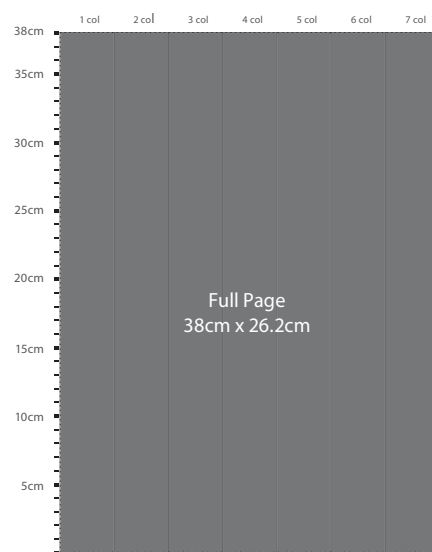
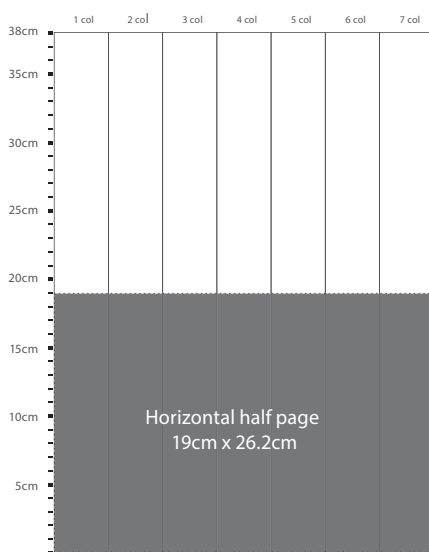
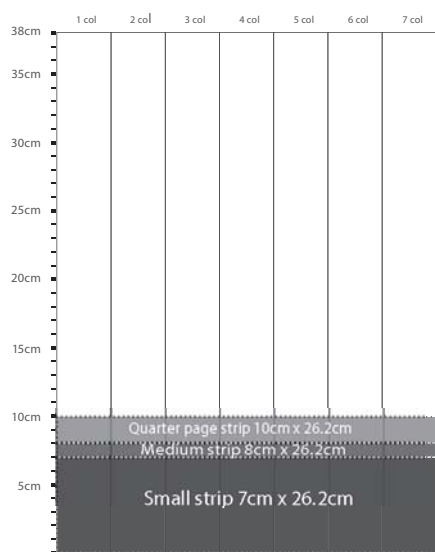
DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FY14.8 FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT TV PLUS FRIDAY FISHING FORM GUIDE CAREERONE WEEKENDER PROPERTY CARSGUIDE CAIRNS SUN TABLELANDS ADVERTISER TABLELANDER FEATURES PORT DOUGLAS & MOSSMAN GAZETTE INSERTS CAIRNSEYE HOME & GARDEN BUSINESSWEEK HERO MAGAZINE TROPICAL DINING GUIDE TROPICAL WEDDINGS CAIRNS.COM.AU MAGAZINE CAIRNS.COM.AU EVENTS PROMOTIONS SPONSORSHIPS DESIGN COPYWRITING COMMERCIAL PRINTING MARKETING INSIGHTS RESEARCH INDUSTRY PROFILES CONSUMER PROFILES CREATIVE SOLUTIONS CASE STUDIES THE CAIRNS POST THE WEEKEND POST YOUR MONEY MONDAY SPORTS THE DIGITAL LIFE PEOPLE EXCHANGE BIZINDEX BUSINESSWEEK TIMEOUT

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STANDARD ADVERTISING SIZES

The Cairns Post 2012/13



CONTACTS

The Cairns Post & Cairns Sun
22-24 Abbott Street
(PO Box 126)
Cairns Qld 4870

ABN: 79 009 655 752

Advertising Ph: (07) 4052 6924
Email: advertising@tcp.newsltd.com.au

Editorial Ph: (07) 4052 6666
Email: editorial@tcp.newsltd.com.au

Tablelands Advertiser
226 Byrnes Street
Mareeba Qld 4880
Ph: (07) 4092 8900
Email: advertising@tablelandnewspapers.com.au

Tablelander
53 Mabel Street
Atherton Qld 4883
Ph: (07) 4028 5100
Email: advertising@tablelandnewspapers.com.au

Port Douglas & Mossman Gazette
Level 1, Saltwater Bldg
Cnr Grant & Macrossan Street
Port Douglas Qld 4871
Ph: 4099 8551
Email: gazette@tcp.newsltd.com.au

MATERIAL SPECIFICATIONS

Column Widths

| | DISPLAY (mm) | CLASSIFIEDS (mm) | TV PLUS (mm) |
|----------|-----------------|---------------------|-----------------|
| 1 column | 33 | 31 | 24 |
| 2 column | 72 | 64 | 52 |
| 3 column | 110 | 97 | 80 |
| 4 column | 148 | 130 | 108 |
| 5 column | 186 | 163 | 136 |
| 6 column | 224 | 196 | 164 |
| 7 column | 262 | 229 | - |
| 8 column | - | 262 | - |

Advertisement Specifications

TABLOID IMAGE SIZE

| | |
|--------------------|-------------------------------------|
| Single Page | 380mm x 262mm (no bleed) |
| Double Page Spread | 380mm x 544mm (20mm page gutter) |
| Column Depth | 380mm |
| Column Width | 33mm |
| Bleed | 25mm |

DISPLAY ADVERTISING

| | |
|------------------|---------------|
| Columns Per Page | (7 col) 262mm |
| Gutter Space | 4.2mm |

ACCEPTABLE SIZES

| | |
|-------------|---|
| 1-5 Columns | Minimum size 30mm to 300mm then 380mm |
| 7 Columns | 60mm to 260mm then 380mm |

NOTE: 6 column display advertisements are not available.
Supplied material that does not meet specifications will be charged as per The Cairns Post size requirements.

CLASSIFIED ADVERTISING

| | |
|------------------|-----------|
| Columns per page | 8 columns |
| Gutter Space | 2mm |

PROOFS

ONE PROOF IS SUPPLIED FOR CHECKING PURPOSES ONLY (not for revision of copy or layout style).

SUPPLIED MATERIAL

- All material supplied complete is to have a proof attached.
- The Cairns Post is unable to change or alter any copy supplied complete.

ELECTRONIC TRANSFER

- Mechanical specifications are likely to change with increasing technology, please contact our Advertising Design Centre on 07 4052 6905 for updated specifications.
- The Cairns Post is a Mac / PC environment.
- The Cairns Post will accept Quickcut and WebSend.
- A test file is required to ensure the best possible reproduction of advertisements.

DISKS

- Artwork to be supplied on CD, DVD or USB.
- A hard copy proof of the ad must also be supplied.
- All fonts are to be embedded.
- Advertisements to be saved as a PDF, with the bounding box the exact size of the ad.
- FULL/SPOT COLOUR ADS: to be saved as a single file composite with CMYK process separation.
- PC/Mac colour format.

E-MAIL

operations@tcp.newsld.com.au

Please supply a contact name and phone number in your e-mail.

Advertisements to be supplied as a HIGH RESOLUTION PDF (must be x-1a compliant) or JPG only.

- No larger than 4.0MB. Please contact operations on the above email if file is larger than 4.0MB.
- All fonts must be embedded.
- All e-mails to The Cairns Post are to include the following information: client's name and phone number, advertisement size, colour, publication date and advertising representative's name.
- Text only as a word document
- Photos/logo as tiff, eps, jpg. Word documents will not be accepted

SCANNED IMAGES

- Images are to be cropped in scan application
- Line work scan resolution: 300 dpi
- Greyscale scan resolution: 200 dpi
- CMYK scan resolution: 200 dpi
- CMYK scans use GCR with
 - Maximum black: 85%
 - Total ink weight: 240%
 - Expect dot gain: 30%

- Save images as CMYK for process colour (Please do not use RGB mode).

PROGRAMS SUPPORTED

- Indesign CS
- Photoshop CS
- Acrobat V4

BLEED

- For bleed specifications, please contact your account executive.



THE CAIRNS POST MON - FRI

The Cairns Post is Tropical North Queensland's only daily newspaper and has been a trusted part of the community for more than 130 years. Leading the way in the local media market, The Cairns Post reaches an unparalleled audience of thousands of residents every week day.

Display Advertising Rates - Colour Inclusive

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual Rate | | \$17.34 | \$1.73 | \$19.07 |
| \$18,000 | 6% | \$16.30 | \$1.63 | \$17.93 |
| \$34,000 | 12% | \$15.26 | \$1.53 | \$16.79 |
| \$48,000 | 17% | \$14.39 | \$1.44 | \$15.83 |
| \$70,000 | 27% | \$12.66 | \$1.27 | \$13.93 |
| \$130,000 | 32% | \$11.79 | \$1.18 | \$12.97 |
| \$192,000 | 33% | \$11.62 | \$1.16 | \$12.78 |
| \$310,000 | 35% | \$11.27 | \$1.13 | \$12.40 |
| \$428,000 | 36% | \$11.10 | \$1.11 | \$12.21 |
| \$541,000 | 37% | \$10.92 | \$1.09 | \$12.01 |

Preferred Positions

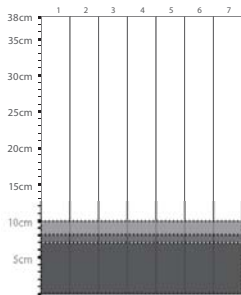
| Positions | % Loading |
|---------------------------------|-----------|
| Page 1 | 100% |
| Page 2 - 7 | 50% |
| Page 8 - 15 | 30% |
| Back Page | 50% |
| 1 st page in section | 20% |
| Any other requested page | 20% |

The Cairns Post Deadlines

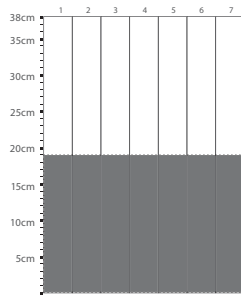
| Edition | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
|---------------|------------------|------------------------|-----------------------------|----------------------------|
| Monday EGN | Friday 9am | Friday 9am | Friday 4pm | Friday 2pm |
| Tuesday EGN | Friday 11am | Friday 11am | Monday 4pm | Monday 2pm |
| Wednesday EGN | Monday 2pm | Monday 2pm | Tuesday 4pm | Tuesday 2pm |
| Thursday EGN | Tuesday 2pm | Tuesday 2pm | Wednesday 4pm | Wednesday 2pm |
| Friday EGN | Wednesday 2pm | Wednesday 2pm | Thursday 4pm | Thursday 2pm |

Standard Advertising Sizes

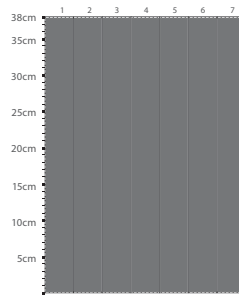
1/4 page strip 10cm x 26.2cm
Medium strip 8cm x 26.2cm
Small strip 7cm x 26.2cm



