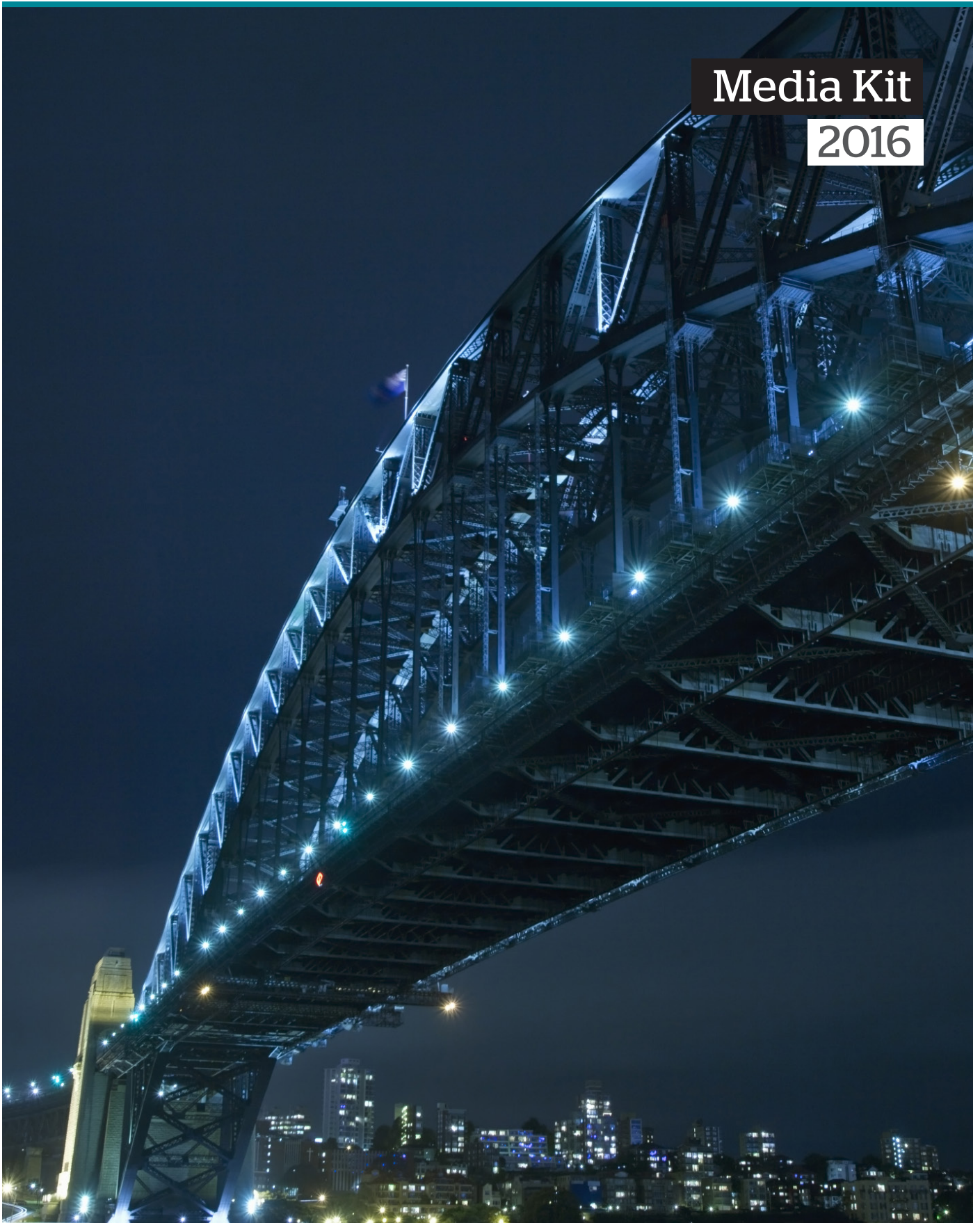


# The Sydney Morning Herald

INDEPENDENT. ALWAYS.

Media Kit

2016



PRINT | ONLINE | MOBILE | TABLET | EVENTS

# Independent. Always.



## Independent newsroom

In 2016, *The Sydney Morning Herald* will celebrate 185 years as a newspaper publisher - a significant milestone as one of the oldest mastheads in the world. It's an incredible achievement and one we are keen to share with you, our loyal readers.

Equally impressively, we've recently surpassed two decades as an internet publisher - one of the first news organisations to appreciate the rapidly changing audience mood.

It is these journalistic traits - our experience and dedication to heritage values of fairness, independence and accuracy founded in our print era, combined with the often fast-paced nature of digital story-telling - that keep us connected to our audience.

Despite the constantly changing ways our audience can view, or read, our journalism, there is a quality assurance that underpins everything we do - and that will never change.

It matters little if they're political correspondents, or an editor, entertainment writers or a photographer, the work we aspire to is identical in one respect: it strives to be fair and balanced. Always.

The Herald is committed to fearless and honest story-telling, which is the guiding principle to all that we do. And, we believe, the thing that sets us apart from our competitors.

These values are core to our brand: honest and accountable journalism.

As we enter another year, the Herald will once again be seeking to engage our most valuable resource, our audience.

I thank you for your support of the Herald, and our commitment to smart, fearless, and independent journalism. We never take that support for granted, and all in the newsroom are determined to continue to work with you throughout 2016.



**Darren Goodsir – Editor in Chief**

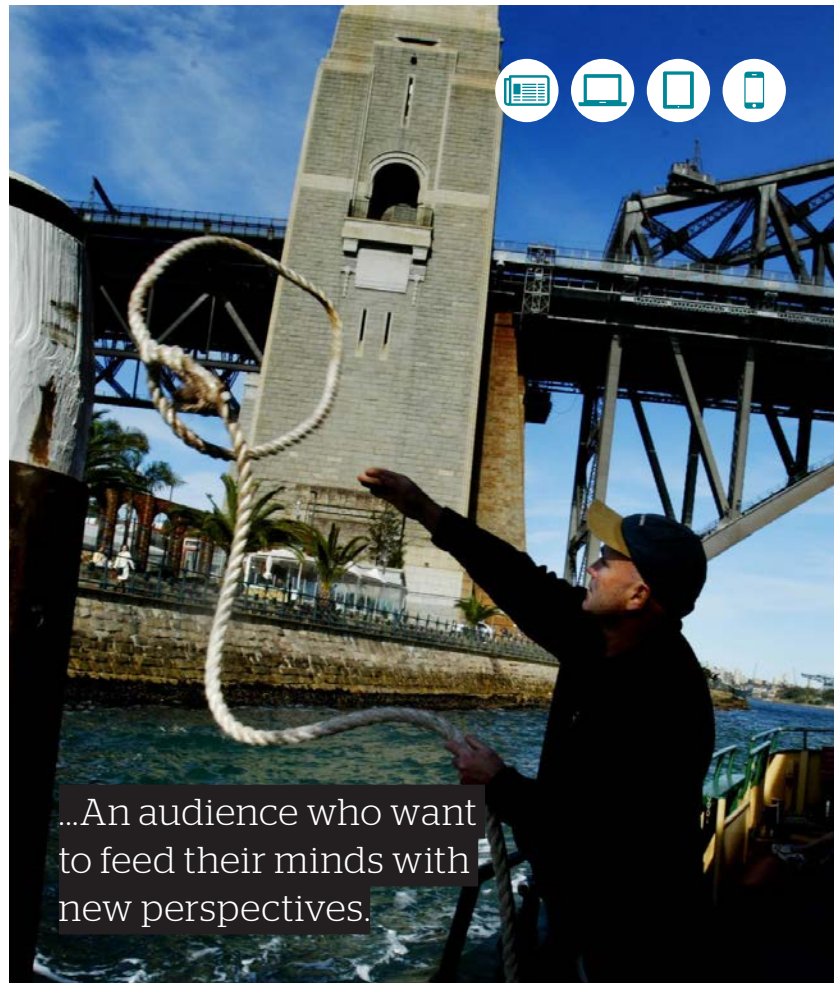
*The Sydney Morning Herald.*

# The Sydney Morning Herald

INDEPENDENT. ALWAYS.