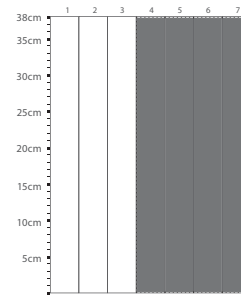
Horizontal 1/2 page
19cm x 26.2cm



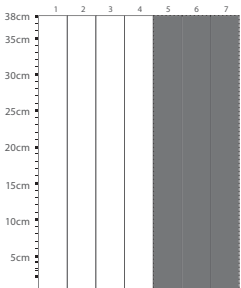
Full page
38cm x 26.2cm



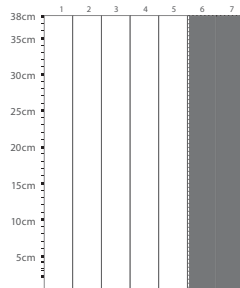
Large vertical 1/2 page
38cm x 14.8cm



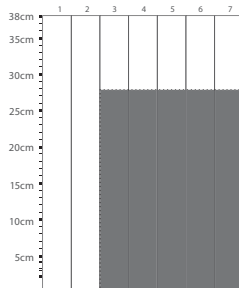
Small vertical 1/2 page
38cm x 11cm



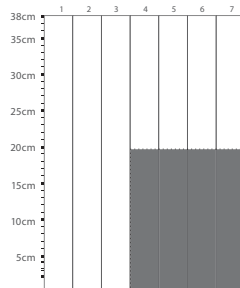
Vertical 1/4 page
38cm x 7.2cm



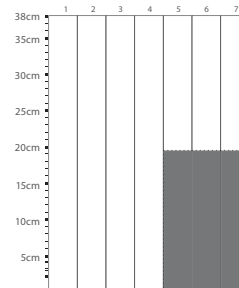
Junior page
28cm x 18.6cm



Large 1/4 page
20cm x 14.8cm



Small 1/4 page
20cm x 11cm





YOUR MONEY THE CAIRNS POST - MONDAY

Featured in Monday's line-up, Your Money is a user-friendly guide to managing the family budget and personal finance. Attracting both financially interested and savvy readers, it covers all things money, including trading and the stock market, superannuation, loans, financial planning, investments, mortgages, tax, small business, interest rates, debt, credit and financial advice.

| Your Money Rates - Colour Inclusive | | | | |
|-------------------------------------|------------|---------------|--------|-----------------|
| Usage Level (cms) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.60 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

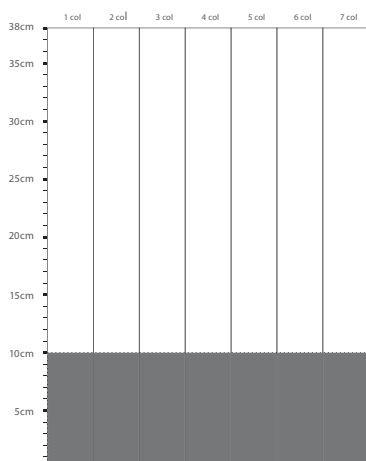
Please contact us for full page rates

| Your Money Deadlines | | | | |
|----------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Your Money | Wednesday 5pm | Thursday 12 noon | Friday 4pm | Friday 2pm |

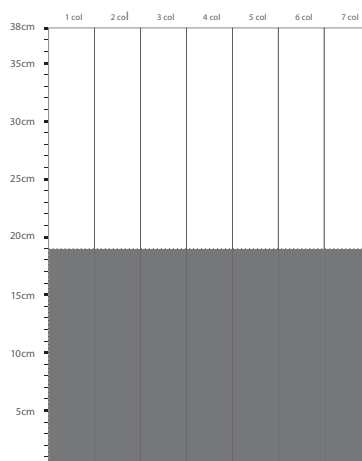
| Preferred Positions | | |
|---------------------------------|--------------------------------|-----------|
| Positions | Maximum Size | % Loading |
| 1 st page in section | 1/4 page 10cm x 26.2cm | 20% |
| Any other requested page | See Standard Advertising Sizes | 20% |

Standard Advertising Sizes

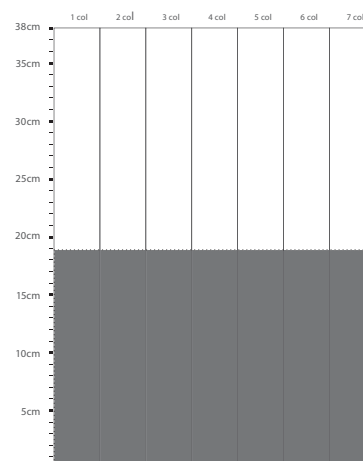
Front Page (Colour)
1/4 page 10cm x 26.2cm



Page 2 & 3
Up to Horizontal 1/2 Page
up to 19cm x 26.2cm



Back Page (Colour)
Up to Horizontal 1/2 Page
up to 19cm x 26.2cm





MONDAY GAME - THE CAIRNS POST MONDAY

Monday Game is a revamped sport section delivering awesome commentary, analysis and a wrap-up of weekend results.

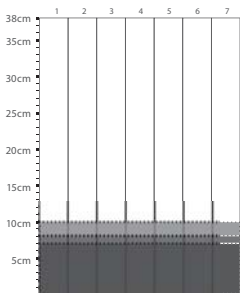
| Display Advertising Rates - Colour Inclusive | | | | |
|--|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual Rate | | \$17.34 | \$1.73 | \$19.07 |
| \$18,000 | 6% | \$16.30 | \$1.63 | \$17.93 |
| \$34,000 | 12% | \$15.26 | \$1.53 | \$16.79 |
| \$48,000 | 17% | \$14.39 | \$1.44 | \$15.83 |
| \$70,000 | 27% | \$12.66 | \$1.27 | \$13.93 |
| \$130,000 | 32% | \$11.79 | \$1.18 | \$12.97 |
| \$192,000 | 33% | \$11.62 | \$1.16 | \$12.78 |
| \$310,000 | 35% | \$11.27 | \$1.13 | \$12.40 |
| \$428,000 | 36% | \$11.10 | \$1.11 | \$12.21 |
| \$541,000 | 37% | \$10.92 | \$1.09 | \$12.01 |

| Monday Game Deadlines | | | | |
|-----------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Monday EGN | Friday 9am | Friday 9am | Friday 4pm | Friday 2pm |

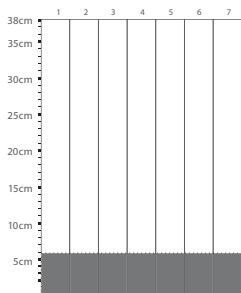
| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| 1 st page in section | 20% |
| Any other requested page | 20% |

Standard Advertising Sizes

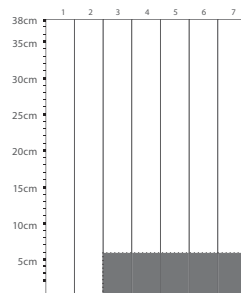
1/4 page strip 10cm x 26.2cm
 Medium strip 8cm x 26.2cm
 Small strip 7cm x 26.2cm



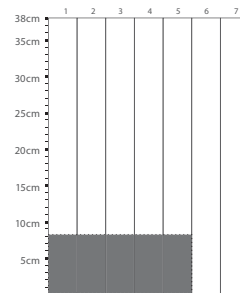
6cm x 26.2cm



6cm x 18.6cm



8cm x 18.6cm



Jigsaw option also available



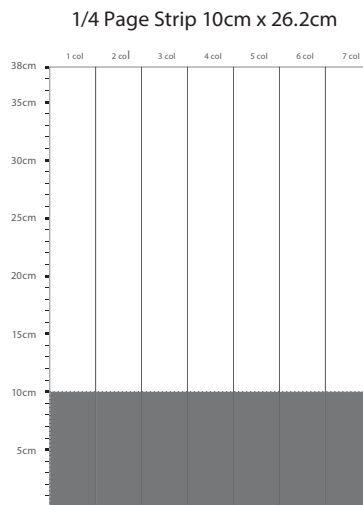
Every Tuesday, The Digital Life keeps readers up-to-date with the latest trends in gaming, gadgets and state-of-the-art technologies.

| The Digital Life Rates - Colour Inclusive | | | | |
|---|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.60 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

Please contact us for full page rates

| The Digital Life Deadlines | | | | |
|----------------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Tuesday EGN | Friday 11am | Friday 11am | Monday 4pm | Monday 2pm |

Standard Advertising Sizes





The tantalising taste.com.au lift-out includes profiles on local producers and chefs, consumer trends about food, tips on how to prepare family meals on a budget, information on kitchen appliances plus delicious recipes from taste.com.au and our readers.

| Taste.com.au Rates - Colour Inclusive | | | | |
|---------------------------------------|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
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| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

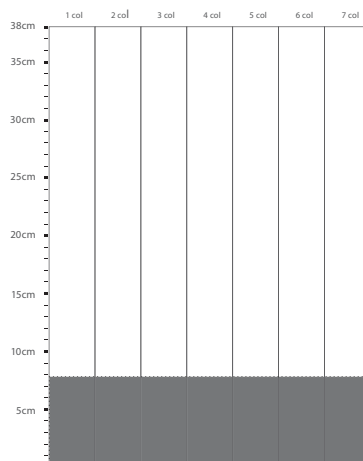
Please contact us for full page rates

| Deadlines | | | | |
|---------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Wednesday EGN | Monday 2pm | Monday 2pm | Tuesday 4pm | Tuesday 2pm |

| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| 1 st page in section | 20% |
| Any other requested page | 20% |

Standard Advertising Sizes

Medium Strip 8cm x 26.2cm - All pages





Inserted into Wednesday's Cairns Post, the rejuvenated Business Week encompasses information, trends and analysis about tourism, retail, education, mining, agri-business, aviation, employment and commercial real estate sectors. Also included is helpful advice for SME's, a regular stock/shares column and profiles of local captains of industry.

Business Week Rates - Colour Inclusive

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

Business Week Deadlines

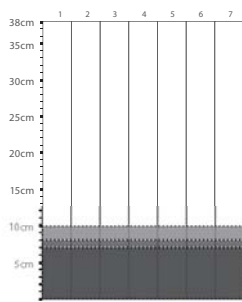
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
|---------------|------------------|------------------------|-----------------------------|----------------------------|
| Business Week | Monday 2pm | Monday 2pm | Tuesday 4pm | Tuesday 2pm |

Preferred Positions

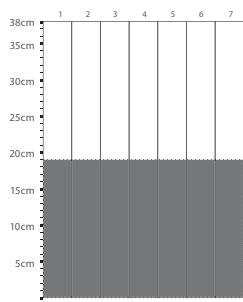
| Positions | Maximum Size | % Loading |
|---------------------------------|--------------------------------|-----------|
| 1 st page in section | 1/4 page strip 10cm x 26.2cm | 20% |
| Any other requested page | See Standard Advertising Sizes | 20% |

Standard Advertising Sizes

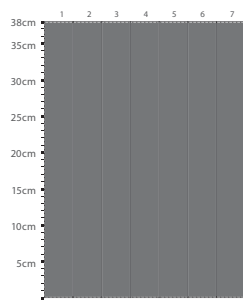
1/4 page strip 10cm x 26.2cm
 Medium strip 8cm x 26.2cm
 Small strip 7cm x 26.2cm



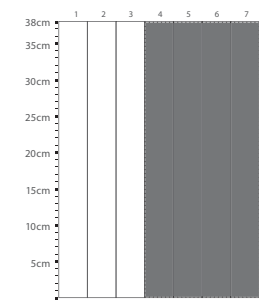
Horizontal 1/2 page
 19cm x 26.2cm



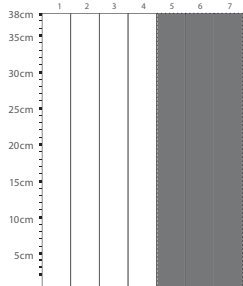
Full page
 38cm x 26.2cm



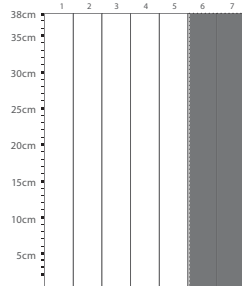
Large vertical 1/2 page
 38cm x 14.8cm



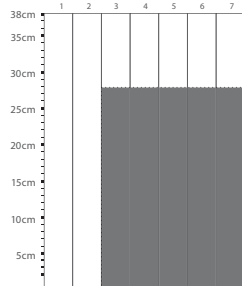
Small vertical 1/2 page
 38cm x 11cm



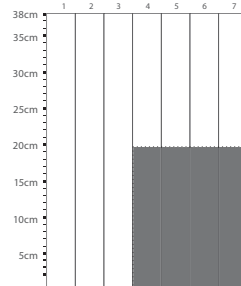
Vertical 1/4 page
 38cm x 7.2cm



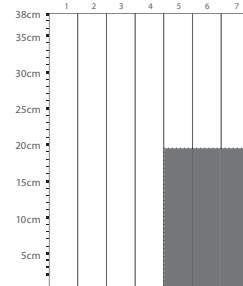
Junior page
 28cm x 18.6cm



Large 1/4 page
 20cm x 14.8cm



Small 1/4 page
 20cm x 11cm





Leveraging on the popularity of our regular Thursday TimeOUT publication, we've created an even better, all-encompassing guide to what to listen to, go to, play and see in our part of the world. We still cover the Far North's music, movies, events and arts, but we cover more of it and with a slick new look!