A rich history, an unrivalled present and a vibrant future. *The Sydney Morning Herald* is the perfect advertising platform for those seeking an informed, discerning audience. An audience who want to feed their minds with new perspectives.

Offering independence, authority, integrity, quality and an inquiring, committed readership, the *SMH* delivers its high quality, compelling stories across four core platforms – print, desktop, mobile and tablet, with content engineered to optimise each format.



# SECTIONS

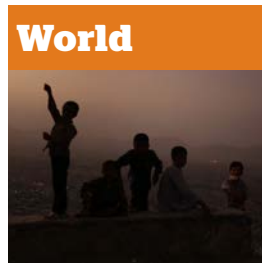


## News and Opinion

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



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



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

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

**Column Eight** **8**

Your voices continue to be heard in the long-standing open forum where readers document the weird and wonderful of Sydney.



**Comment**  
The meeting place for those who like to be provoked, informed and entertained by ideas. Features such as The Barometer, are devoted to reader's thoughts, analysing the story of the day and how social media and our audience reacted to it.



**News Review**  
Credible, thoughtful, intelligent — *News Review* provides incisive commentary on key news and events. This informative Saturday section delivers thought provoking analysis of the week's events and puts a spin on the news, dissecting the arguments and defining the issues.

The Sydney Morning Herald

# Business

## Business and Finance

Business, finance and analysis

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

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

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



**BusinessDay**

### Business Day

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

**Inspiration**

### My Small Business

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

**Technology**

### IT Pro

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

**Money**

### Money

A complete guide to personal finance to an audience who want to make money and grow their money. Tackling the issues that affect us all, whether it's mortgages, super, tax or retirement, *Money* arms its audience with the knowledge to make smart decisions on their personal finance.



S M T W T F S



S M T W T F S



S M T W T F S



S M T W T F S

The Sydney Morning Herald  
**Sport**

**Sports Overview**

Sport, commentary, analysis.

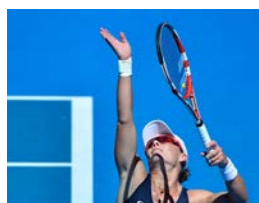
Comprehensive coverage of the world of sports, across the week.

Sport provides award winning, commentary and information coupled with spectacular photography of every major sporting code.

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



Unbiased sports journalism from a team of Australia's finest



**Sportsday**

**Sports Day**

Our print and online sections continue the tradition of great sports writing and breaking news. From Peter FitzSimons to Richard Hinds, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.



S M T W T F S



**NRL**

**League HQ**

Get the smartest view on footy, featuring the latest news and authoritative views from Fairfax's quality editorial team; previews and reviews of each week's round; live scores, fixture and ladder info; news from your club; blogs, polls and fan photos.



**Union**

**Rugby Heaven**

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

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



**AFL**

**Real Footy**

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



**The Form**

**The Form**

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



S M T W T F S

# SECTIONS

The Sydney Morning Herald

# Arts

## Arts and Entertainment Monday - Saturday

Fairfax's Entertainment editorial team is as passionate about film, music, books, arts and television as our vast audience. Each week the country's most respected arts and entertainment journalists across Sydney and Melbourne generate stories and videos for print and online, feeding an insatiable demand for this content.

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



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



## THE GUIDE

### Television

In industry circles, *The Guide* is seen as an essential source of breaking news, criticism and opinion. The key writers, Michael Idato and Paul Kalina, have many years of experience and have cultivated devoted followings. *The Guide* has a reputation for intelligent, independent television and radio criticism and its loyal following makes Monday one of *The Sydney Morning Herald's* most popular weekday editions.



S M T W T F S



## the shortlist

### Entertainment

It's Friday and the weekend starts here, with a weekly guide to the best entertainment in your city. *The Shortlist* covers the pick of movies, music and theatre with reviews, interviews and extensive lists, from the latest film releases, to the best gigs and stage shows.



S M T W T F S



## spectrum

### The Arts

*Spectrum* captures the cultural life of Sydney with a thought-provoking and entertaining mix of stories and reviews on film, music, books, performing and visual arts, television, food, gardening and design. Our team of respected writers brings readers the city's most comprehensive guide to the people, events and issues in the arts.