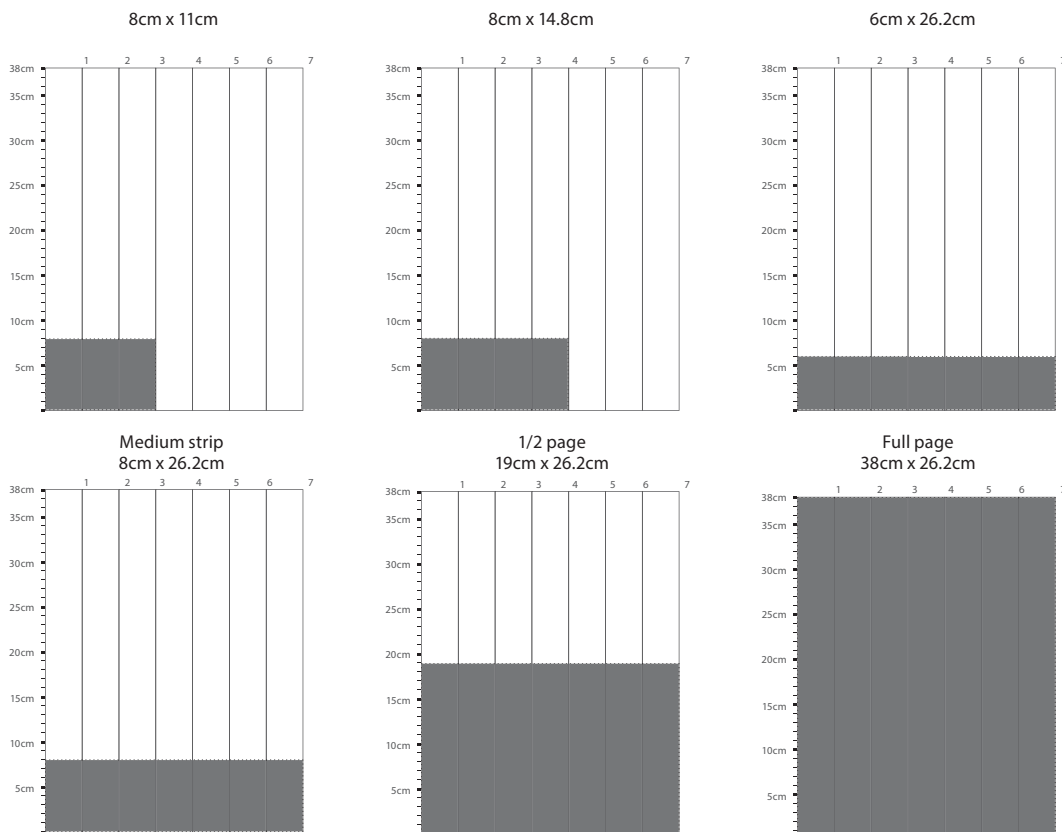
| HIT Rates - Colour Inclusive | | | | |
|------------------------------|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

Please contact us for full page rates

| HIT Deadlines | | | |
|------------------|------------------------|-----------------------------|----------------------------|
| Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Monday 3pm | Tuesday 10am | Wednesday 3pm | Wednesday 1pm |

| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| 1 st page in section | 20% |
| Any other requested page | 20% |

Standard Advertising Sizes





Cairns' television guide is inserted each week into Thursday's edition of The Cairns Post. Not only does tvplus provide readers with what's on television for the week, it also covers the latest entertainment, gossip, previews of programs, sports and movies as well as four pages of games and puzzles including crosswords, sudoku and other brain teasers.

| tvplus Advertising Rates | | | | |
|--------------------------|-----------------------|---------------|----------|-----------------|
| Description | Dimensions | Rate (ex GST) | GST | Rate (incl GST) |
| Full Page | 24cm x 6 col (16.4cm) | \$1468.52 | \$146.85 | \$1,615.37 |
| Half Page | 12cm x 6 col (16.4cm) | \$734.29 | \$73.43 | \$807.72 |
| Display | 19cm x 2 col (5.2cm) | \$381.81 | \$38.18 | \$419.00 |
| Quarter Page | 12cm x 3 col (8cm) | \$367.12 | \$36.71 | \$403.83 |
| Display | 5cm x 6 col (16.4cm) | \$308.38 | \$30.84 | \$339.22 |
| Display | 5cm x 3 col (8cm) | \$146.88 | \$14.69 | \$161.57 |
| Display | 3cm x 6 col (16.4cm) | \$176.18 | \$17.62 | \$193.80 |
| Display | 5cm x 2 col (5.2cm) | \$102.79 | \$10.28 | \$113.07 |
| Display | 3cm x 3 col (8cm) | \$88.12 | \$8.81 | \$96.93 |

| tvplus Deadlines | | | |
|------------------|------------------------|-----------------------------|----------------------------|
| Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Friday 2pm | Friday 2pm | Monday 12noon | Monday 12noon |



Standard Advertising Positions

| | | | | | | | | | | | |
|-------------|--|--------------------------------|--|--------------------------------|--|----------------------------|--|------------|--|---------------------------|--|
| FRONT COVER | | OUTSIDE BACK COVER | | INSIDE FRONT COVER | | TV news & gossip & content | | FULL PAGE | | Cover Story | |
| 1 | | 24 | | 2 | | 3 | | 4 | | 5 | |
| 19cmx5.2cm | | Weekly highlights and specials | | Weekly highlights and specials | | 19cmx5.2cm | | 5cmx16.4cm | | 5cmx16.4cm | |
| 6 | | 5x8cm | | 5x8cm | | 7 | | 8 | | 9 | |
| 5cmx16.4cm | | 5x8cm | | 5x8cm | | 5cmx16.4cm | | 5cmx16.4cm | | 5cmx16.4cm | |
| 10 | | 11 | | 10 | | 11 | | 10 | | 11 | |
| Sport | | Thursday | | Friday | | Saturday | | Sunday | | Monday | |
| 12x8cm | | 12x8cm | | 3cmx16.4cm | | 3cmx16.4cm | | 3cmx16.4cm | | 3cmx16.4cm | |
| 12 | | 13 | | 14 | | 15 | | 16 | | 17 | |
| 3cmx16.4cm | | 3cmx16.4cm | | 3cmx16.4cm | | 3cmx16.4cm | | 3cmx16.4cm | | 3cmx16.4cm | |
| 18 | | 19 | | 20 | | 21 | | 22 | | 23 | |
| Tuesday | | Wednesday | | Sudoku | | Big Crossword | | Crosswords | | Focus words and solutions | |
| 3cmx16.4cm | | 3cmx16.4cm | | 5x8cm | | 5x8cm | | 5x8cm | | 5x8cm | |
| 18 | | 19 | | 20 | | 21 | | 22 | | 23 | |



CAIRNS CONFIDENTIAL - THURSDAY

Featured inside Thursday's Cairns Post, Cairns Confidential is an extension of the successful Confidential brand from News Ltd metropolitan papers. It's a snappy look at Tropical North Queensland's personalities, events and gossip.

Cairns Confidential Rates - Colour Inclusive

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

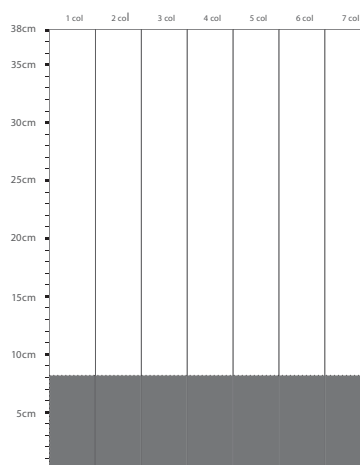
Please contact us for full page rates

Cairns Confidential Deadlines

| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
|------------|------------------|------------------------|-----------------------------|----------------------------|
| Friday EGN | Tuesday 2pm | Tuesday 2pm | Wednesday 4pm | Wednesday 2pm |

Standard Advertising Sizes

Medium Page Strip 8cm x 26.2cm (Colour)





Champion the football world with this hot rugby league and AFL match-by-match preview.

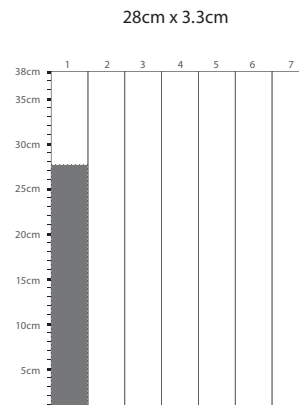
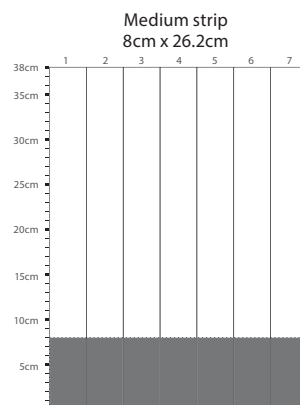
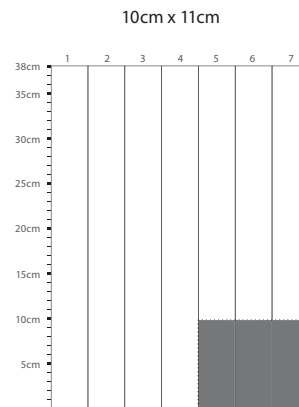
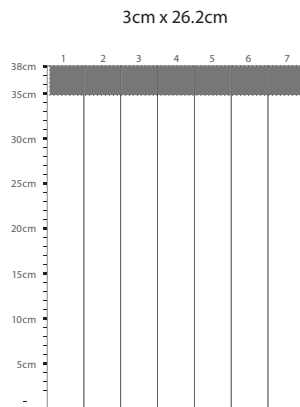
| Game On Rates - Colour Inclusive | | | | |
|----------------------------------|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

Please contact us for full page rates

| Game On Deadlines | | | |
|-------------------|------------------------|-----------------------------|----------------------------|
| Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Wednesday 2pm | Wednesday 2pm | Thursday 4pm | Thursday 2pm |

| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| 1 st page in section | 20% |
| Any other requested page | 20% |

Standard Advertising Sizes





FRIDAY FISHING - THE CAIRNS POST

Friday Fishing is the local's bible for fishing information capturing not just fishing lovers but those readers who enjoy boating, camping and other outdoor activities.