S M T W T F S

The Sydney Morning Herald

# Lifestyle

## Food and Travel

Monday - Saturday

Be inspired by our sections, whether its the best food in town or the perfect travel destinations. Our audiences are passionate and discerning, looking to feed their minds and bodies.

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



## Traveller

### Discerning travellers

*Traveller* inspires, entices and informs. With a line-up of Australia's most experienced travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice.

*Traveller* on Saturday together with our website *Traveller.com.au*, reaches over 1.5 million people every month\*.

Source: \*emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending Nov 2014. Nielsen Hybrid Nov 2014. Traveller.com.au/Traveller - SMH (Sat) L4W Net



Accessible online:

S M T W T F S

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



## goodfood

### For passionate food lovers

*Good Food* is one of the most loved sections and dominates food journalism in Australia. Influential, credible and with a huge loyal following, *Good Food* has been a must-read for passionate food-lovers for almost three decades. With our iconic reviews, recipes, food news, trends and personalities, *Good Food* is ideal for anyone who loves eating in, eating out and everything in between.



Accessible online:

S M T W T F S

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



SECTIONS

The Sydney Morning Herald

Marketplaces

Property, Employment and Automotive

The Sydney Morning Herald's award winning marketplace sections connect audiences with authoritative and aspirational news and information across automotive, property, and employment.

Prime positions to connect with your audience.



Property

Domain comprehensively covers the real estate market across both metropolitan and regional areas, featuring up-to-date property information and extensive and visually engaging listings of properties for sale.

Whether it's making the biggest purchase of their lives, buying an investment property, or relocating to a new city, with Domain, advertisers can connect with consumers at these pivotal moments.

Published every Saturday in The Sydney Morning Herald, and available on Domain.com.au, Domain has your property needs covered.

Accessible online:

S M T W T F S

www.domain.com.au



Employment

Appearing in the Saturday Sydney Morning Herald, MyCareer's quality editorial content attracts active and passive candidates.

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



Automotive

Drive provides the latest automotive news through one of Australia's most experienced and respected editorial team.

Our writers are passionate and authoritative, offering trusted advice and reviews in; finance, insurance, and maintenance.

Through its multi-media platform, Drive delivers convenience for consumers and a high quality, affluent audience for advertisers. Stay tuned for the all new Drive products launching this year, to truly shift your thinking.

Accessible online:

S M T W T F S

www.drive.com.au



S M T W T F S

# SECTIONS

The Sydney Morning Herald

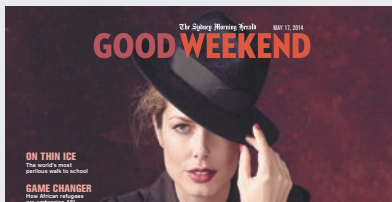
# Magazines

## Inserted magazine

Saturday

In the ever-expanding world of words, Fairfax Magazines stands proud with its hallmark tradition of credible and first-class journalism.

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



## Good Weekend






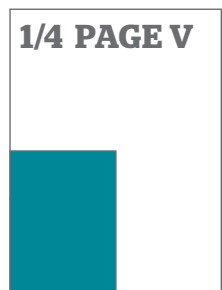

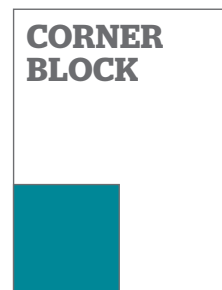


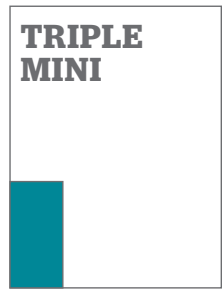



Australia's premier newspaper-inserted magazine continues to set the benchmark for excellence in Australian journalism. Every Saturday, *Good Weekend* is inserted into Australia's most well respected newspapers, *The Sydney Morning Herald* and *The Age*.

A confident leader in the inserted magazine market, *Good Weekend* offers a rare balance found in no other magazine; an even male/female readership and a mass reaching vehicle with premium appeal. Delivering a dedicated, loyal and reliable reader base, *Good Weekend* is regularly invited into the sanctuary of the weekend, offering advertisers a unique opportunity to play a part in our readers' weekend routine.

S M T W T F S



**Advertising shapes**  
The Sydney Morning Herald

 <p><b>FULL PAGE</b></p>	 <p><b>JUNIOR PAGE</b></p>	 <p><b>1/2 PAGE V</b></p>	 <p><b>1/2 PAGE H</b></p>	<p><b>All dimensions shown in mm's (Height x Width)</b></p>
<p>Compact 374x260</p>	<p>Compact 280x194</p>	<p>Compact 374x129</p>	<p>Compact 186x260</p>	
 <p><b>LARGE STRIP</b></p>	 <p><b>1/4 PAGE V</b></p>	 <p><b>1/4 PAGE STRIP</b></p>	 <p><b>CORNER BLOCK</b></p>	 <p><b>POSTCARD</b></p>
<p>Compact 139x260</p>	<p>Compact 186x129</p>	<p>Compact 92x260</p>	<p>Compact 139x129</p>	<p>Compact 92x129</p>
 <p><b>MINI STRIP</b></p>	 <p><b>TRIPLE MINI</b></p>	 <p><b>STACKED MINI</b></p>	 <p><b>MOVIE TICKET</b></p>	 <p><b>MINI</b></p>
<p>Compact 45x260</p>	<p>Compact 139x63</p>	<p>Compact 92x63</p>	<p>Compact 45x129</p>	<p>Compact 45x63</p>

**Digital Solutions**

The Sydney Morning Herald digital platforms offer a variety of digital solutions across online, mobile and tablet to cater to your requirements.

**Strategic Features**

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

**Direct Marketing**

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

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



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

**ADVERTISING RATES | PRINT****12****Annual Spend Level Discounts**

Annual Spend Levels (Excl. Gst)	Casual	\$106,270	\$245,745	\$478,200	\$690,735	\$1,082,600	\$2,092,140
<b>Discount</b>		<b>-3%</b>	<b>-6%</b>	<b>-8%</b>	<b>-11%</b>	<b>-15%</b>	<b>-18%</b>

**Advertising Rates - The Sydney Morning Herald**

Positional loadings still apply.

SHAPE	EGN		Sections*	
	M-F	SAT	M-F	SAT
<b>Full Page</b>	\$70,752.00	\$88,480.00	\$30,585.28	\$38,462.40
Incl. GST	<b>\$77,827.20</b>	<b>\$97,328.00</b>	<b>\$33,643.81</b>	<b>\$42,308.64</b>
<b>Junior Page</b>	\$39,798.00	\$49,770.00	\$17,204.22	\$21,635.10
Incl. GST	<b>\$43,777.80</b>	<b>\$42,795.68</b>	<b>\$18,924.64</b>	<b>\$23,798.61</b>
<b>1/2 page V</b>	\$35,376.00	\$44,240.00	\$15,292.64	\$19,231.20
Incl. GST	<b>\$38,913.60</b>	<b>\$48,664.00</b>	<b>\$16,821.90</b>	<b>\$21,154.32</b>
<b>1/2 page H</b>	\$35,376.00	\$44,240.00	\$15,292.64	\$19,231.20
Incl. GST	<b>\$38,913.60</b>	<b>\$48,664.00</b>	<b>\$16,821.90</b>	<b>\$21,154.32</b>
<b>Large strip</b>	\$26,532.00	\$33,180.00	\$11,469.48	\$14,423.40
Incl. GST	<b>\$29,185.20</b>	<b>\$36,498.00</b>	<b>\$12,616.43</b>	<b>\$15,865.74</b>
<b>1/4 page V</b>	\$17,688.00	\$22,120.00	\$7,646.32	\$9,615.60
Incl. GST	<b>\$19,456.80</b>	<b>\$24,332.00</b>	<b>\$8,410.95</b>	<b>\$10,577.16</b>
<b>1/4 page strip</b>	\$17,688.00	\$22,120.00	\$7,646.32	\$9,615.60
Incl. GST	<b>\$19,456.80</b>	<b>\$24,332.00</b>	<b>\$8,410.95</b>	<b>\$10,577.16</b>
<b>Corner Block</b>	\$13,266.00	\$16,590.00	\$5,734.74	\$7,211.70
Incl. GST	<b>\$14,592.60</b>	<b>\$18,249.00</b>	<b>\$6,308.21</b>	<b>\$7,932.87</b>
<b>Postcard</b>	\$8,844.00	\$11,060.00	\$3,823.16	\$4,807.80
Incl. GST	<b>\$9,728.40</b>	<b>\$12,166.00</b>	<b>\$4,205.48</b>	<b>\$5,288.58</b>
<b>Mini strip</b>	\$8,844.00	\$11,060.00	\$3,823.16	\$4,807.80
Incl. GST	<b>\$9,728.40</b>	<b>\$12,166.00</b>	<b>\$4,205.48</b>	<b>\$5,288.58</b>
<b>Triple Mini</b>	\$6,633.00	\$8,295.00	\$2,867.37	\$3,605.85
Incl. GST	<b>\$7,296.30</b>	<b>\$9,124.50</b>	<b>\$3,154.11</b>	<b>\$3,966.44</b>
<b>Stacked Mini</b>	\$4,422.00	\$5,530.00	\$1,911.58	\$2,403.90
Incl. GST	<b>\$4,864.20</b>	<b>\$6,083.00</b>	<b>\$2,102.74</b>	<b>\$2,644.29</b>
<b>Movie Ticket</b>	\$4,422.00	\$5,530.00	\$1,911.58	\$2,403.90
Incl. GST	<b>\$4,864.20</b>	<b>\$6,083.00</b>	<b>\$2,102.74</b>	<b>\$2,644.29</b>
<b>Mini</b>	\$2,211.00	\$2,765.00	\$955.79	\$1,201.95
Incl. GST	<b>\$2,432.10</b>	<b>\$3,041.50</b>	<b>\$1,051.37</b>	<b>\$1,322.15</b>