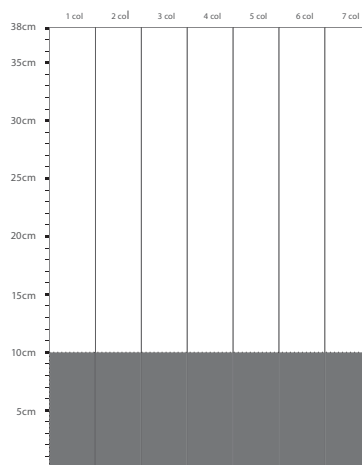
| Friday Fishing Rates - Colour Inclusive | | | | |
|---|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

Please contact us for full page rates

| Friday Fishing Deadlines | | | | |
|--------------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Friday EGN | Wednesday 2pm | Wednesday 2pm | Thursday 4pm | Thursday 2pm |

Standard Advertising Sizes

1/4 Page Strip 10cm x 26.2cm (Colour)





FORM GUIDE - THE CAIRNS POST - FRIDAY

This complete 12-page guide to weekend racing gives punters all they need to know about horse racing.

| Form Guide Rates - Colour Inclusive | | | | |
|-------------------------------------|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual rate | | \$18.78 | \$1.88 | \$20.66 |
| \$20,000 | 4.00% | \$18.03 | \$1.80 | \$19.83 |
| \$38,000 | 9.00% | \$17.09 | \$1.71 | \$18.80 |
| \$55,000 | 12.00% | \$16.53 | \$1.65 | \$18.18 |
| \$84,000 | 19.00% | \$15.21 | \$1.52 | \$16.73 |
| \$160,000 | 23.00% | \$14.46 | \$1.45 | \$15.91 |
| \$238,000 | 23.50% | \$14.37 | \$1.44 | \$15.81 |
| \$393,000 | 24.50% | \$14.18 | \$1.42 | \$15.69 |
| \$543,000 | 25.00% | \$14.08 | \$1.41 | \$15.49 |
| \$689,000 | 26.00% | \$13.90 | \$1.39 | \$15.29 |

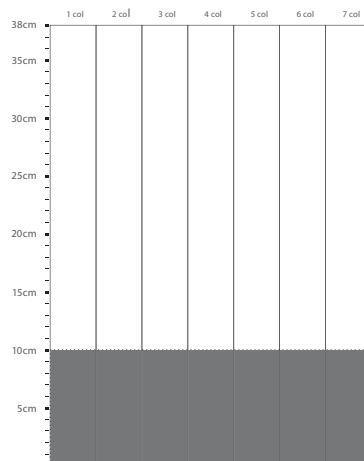
Please contact us for full page rates

| Form Guide Deadlines | | | | |
|----------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Friday EGN | Wednesday 2pm | Wednesday 2pm | Thursday 4pm | Thursday 2pm |

| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| 1 st page in section | 20% |
| Any other requested page | 20% |

Standard Advertising Sizes

1/4 Page Strip 10cm x 26.2cm





THE WEEKEND POST

Featuring a variety of sections and lift-outs, The Weekend Post is the region's dominate source of news and lifestyle information, read by over 100,000 eager Queenslanders every Saturday. This comprehensive edition provides readers with a full wrap-up of news, sport, entertainment and opinion, both locally and from around the country.

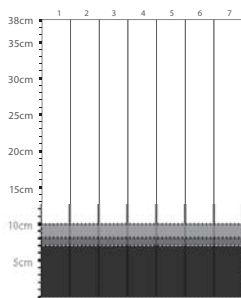
| Display Advertising Rates | | | | |
|---------------------------|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual Rate | | \$22.52 | \$2.25 | \$24.77 |
| \$24,000 | 5% | \$21.39 | \$2.14 | \$23.52 |
| \$44,000 | 13% | \$19.59 | \$1.96 | \$21.55 |
| \$62,000 | 17% | \$18.69 | \$1.87 | \$20.56 |
| \$92,000 | 26% | \$16.66 | \$1.67 | \$18.33 |
| \$169,000 | 32% | \$15.31 | \$1.53 | \$16.84 |
| \$249,000 | 33% | \$15.09 | \$1.51 | \$16.60 |
| \$403,000 | 35% | \$14.64 | \$1.46 | \$16.10 |
| \$555,000 | 36% | \$14.41 | \$1.44 | \$15.85 |
| \$703,000 | 37% | \$14.19 | \$1.42 | \$15.61 |

| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| Page 1 | 100% |
| Page 2 - 7 | 50% |
| Page 8 - 15 | 30% |
| Back Page | 50% |
| 1 st page in section | 20% |
| Any other requested page | 20% |

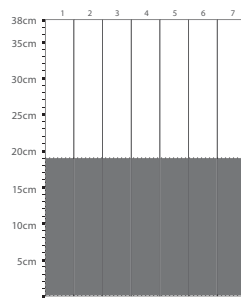
| The Weekend Post Deadlines | | | | |
|----------------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Saturday EGN | Thursday 2pm | Thursday 2pm | Friday 4pm | Friday 2pm |

Standard Advertising Sizes

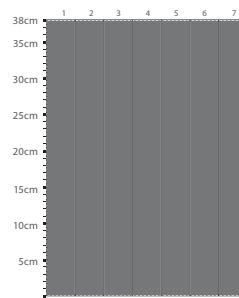
1/4 page strip 10cm x 26.2cm
Medium strip 8cm x 26.2cm
Small strip 7cm x 26.2cm



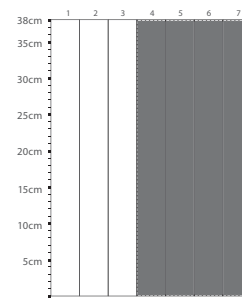
Horizontal 1/2 page
19cm x 26.2cm



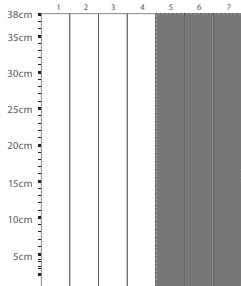
Full page
38cm x 26.2cm



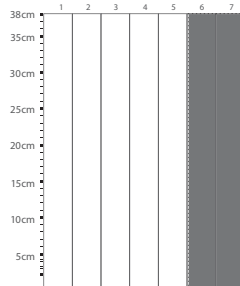
Large vertical 1/2 page
38cm x 14.8cm



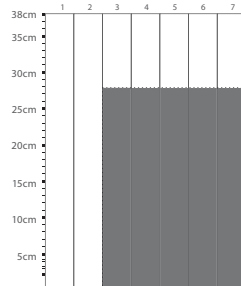
Small vertical 1/2 page
38cm x 11cm



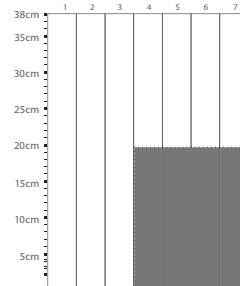
Vertical 1/4 page
38cm x 7.2cm



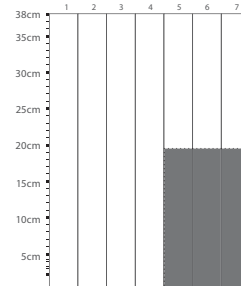
Junior page
28cm x 18.6cm



Large 1/4 page
20cm x 14.8cm



Small 1/4 page
20cm x 11cm





CAIRNS EYE - THE WEEKEND POST

Inserted into The Weekend Post every week, The NEW Cairns Eye makes a perfect companion for those interested in the people, places and events making the news in your backyard. Both men and women can indulge all week long with the re-vamped Cairns Eye magazine featuring local stories, health and wellbeing, parenting, cooking and dining, home and garden, art, books, culture, travel and entertainment.

| Display Advertising Rates | |
|---------------------------|-----------------|
| Size | Rate (incl GST) |
| Double Page Spread | \$6,600 |
| Full Page | \$3,300 |
| Half Page | \$1,650 |
| Third Page | \$1,210 |
| Quarter Page | \$847 |
| Eighth Page | \$495 |
| Twelfth Page | \$440 |

| Preferred Positions | |
|---------------------------------|-----------|
| Positions | % Loading |
| Page 2 - 7 | 50% |
| Page 8 - 15 | 30% |
| Back Page | 50% |
| 1 st page in section | 20% |
| Any other requested page | 20% |

| Cairns Eye Deadlines | | | |
|----------------------|------------------------|-----------------------------|----------------------------|
| Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Monday 12pm | Wednesday 10am | Thursday 11am | Thursday 9am |

Standard Advertising Sizes

Double Page Spread
Text: 310 x 520mm



Full page
Text: 310 x 243mm



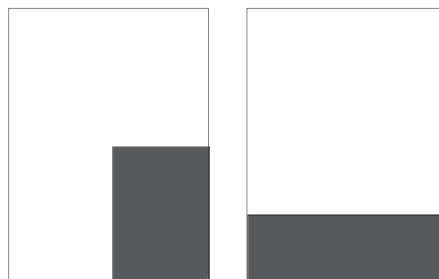
Half Page
Horizontal text: 153 x 243mm
Vertical text: 310 x 118mm



Third Page
Horizontal text: 100 x 243mm
Vertical text: 310 x 77mm



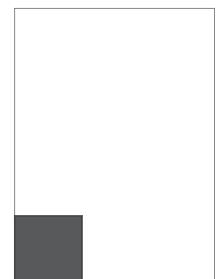
Quarter Page
Horizontal text: 74 x 243mm
Vertical text: 153 x 118mm



Eighth Page
Text: 74 x 118mm



Twelfth Page
Text: 74 x 77mm





REALESTATE - THE WEEKEND POST

The Realestate guide inside The Weekend Post is a tremendously successful tool for buyers and vendors, if you consider 92% of readers use it when buying a property and 86% use it when selling a property. To ensure the product continues to deliver results, it is being refreshed to include more editorial content, feature articles and insights from industry professionals.

| Realestate Advertising Rates - Colour Inclusive | | | | |
|---|------------|---------------|--------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual Rate | | \$22.52 | \$2.25 | \$24.77 |
| \$24,000 | 5% | \$21.39 | \$2.14 | \$23.52 |
| \$44,000 | 13% | \$19.59 | \$1.96 | \$21.55 |
| \$62,000 | 17% | \$18.69 | \$1.87 | \$20.56 |
| \$92,000 | 26% | \$16.66 | \$1.67 | \$18.33 |
| \$169,000 | 32% | \$15.31 | \$1.53 | \$16.84 |
| \$249,000 | 33% | \$15.08 | \$1.51 | \$16.59 |
| \$403,000 | 35% | \$14.64 | \$1.46 | \$16.10 |
| \$555,000 | 36% | \$14.40 | \$1.44 | \$15.84 |
| \$703,000 | 37% | \$14.19 | \$1.42 | \$15.61 |

| Realestate Deadlines | |
|-----------------------------|-------------------|
| Booking | Tuesday 12 noon |
| Copy to be made up | Tuesday 3pm |
| Design ad build copy | Tuesday 12 noon |
| Design Ads Complete | Wednesday 12 noon |
| Open for Inspection listing | Wednesday 5pm |

| Realestate Classified Deadlines | |
|---|---------------|
| Ads requiring artwork, including photos | Wednesday 4pm |
| Front counter, fax and emails | Thursday 10am |
| Phone | Thursday 4pm |

| Realestate Preferred Positions | | |
|----------------------------------|---------------|--------------------------|
| Position | Size | Rate / Loading (inc GST) |
| Front page cover plus page 5 | 28cm x 26.2cm | \$3,330 |
| Front page | 10cm x 26.2cm | \$2,310 |
| Page 2,3 | 10cm x 26.2cm | \$1250 |
| Page 5 | 19cm x 26.2cm | \$2500 |
| Open For inspection Island | 15cm x 7.2cm | \$500 |
| Open For inspection Medium Strip | 8cm x 26.2cm | \$1100 |
| Back page | 38cm x 26.2cm | On application |

Source: Cairns Home Buyers Survey 2008



CARSGUIDE

Inserted in The Weekend Post, carsguide is Cairns' biggest product for everything automotive. From road tests, guest columnists and reviews through to classifieds and motorcycles, the liftout provides the ideal environment for motor vehicle and auto parts advertisers.

Display Advertising Rates - Colour Inclusive

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual Rate | 0% | \$22.52 | \$2.25 | \$24.77 |
| \$24,000 | 5% | \$21.39 | \$2.14 | \$23.52 |
| \$44,000 | 13% | \$19.59 | \$1.96 | \$21.55 |
| \$62,000 | 17% | \$18.69 | \$1.87 | \$20.56 |
| \$92,000 | 26% | \$16.67 | \$1.67 | \$18.33 |
| \$169,000 | 32% | \$15.31 | \$1.53 | \$16.84 |
| \$249,000 | 33% | \$15.09 | \$1.51 | \$16.60 |
| \$403,000 | 35% | \$14.64 | \$1.46 | \$16.10 |
| \$555,000 | 36% | \$14.41 | \$1.44 | \$15.85 |
| \$703,000 | 37% | \$14.18 | \$1.42 | \$15.60 |

Preferred Positions

| Positions | % Loading |
|--------------------------|-----------|
| Page 1 | 100% |
| Back Page | 50% |
| Any other requested page | 20% |

carsguide Deadlines

| carsguide Deadlines | |
|---|------------------|
| Booking | Wednesday 10am |
| Ad build copy | Wednesday 3pm |
| Supplied Material | Wednesday 1pm |
| carsguide Classifieds Deadlines | |
| Ads requiring artwork, including photos | Thursday 12 noon |
| Front counter, fax and emails | Friday 9:30am |
| Phone | Friday 1pm |



North Queensland's biggest trading publication, available every Tuesday from select locations throughout Cairns.

Exchange Advertising Rates

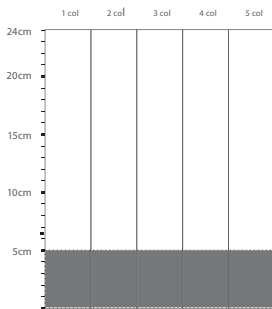
| Description | Dimensions | Mono Rate (ex GST) | GST | Mono Rate (incl GST) | Spot Rate (ex GST) | GST | Spot Rate (incl GST) | Colour Rate (ex GST) | GST | Colour Rate (incl GST) |
|--------------|--------------------|--------------------|---------|----------------------|--------------------|---------|----------------------|----------------------|---------|------------------------|
| Page 1 | 5cm x 5 col | N/A | N/A | N/A | N/A | N/A | N/A | \$168.13 | \$16.81 | \$184.94 |
| Back Page | 24cm x 5 col | N/A | N/A | N/A | N/A | N/A | N/A | \$419.82 | \$41.98 | \$461.80 |
| Centre Pages | 2 x (24cm x 5 col) | N/A | N/A | N/A | N/A | N/A | N/A | \$672.45 | \$67.24 | \$739.69 |
| Full Page | 24cm x 5 col | \$193.31 | \$19.33 | \$212.64 | \$281.24 | \$28.12 | \$309.36 | \$334.56 | \$33.46 | \$368.02 |
| Half Page | 12cm x 5 col | \$150.52 | \$15.05 | \$165.57 | \$194.81 | \$19.48 | \$214.29 | \$235.83 | \$23.58 | \$259.41 |
| Display | 5cm x 5 col | \$90.31 | \$9.03 | \$99.34 | \$129.55 | \$12.95 | \$142.50 | \$158.05 | \$15.81 | \$173.86 |
| Display | 6cm x 3 col | \$67.70 | \$6.77 | \$74.47 | \$110.35 | \$11.04 | \$121.39 | \$133.76 | \$13.38 | \$147.14 |
| Display | 10cm x 3 col | \$107.87 | \$10.79 | \$118.66 | \$153.56 | \$15.36 | \$168.92 | \$174.77 | \$17.48 | \$192.25 |

Exchange Deadlines

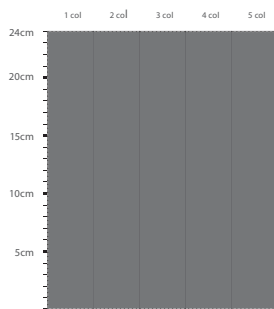
| Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
|------------------|------------------------|-----------------------------|----------------------------|
| Thursday 1pm | Thursday 4pm | Friday 4pm | Friday 2pm |

Standard Advertising Sizes

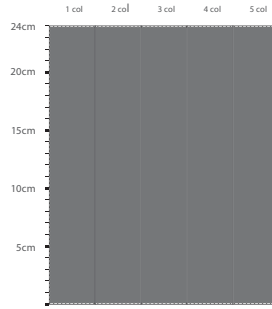
Page 1
5cm x 16.5cm (Colour)



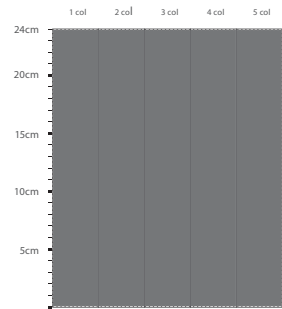
Back page
5cm x 16.5cm (Colour)



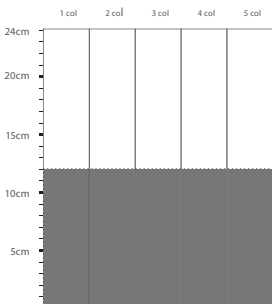
Centre pages
2 x (24cm x 16.5cm) (Colour)



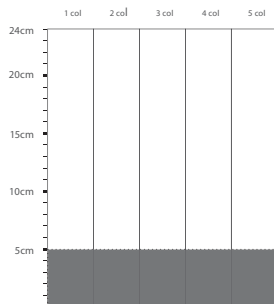
Full page
24cm x 16.5cm (Mono, Spot, Colour)



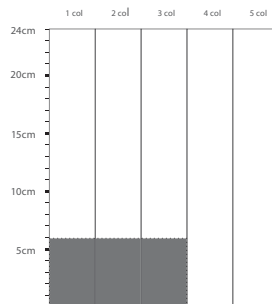
Half page 12cm x 16.5cm
(Mono, Spot, Colour)



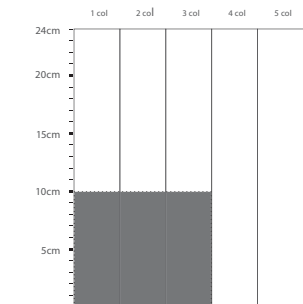
5cm x 16.5cm
(Mono, Spot, Colour)



6cm x 9.9cm
(Mono, Spot, Colour)



10cm x 9.9cm
(Mono, Spot, Colour)





CLASSIFIEDS - MONDAY - SATURDAY

Classifieds are one of the most well-read sections of the paper, and readers are highly involved and actively looking to purchase. What better place to advertise your business? With a variety of sections for people looking to buy a variety of goods, classifieds is an excellent way to target exactly who your business needs to.

Classified Display Advertising Rates

| Usage Level (cms) | MONDAY TO FRIDAY | | | | THE WEEKEND POST | | | |
|--------------------------------------|------------------|---------------|--------|-----------------|------------------|---------------|--------|-----------------|
| | % Discount | Rate (ex GST) | GST | Rate (incl GST) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual Rate | 0% | \$16.25 | \$1.62 | \$17.87 | 0% | \$21.02 | \$2.10 | \$23.12 |
| 500 | 3% | \$15.75 | \$1.58 | \$17.33 | 3% | \$20.39 | \$2.04 | \$22.43 |
| 1,000 | 6% | \$15.27 | \$1.53 | \$16.80 | 6% | \$19.75 | \$1.98 | \$21.73 |
| 1,500 | 7% | \$15.11 | \$1.51 | \$16.62 | 7% | \$19.55 | \$1.95 | \$21.50 |
| 2,500 | 10% | \$14.62 | \$1.46 | \$16.08 | 10% | \$18.92 | \$1.89 | \$20.81 |
| 5,000 | 11% | \$14.45 | \$1.45 | \$15.90 | 11% | \$18.71 | \$1.87 | \$20.58 |
| 10,000 | 15% | \$13.81 | \$1.38 | \$15.19 | 15% | \$17.86 | \$1.79 | \$19.65 |
| Special Features (cm rate) | | \$12.45 | \$1.25 | \$13.70 | N/A | \$15.92 | \$1.59 | \$17.51 |
| Personals 400-431 (cm rate, 2 cols) | | \$20.88 | \$2.09 | \$22.97 | N/A | \$26.74 | \$2.67 | \$29.41 |
| Adult Services 800 & 554 Rate per cm | | \$20.36 | \$2.04 | \$22.40 | N/A | \$26.26 | \$2.63 | \$28.89 |

Classified Lineage Rates (includes Businessweek)

| Level - 4 line min | MONDAY TO FRIDAY | | | | THE WEEKEND POST | | | |
|---|------------------------|--------|--------------------------|-------------------------|------------------------|--------|--------------------------|-------------------------|
| | Rate per line (ex GST) | GST | Rate per line (incl GST) | Minimum Cost (incl GST) | Rate per line (ex GST) | GST | Rate per line (incl GST) | Minimum Cost (incl GST) |
| Single appearance - 4 line min | \$3.33 | \$0.33 | \$3.66 | \$14.64 | \$4.35 | \$0.44 | \$4.79 | \$19.16 |
| Run until cancelled - 4 line min | \$3.23 | \$0.32 | \$3.55 | \$14.20 | \$4.26 | \$0.43 | \$4.69 | \$18.76 |
| Careerone Rate - 4 line min | \$3.46 | \$0.35 | \$3.81 | \$15.24 | \$4.45 | \$0.44 | \$4.89 | \$19.56 |
| Select Public and Private Notices - 4 line min (2 cols) | \$4.59 | \$0.46 | \$5.05 | \$20.20 | \$6.04 | \$0.60 | \$6.64 | \$26.56 |

Biz Index

| MONDAY-SATURDAY 6 ADS | PER LINE | | | PER COLUMN CM | | |
|--------------------------|---------------|--------|-----------------|---------------|--------|-----------------|
| | Rate (ex GST) | GST | Rate (incl GST) | Rate (ex GST) | GST | Rate (incl GST) |
| Casual | \$3.33 | \$0.33 | \$3.66 | \$10.86 | \$1.09 | \$11.95 |
| 1 Month | \$2.53 | \$0.25 | \$2.78 | \$10.86 | \$1.09 | \$11.95 |
| 3 Months | \$1.83 | \$0.18 | \$2.01 | \$8.01 | \$0.80 | \$8.81 |
| 6 Months | \$1.59 | \$0.16 | \$1.75 | \$7.07 | \$0.71 | \$7.78 |
| 12 Months | \$1.35 | \$0.14 | \$1.49 | \$5.75 | \$0.58 | \$6.33 |

Classifieds Colour Loading Charges

| Description | Rate (ex GST) | GST | Rate (incl GST) |
|---------------------------------------|---------------|--------|-----------------|
| Heading Spot Red/Blue, Single Column | \$4.54 | \$0.45 | \$5.00 |
| Heading Spot Red/ Blue, Double Column | \$9.09 | \$0.91 | \$10.00 |
| Logo Full Colour, Single Column | \$15.45 | \$1.54 | \$17.00 |
| Logo Full Colour, Double Column | \$30.90 | \$3.09 | \$34.00 |



CLASSIFIEDS - MONDAY - SATURDAY

Classifieds Deadlines

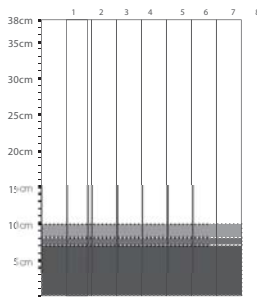
| | Phone | Email / Fax | Front Counter | Artwork | Online | |
|-------------------------|---------------------|---------------|---------------|---------------|----------------|------------------|
| General Classifications | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 11am day prior | 4.30pm day prior |
| | Saturday | 5pm Friday | 4pm Friday | 3pm Friday | 11am Friday | 12.30pm Friday |
| Bargain Hunter | Tuesday | 12pm Monday | 11am Monday | 12pm Monday | N/A | 3pm Monday |
| CarsGuide | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 1pm day prior | 4.30pm day prior |
| | Saturday | 1pm Friday | 12pm Friday | 11am Friday | 11am Friday | 12.30pm Friday |
| CareerOne | Monday - Friday | 5pm day prior | 4pm day prior | 4pm day prior | 1pm day prior | 4.30pm day prior |
| | Saturday | 3pm Friday | 2pm Friday | 2pm Friday | 1pm Friday | N/A |
| Funeral Notices | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 1pm day prior | 4.30pm day prior |
| | Saturday | 5pm Friday | 4pm Friday | 3pm Friday | 1pm Friday | 4.30pm Friday |
| Notices | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 1pm day prior | 4.30pm day prior |
| | Saturday | 5pm Friday | 4pm Friday | 3pm Friday | 1pm Friday | 4.30pm Friday |
| Adult Services | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 1pm day prior | 4.30pm day prior |
| | Saturday | 5pm Friday | 4pm Friday | 3pm Friday | 1pm Friday | |
| Real Estate | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 1pm day prior | |
| | Saturday Realestate | 3pm Thursday | 2pm Thursday | 1pm Thursday | 2pm Thursday | |
| Trades and Services | Monday - Friday | 5pm day prior | 4pm day prior | 3pm day prior | 11am day prior | 4.30pm day prior |
| | Saturday | 5pm Friday | 4pm Friday | 3pm Friday | 11am Friday | 12.30pm Friday |

Online Classified Deadlines

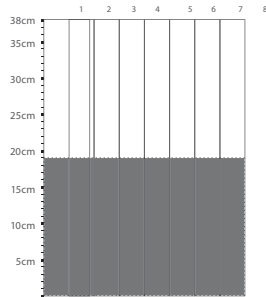
| | |
|----------------------------|------------------------------------|
| Bargain Hunter | 3pm Monday |
| Saturday Carsguide | 11am Friday |
| General For Sale and Trade | 3pm day prior to publication |
| Public holidays | As per public notices in the paper |

Standard Advertising Sizes

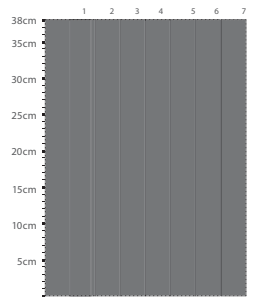
1/4 page strip 10cm x 26.2cm
 Medium strip 8cm x 26.2cm
 Small strip 7cm x 26.2cm



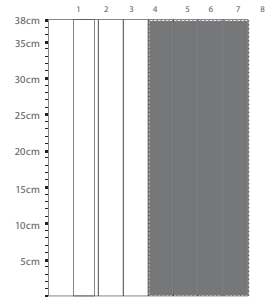
Horizontal 1/2 page
 19cm x 26.2cm



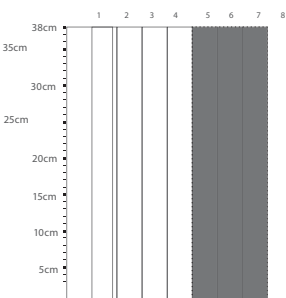
Full page
 38cm x 26.2cm



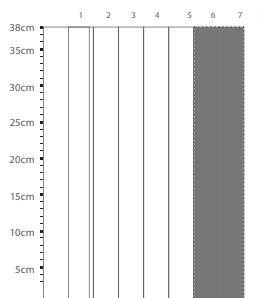
Large vertical 1/2 page
 38cm x 13cm



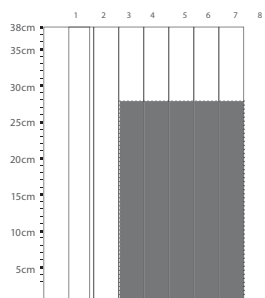
Small vertical 1/2 page
 38cm x 9.7cm



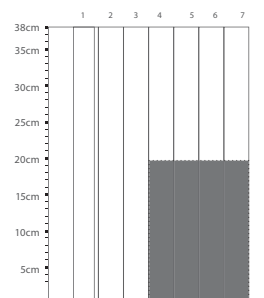
Vertical 1/4 page
 38cm x 6.4cm



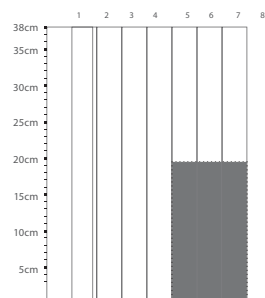
Junior page
 28cm x 16.3cm



Large 1/4 page
 20cm x 13cm



Small 1/4 page
 20cm x 9.7cm





CAREERONE - WEDNESDAY & SATURDAY

EMPLOYMENT, EDUCATION AND TRAINING LIFT-OUT

The Employment, Education and Training colour lift-out is one of the most exciting products in our suite. Capitalising on its prominence as the No. 1 jobseeker tool, this lift-out will be an informative manual for employers, employees, job seekers, recruitment agencies and training providers.

Careerone Advertising Rates - Colour inclusive

MONDAY, TUESDAY, THURSDAY AND FRIDAY

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual Rate | | \$21.74 | \$2.17 | \$23.91 |
| \$9,000 | 4% | \$20.87 | \$2.09 | \$22.95 |
| \$18,000 | 6% | \$20.44 | \$2.04 | \$22.48 |
| \$26,000 | 7% | \$20.22 | \$2.02 | \$22.24 |
| \$42,000 | 10% | \$19.57 | \$1.96 | \$21.52 |
| \$81,000 | 12% | \$19.12 | \$1.91 | \$21.04 |

Careerone Advertising Rates - Colour inclusive

WEDNESDAY - Within Business week

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual Rate | | \$18.77 | \$1.88 | \$20.65 |
| \$9,000 | 3% | \$18.21 | \$1.82 | \$20.03 |
| \$18,000 | 5% | \$17.84 | \$1.78 | \$19.62 |
| \$26,000 | 6% | \$17.65 | \$1.76 | \$19.41 |
| \$42,000 | 9% | \$17.08 | \$1.71 | \$18.79 |
| \$81,000 | 11% | \$16.71 | \$1.67 | \$18.38 |
| \$157,000 | 13% | \$16.34 | \$1.63 | \$17.97 |

Careerone Advertising Rates - Colour inclusive

THE WEEKEND POST

| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|------------|---------------|--------|-----------------|
| Casual Rate | | \$27.82 | \$2.78 | \$30.60 |
| \$15,000 | 4% | \$26.72 | \$2.67 | \$29.39 |
| \$29,000 | 6% | \$26.16 | \$2.62 | \$28.77 |
| \$43,000 | 7% | \$25.87 | \$2.59 | \$28.46 |
| \$69,000 | 10% | \$25.04 | \$2.50 | \$27.54 |
| \$135,000 | 12% | \$24.49 | \$2.45 | \$26.94 |
| \$261,000 | 15% | \$23.65 | \$2.36 | \$26.01 |

INSERTS

| Insert Rates (incl GST) | | |
|-------------------------|------------------|------------------|
| | MONDAY TO FRIDAY | THE WEEKEND POST |
| Cost per 1,000 | Rate per 1,000 | Rate per 1,000 |
| Full Run | \$108.14 | \$121.80 |

Please contact us for current insert figures.

| Insert Specification | |
|--|--|
| SINGLE SHEET INSERTS | |
| Minimum Size | Single Sheet Insert 200mm deep x 180mm wide, minimum substance weight 135gsm |
| Maximum Size | Single Sheet Insert 390mm deep x 285mm wide, minimum substance weight 200gsm |
| Intermediate Sizes | Single Sheet Insert 250mm deep x 180mm wide, minimum substance weight 140gsm |
| | Single Sheet Insert 265mm deep x 185mm wide, minimum substance weight 145gsm |
| | Single Sheet Insert 300mm deep x 190mm wide, minimum substance weight 150gsm |
| | Single Sheet Insert 295mm deep x 210mm wide, minimum substance weight 150gsm |
| SINGLE SHEET FOLDED (4 PAGES) | |
| Minimum Size | Folded to 200mm deep x 180mm wide, minimum substance weight 80gsm |
| Maximum Size | Folded to 390mm deep x 285mm wide, minimum substance weight 100gsm |
| Intermediate Sizes | Folded to 250mm deep x 180mm wide, minimum substance weight 85gsm |
| | Folded to 265mm deep x 185mm wide, minimum substance weight 85gsm |
| | Folded to 295mm deep x 210mm wide, minimum substance weight 90gsm |
| | Folded to 300mm deep x 190mm wide, minimum substance weight 90gsm |
| INSERTS IN EXCESS OF SINGLE SHEET | |
| Minimum Size | 200mm deep x 180mm wide |
| Maximum Size | 390mm deep x 285mm wide |
| THE FOLLOWING RATIO OF THICKNESS TO GSM CAN BE USED AS A GUIDE FOR: | |
| 6 pages 80gsm (minimum size up to A4) | |
| 8 pages 65gsm (minimum size up to A4) | |
| 12 pages 54gsm (minimum size up to 276mm x 276mm) | |
| 16 pages 54gsm (minimum size up to 276mm x 276mm) | |

IMPORTANT: Please request delivery address details for weekday and weekend publications as they differ

*All rates are GST inclusive.

CAIRNS SUN



Every Wednesday, the Cairns Sun showcases its involvement in the community, bringing readers all they need to know about what's happening in Cairns. Distributed from Palm Cove to Gordonvale and west to Kuranda, the Cairns Sun offers clean, streamlined page layouts and features full colour on every page. With a circulation of over 57,000 every week, your business can achieve excellent reach into the Cairns market.

Display Advertising Rates - Colour Inclusive

| Usage Level (\$) | Rate (ex GST) | GST | Rate (incl GST) |
|------------------|---------------|---------|-----------------|
| Casual | \$185.78 | \$18.58 | \$204.36 |
| \$6,000 | \$180.21 | \$18.02 | \$198.23 |
| \$12,000 | \$178.35 | \$17.84 | \$196.19 |
| \$18,000 | \$174.64 | \$17.46 | \$192.10 |
| \$28,000 | \$167.20 | \$16.72 | \$183.92 |
| \$54,000 | \$161.63 | \$16.16 | \$177.79 |
| \$79,000 | \$157.91 | \$15.79 | \$173.70 |
| \$102,000 | \$154.20 | \$15.42 | \$169.62 |

Preferred Positions

| Position | Maximum Size | % Loading |
|-----------|--------------|-----------|
| Page 1 | 7cm x 26.2cm | 100% |
| Page 3 | 8H/8W | 50% |
| Page 5 | 8H/8W | 40% |
| Page 7 | 16M | 25% |
| Back Page | 16M | 30% |

Cairns Sun Deadlines

| Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
|------------------|------------------------|-----------------------------|----------------------------|
| Thursday 10am | Thursday 10am | Friday 4pm | Friday 4pm |

Casual Rates and Sizes (incl GST)

| | | | | | | |
|--|---|---|---|--|---|---|
| 1M \$204.36 90mm(h) x 63mm(w) | 2H \$408.72 185mm(h) x 63mm(w) | 2W \$408.72 90mm(h) x 130mm(w) | 3W \$613.07 90mm(h) x 197mm(w) | 4M 1/4pg \$817.43 185mm(h) x 130mm(w) | 4H \$817.43 374mm(h) x 63mm(w) | 4W \$817.43 90mm(h) x 264mm(w) |
|--|---|---|---|--|---|---|

| | | | | | | | |
|--|--|--|--|---|---|---|---|
| 6M \$1,226.18 185mm(h) x 197mm(w) | 8H 1/2pg \$1,634.88 374mm(h) x 130mm(w) | 8W 1/2pg \$1,634.88 185mm(h) x 264mm(w) | 9M \$1,839.23 280mm(h) x 197mm(w) | 12H \$2,452.31 374mm(h) x 197mm(w) | 12W \$2,452.31 280mm(h) x 264mm(w) | 16M Full pg \$3,269.75 374mm(h) x 264mm(w) | 32M Double pg spread centrespread only \$6,539.50 374mm(h) x 550mm(w) |
|--|--|--|--|---|---|---|---|

NOTE: Full Page ads are not available on pages 3 or 5. These pages are limited to Half Page advertising only. The earliest Full Page ad on the right is Page 7. The maximum size on Page 1 is 7cm x 26.2cm.

*All rates are GST inclusive.

CAIRNS SUN



| Classified Rates | | | |
|-------------------------------|-----------------|--------|--------------------------|
| | Rate (ex GST) | GST | Rate per unit (incl GST) |
| Display cms (Min 3cm x 2 col) | \$8.77 per cm | \$0.88 | \$9.65 |
| Lineage (Min 3 lines) | \$3.47 per line | \$0.35 | \$3.82 |

| Auto Inserts | |
|---------------|--------|
| Cost per 1000 | Run |
| \$75.32 | 58,851 |

All Auto inserts need to be booked and delivered by Wednesday 12 noon week prior and delivered to North Queensland News, Flinders West Print Centre, Cnr Flinders West and Jones Streets Townsville, 4810 Ph: 07 4722 4700 or 07 4722 4705.

| Manual Inserts | |
|--|--------|
| Cost per 1000 | Run |
| \$96.55 | 58,851 |
| Full Localised area targeting available. Charges may apply due to insert numbers | |

Any card, envelope, perforated insert or any other insert material of an unusual nature, dimension or fold, will require a dummy sample, or the product to be viewed by the Inserts coordinator prior to acceptance.

- Inserts containing metal or sharp objects, such as keys, coins, razor blades, etc will not be accepted.
- Products such as stickers, part fold backs, index folds or steps WILL only be accepted as Manual Inserts.
- For testing of unusual or unspecified products, a minimum of 1,000 samples will be required.
- For detailed information relating to packaging specifications, bindings or to arrange insert delivery please contact the Cairns Sun

All Manual inserts need to be booked and delivered by wednesday12 noon week prior and deliveredto PMP Cairns.



PORT DOUGLAS & MOSSMAN GAZETTE

Port Douglas & Mossman Gazette is an exciting, modern, full colour publication with nearly 6,000 copies distributed to readers every Thursday. The Gazette has an excellent relationship with its readers and is the foremost source for news and opinion in the Port Douglas and Mossman region.

Casual Rates and Sizes (incl GST)

| | | | | | | | | |
|--|--|--|--|---|--|---|---|--|
| 1M \$128.84 90mm(h) x 63mm(w) | 2H \$257.69 185mm(h) x 63mm(w) | 2W \$257.69 90mm(h) x 130mm(w) | 3H \$386.55 280mm(h) x 63mm(w) | 3W \$386.55 90mm(h) x 197mm(w) | 4M 1/4pg \$515.39 185mm(h) x 130mm(w) | 4H \$515.39 374mm(h) x 63mm(w) | 4W \$515.39 90mm(h) x 264mm(w) | 6H \$773.08 280mm(h) x 130mm(w) |
| 6W \$773.08 185mm(h) x 197mm(w) | 8H 1/2pg \$1,030.78 374mm(h) x 130mm(w) | 8W 1/2pg \$1,030.78 185mm(h) x 264mm(w) | 9M \$1,159.63 280mm(h) x 197mm(w) | 12H \$1,546.17 374mm(h) x 197mm(w) | 12W \$1,546.17 280mm(h) x 264mm(w) | 16M Full pg \$2,061.57 374mm(h) x 264mm(w) | 32M Double pg spread \$4,123.13 374mm(h) x 550mm(w) (centrespread only) | |

| Display Advertising Rates | | | |
|---------------------------|---|---------|---|
| Usage Level (\$) | Rate per Module (colour inclusive) (ex GST) | GST | Rate per Module (colour inclusive) (incl GST) |
| Casual | \$117.13 | \$11.71 | \$128.84 |
| \$4,000 | \$113.62 | \$11.36 | \$124.98 |
| \$8,000 | \$112.44 | \$11.24 | \$123.68 |
| \$11,000 | \$110.10 | \$11.01 | \$121.11 |
| \$18,000 | \$105.42 | \$10.54 | \$115.96 |
| \$34,000 | \$101.90 | \$10.19 | \$112.09 |
| \$50,000 | \$99.56 | \$9.96 | \$109.52 |
| \$65,000 | \$97.22 | \$9.72 | \$106.94 |

*Contract rates apply to the total module usage in one year

| Classified Rates | | | |
|--|------------------------|--------|--------------------------|
| Level | Rate per line (ex GST) | GST | Rate per line (incl GST) |
| Lineage (min. 4 lines) | \$4.82 | \$0.48 | \$5.30 |
| Display | \$7.21 | \$0.72 | \$7.93 |
| Adult Services per line (min. 4 lines) | \$6.07 | \$0.61 | \$6.68 |
| Adult Services - per cm | \$8.99 | \$0.90 | \$9.89 |

| Inserts | |
|---------------|-------|
| Cost per 1000 | Run |
| \$110.31 | 5,300 |

| Page Loadings | | |
|---------------|--------------|-----------|
| Position | Maximum Size | % Loading |
| Page 1 | 4W only | 100% |
| Page 3 | 4W | 50% |
| Page 5 | 1/2 Page | 40% |
| Page 7 | 1/2 Page | 25% |
| Back Page | 4W | 30% |

*All page loadings are based on casual rates, inclusive of full colour.

| Gazette Deadlines | | | | |
|-------------------|------------------|------------------------|-----------------------------|----------------------------|
| | Booking Deadline | Ad Build Copy Deadline | Final Proof Return Deadline | Complete Supplied Material |
| Display | Friday 5pm | Friday 5pm | Monday 5pm | Monday 3pm |
| Classifieds | Tuesday 5pm | Tuesday 5pm | Wednesday 10am | Wednesday 9am |

TABLELAND NEWSPAPERS



TABLELANDS ADVERTISER

Published every Friday, The Tablelands Advertiser's primary distribution area covers the Cairns hinterland, Atherton Tableland, Gulf Country and through to far northern coastal areas. Nearly 18,000 copies are distributed in these areas, with over 3,000 papers delivered to Mareeba households.



TABLELANDER

Over 17,000 copies of the The Tablelander are circulated every Tuesday in the rapidly expanding Tablelands Regional Council, north to Cook Shire, west to the inland shires of Etheridge and Croydon and further west to the Carpentaria Shire and the Gulf towns of Normanton and Karumba – an area with a population of 50,000.

Casual Rates and Sizes (incl GST)

| | | | | | | | | |
|--|--|--|--|---|--|---|---|--|
| 1M \$194.79 90mm(h) x 63mm(w) | 2H \$389.55 185mm(h) x 63mm(w) | 2W \$389.55 90mm(h) x 130mm(w) | 3H \$584.34 280mm(h) x 63mm(w) | 3W \$584.34 90mm(h) x 197mm(w) | 4M 1/4pg \$779.13 185mm(h) x 130mm(w) | 4H \$779.13 374mm(h) x 63mm(w) | 4W \$779.13 90mm(h) x 264mm(w) | 6H \$1,168.70 280mm(h) x 130mm(w) |
| 6W \$1,168.70 185mm(h) x 197mm(w) | 8H 1/2pg \$1,558.26 374mm(h) x 130mm(w) | 8W 1/2pg \$1,558.26 185mm(h) x 264mm(w) | 9M \$1,753.04 280mm(h) x 197mm(w) | 12H \$2,337.40 374mm(h) x 197mm(w) | 12W \$2,337.40 280mm(h) x 264mm(w) | 16M Full pg \$3,116.53 374mm(h) x 264mm(w) | 32M Double pg spread \$6,233.06 374mm(h) x 550mm(w) (centrespread only) | |

Display Advertising Rates

| TABLELANDS ADVERTISER/ TABLELANDER | | | | |
|------------------------------------|------------|---------------|---------|-----------------|
| Usage Level (\$) | % Discount | Rate (ex GST) | GST | Rate (incl GST) |
| Casual | 0% | \$177.08 | \$17.71 | \$194.79 |
| \$6,000 | 3% | \$171.77 | \$17.18 | \$188.95 |
| \$12,000 | 4% | \$170.00 | \$17.00 | \$187.00 |
| \$17,000 | 6% | \$166.46 | \$16.64 | \$183.11 |
| \$27,000 | 10% | \$159.37 | \$15.94 | \$175.31 |
| \$51,000 | 13% | \$154.06 | \$15.41 | \$169.47 |
| \$75,000 | 15% | \$150.52 | \$15.05 | \$165.57 |
| \$98,000 | 17% | \$146.98 | \$14.70 | \$161.68 |

Inserts

| Cost per 1000 | Run |
|---------------|--------|
| \$101.97 | 19,000 |

Classified Rates

| | Rate per unit (ex GST) | GST | Rate per unit (incl GST) |
|-------------------------------|------------------------|--------|--------------------------|
| Display cms (Min 3cm x 1 col) | \$7.37 | \$0.74 | \$8.12 |
| Lineage (Min 3 lines) | \$3.47 | \$0.35 | \$3.82 |

Trades and Services Directory
 12, 26 or 52-week listings.
 Contact us for more information : Email classifieds@news.com.au

Deadlines

| TABLELANDS ADVERTISER | |
|------------------------------|-------------------|
| Booking deadline | Tuesday 10am |
| Ad build copy deadline | Tuesday 5pm |
| Complete supplied material | Wednesday 1pm |
| Final proof return deadline | Wednesday 5pm |
| Classifieds booking deadline | Wednesday 12 noon |
| TABLELANDER | |
| Booking deadline | Thursday 12 noon |
| Ad build copy deadline | Friday 10am |
| Complete supplied material | Monday 10am |
| Final proof return deadline | Monday 12 noon |
| Classifieds booking deadline | Friday 2pm |

Page Loadings

| Position | Maximum Size | % Loading |
|----------------|--------------|-----------|
| Page 1* | Small Strip | 100% |
| Page 2-7 | Full Page | 50% |
| Page 8-15 | Full Page | 30% |
| Other Requests | Full Page | 25% |



ONLINE - CAIRNS.COM.AU

cairns.com.au is the portal website to Far North Queensland. With the click of a mouse customers are interacting with your website. cairns.com.au is spilt into two content markets catering to locals and tourists - both very different markets captured under one brand. Advertising on cairns.com.au is dynamic, in real time and works for you 24/7- even while you're sleeping!

Online Advertising Rates

Each advertisement runs in a "content package". Ads will be served across a number of different pages on the website depending on the section package. Multiple sections can be chosen for ad serving, as can Run Of Site packages.

Rates are based on CPM (cost per thousand). Ads will rotate based on page impressions. Ads will be served by News Digital Media. All ads have click-through ability. Flash artwork design can be provided for \$250 per advertisement.

Local Advertising Rates (incl GST)

CAIRNS.COM.AU

| SECTIONS Run of Sections | TOP LEADERBOARD | MEDIUM RECTANGLE | HALF PAGE | SHORT RECTANGLE | STRIP (section homepages only) | TEXT LINKS | LEADERBOARD SOUTH |
|-----------------------------|--------------------|---------------------|--------------|--------------------|--------------------------------------|---------------|----------------------|
| Run of Site | \$20 | \$30 | \$40 | \$10 | \$20 | \$1 | \$2 |
| Homepage | \$20 | \$30 | \$40 | \$10 | - | - | \$2 |
| News & Sport | \$20 | \$30 | \$40 | \$10 | - | \$1 | \$2 |
| Business & Opinion | \$20 | \$30 | \$40 | \$10 | - | \$1 | \$2 |
| Entertainment | \$20 | \$30 | \$40 | \$10 | \$20 | \$1 | \$2 |
| Motoring | \$20 | \$30 | \$40 | \$10 | - | \$1 | \$2 |
| Property | \$20 | \$30 | \$40 | \$10 | \$20 | \$1 | \$2 |

Travel Advertising Rates (incl GST)

CAIRNS.COM.AU/travel

| SECTIONS 100% Share of Voice Per Week | TOP LEADERBOARD | MEDIUM RECTANGLE | HALF PAGE | SHORT RECTANGLE | STRIP | TEXT LINKS | LEADERBOARD SOUTH |
|--|--------------------|---------------------|--------------|--------------------|---------|------------|----------------------|
| Travel: Homepage | \$250pw | \$350pw | \$450pw | \$150pw | \$150pw | \$8pw | \$18pw |
| Travel: Destinations | \$250pw | \$350pw | \$450pw | \$150pw | - | \$8pw | \$18pw |
| Travel: Tours & Activities | \$300pw | \$400pw | \$500pw | \$200pw | - | \$10pw | \$20pw |
| Travel: Accommodation | \$300pw | \$400pw | \$500pw | \$200pw | - | \$10pw | \$20pw |

Booking Deadlines

| Booking Deadline | Flash Design Brief Deadline | Complete Creative Deadline |
|--------------------------------|--------------------------------|--------------------------------|
| 5pm, 7 days prior to live date | 5pm, 7 days prior to live date | 5pm, 5 days prior to live date |

*All rates are GST inclusive.

Online Advertising Examples

top leaderboard

medium rectangle

short rectangle

text links

leaderboard south

The screenshot shows the Cairns.com.au homepage with several advertising spots. At the top, there is a 'cars@wide' banner. Below the main navigation, there are several content blocks. A 'medium rectangle' ad is placed over a car image. A 'short rectangle' ad is placed over a financial or business article. A 'text links' ad is placed over a list of links. At the bottom of the main content area, there is a 'leaderboard south' ad for 'get drenched'. The footer contains a 'NEWS' section with various news items.

strip.....

.....1/2 page

The screenshot shows a different view of the Cairns.com.au homepage. A vertical 'strip' ad is located on the left side, featuring a '10' and '50' offer. A large '1/2 page' ad is on the right side, featuring a 'BEING THERE BUT NOT THERE TO LIVE IN STAMPY' headline and a 'SYDNEY from \$99' offer. The rest of the page shows the same navigation and content as the previous screenshot.

ADVERTISING TERMS & CONDITIONS

1. General

- 1.1. These terms and conditions apply to every booking made with News Limited or any of its wholly owned subsidiaries 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.
- 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. 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, 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).
- 1.5. 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), 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:
- any terms or conditions separately agreed in writing including any expenditure agreement or monetary level order;
 - any terms and conditions referred to in clause 21 of these terms;
 - the rate card for the relevant publication;
 - these terms,
- in order to eradicate any inconsistency.
- 1.6. Publishers may use as an agent the services supplied by News Limited under the brand News Australia or the services supplied by Nationwide News Pty Limited under the brand News Community Media

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.
- 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:
- refuse to publish or distribute any advertisement without giving any reason (in which case, no charge to Advertiser will be incurred);
 - cancel a campaign (in which case, no charge to Advertiser will be incurred for the unpublished portion of the campaign); or
 - 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.
- National advertising terms –020712 page 2
- 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 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, placement or format (including, for print, publication in colour) of an advertisement is at the discretion of Publisher except where expressly agreed in writing by Publisher. Publisher will attempt to position Advertisements or, in print, provide colour, in accordance with the Advertiser's request if the Advertiser has agreed to pay any relevant preferred position or colour loading charges. If Publisher fails to publish the Advertisement in accordance with Advertiser's requests, Publisher's liability will be limited to refunding the relevant colour or position loadings paid.
- 4.2. If an advertisement is to be published in a digital publication, Publisher may vary the placement and/or format of advertisements across the website. 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.
- 4.3. 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

ADVERTISING TERMS & CONDITIONS

particular advertisement.

4.4. 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 and specifications including for the provision to the Publisher of bookings for Advertisements and material for Advertisements, changes or variations to Advertisements. 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. National advertising terms –020712 page 3

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 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 will entitle the Publisher to charge as if the relevant advertisement were published without any cancellation having been received.

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 with content from any Publisher. This clause does not in any way derogate from Advertiser's obligations or liabilities in relation to such advertisements.

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 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.

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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

ADVERTISING TERMS & CONDITIONS

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. Commercial Credit

10.1. All advertising agencies are required to complete the News Limited Commercial Credit Application for Accreditation of an Advertising Agency and are then subject to the related assessment and processes.

10.2. 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.

10.3. 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.

10.4. 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.

11. Monetary level orders

11.1. Maximum period of any monetary level order is one year. Where a monetary level has been ordered for a period of time and not renewed, casual rates will be charged.

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11.2. Publisher reserves the right to cancel or suspend any monetary level ordered at its absolute discretion. Advertising rates quoted in a monetary level order are subject to any increase or decrease notified by Publisher, which may occur during the period of the order.

11.3. Failure to receive, rejection or omission of an advertisement by Publisher does not affect the obligations of Advertiser under a monetary level order.

11.4. If at any time Advertiser is not incurring advertising expenditure in the proportion that the part of the order up to that time bears to the entire order, 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 order.

11.5. At the expiry of a monetary level order, Publisher will determine Advertiser's actual advertising expenditure during the period of the order and:

- a. if the actual advertising expenditure is less than the agreed level as stipulated within the order 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.

12. Rates, invoices and GST

12.1. 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 expenditure agreement or money level order was entered into), less any percentage discount agreed in writing between the parties.

12.2. Casual rates are as printed in the rate card of the relevant publication (see www.newsspace.com.au) and may be varied by Publisher at any time, effective from the time nominated by Publisher including in relation to then current expenditure agreements or monetary level orders. Advertising expenditure will be calculated inclusive of loading values but exclusive of production charges.

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12.3. 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).

12.4. Where charged by the column centimetre, advertising will be charged to the nearest centimetre based on advertising space ordered or size of advertising material lodged, whichever is the greater.

12.5. 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.

12.6. 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.

12.7. Advertiser agrees to pay any GST liability arising in relation to the provision by Publisher of advertising services under these terms.

12.8. The GST component does not count towards overall monetary order expenditure or rate card discount levels.

12.9. 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

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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.

13. Linked Orders to an Advertising Agency

13.1. A linked order 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 contract 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 expenditure orders may not be linked to an advertising agency without the written approval of Publisher.

14. Limitation of liability

14.1. Subject to clause 14.5, 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.

14.2. The Advertiser acknowledges that distribution of the relevant publication may be suspended or ceased at any time for any reason.

14.3. Subject to clause 14.5, Publisher is not liable to Advertiser for any direct or Indirect Loss of any nature 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 of the relevant publication.

14.4. Where any of the circumstances set out in clause 14.3 arise:

- a. Advertiser shall incur no cost where the Advertisement has not been published at all or where the error or failure as 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 republication of the relevant advertisement, or payment of the cost of republishing the relevant advertisement, at Publisher's discretion.

14.5. Nothing in these terms and conditions excludes or varies any guarantee or liability of Publisher under the Competition and Consumer Act 2010 (Cth) or equivalent State or Territory legislation that cannot by law be excluded, restricted or varied. In relation to Publisher's liability for any breach of guarantee implied by law, to the extent permitted by law and except where otherwise stated in these terms, whether based in statute, common law or otherwise, the Publisher limits its liability, at Publisher's option, to republication of the relevant advertisement, or payment of the cost of republishing the relevant advertisement.

14.6. Subject to clause 14.5, Publisher has no responsibility or liability to Advertiser in relation to:

- a. Publisher exercising its rights under these terms; or National advertising terms –020712 page 7
- 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.

14.7. Subject to clause 14.5, in no circumstances will Publisher have any liability to Advertiser or any third party in relation to indirect Loss.

ADVERTISING TERMS & CONDITIONS

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 or 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, defamation, consumer protection and sale of goods legislation of the States and Territories 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 collects your personal information to assist it in providing the goods or services you have requested and to improve our products and services. We or any of our Australian related companies may be in touch by any means (including email or SMS) at any time to let you know about goods, services, or promotions which may be of interest to you. We may also share your information with other persons or entities who assist us in providing our services including telecommunications and IT infrastructure providers and email distribution service providers.

This company is part of a global media and entertainment company. We would like to share your information with these overseas-related companies so that they can contact you with special offers. If you would prefer us not to or if you would like access to your personal information, please contact the relevant Publisher's privacy officer as set out in the table at clause 21.

To the extent your details are retained by Publisher, Publisher is entitled to rely on the contact details last provided to it. It is therefore the responsibility of Advertiser to notify Publisher of any changes to contact details.

17. 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 you are making a single booking through a News Limited business (including News Australia) with more than one Publisher, the relevant jurisdiction will be New South Wales.

18. Cookies

Advertiser 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.

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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. 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.
- d. 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