Rates are inclusive of colour. No discounts will apply for mono.

**Note:** These rates are applicable to the following; Business Day (M-S), Sports Day (M-S), Good Food, Money, Spectrum, Traveller\*, The Shortlist\* and The Guide. EGN includes World and News Review.

Information correct at time of publishing.

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

\*Excludes Classifieds rates in Entertainment, Traveller, Drive, Domain, MyCareer. Also excludes Saturday Recruitment Display in MyCareer.

Please visit [www.adcentre.com.au](http://www.adcentre.com.au) for more information.

# LOADINGS & DEADLINES

## Deadlines

Section	Publishing Day	Bookings Deadline	Material Deadline
<b>Monday to Friday</b>			
News	Weekdays	2pm Two working days prior	12pm work day prior
Business	Weekdays	2pm Two working days prior	12pm work day prior
Sport	Weekdays	2pm Two working days prior	12pm work day prior
<b>Saturday</b>			
News	Saturday	2pm Wednesday	12pm Friday
Business	Saturday	2pm Wednesday	12pm Thursday
Sport	Saturday	2pm Wednesday	12pm Friday
News Review	Saturday	2pm Wednesday	12pm Friday
<b>Sections</b>			
The Guide	Monday	12pm Tuesday	12pm Thursday
Good Food	Tuesday	12pm Tuesday	5pm Friday
Money	Wednesday	10am Wednesday	12pm Monday
The Shortlist	Friday	12pm Monday	12pm Wednesday
The Shortlist (Classifieds)	Friday	12pm Wednesday	5pm Wednesday
Form Guide	Friday	2pm Monday	12pm Wednesday
Traveller	Saturday	12pm Fri week prior	12pm Wednesday
Spectrum	Saturday	12pm Monday	12pm Wednesday
Spectrum (Classifieds)	Saturday	12pm Wednesday	5pm Wednesday
Domain	Saturday	12pm Wednesday	5pm Wednesday
Drive	Saturday	2pm Thursday	3pm Thursday
MyCareer	Saturday	2pm Thursday	3pm Thursday

Cancellation deadlines are 3 working days prior to bookings deadlines for all publications.

## Loadings

### Preferred Position Loadings - EGN<sup>#</sup>

Position	Mon-Fri	Sat
Front page	100%	100%
Page 2	50%	50%
Page 3	50%	-
First Full page colour	50%	50%
Prior page 13	40%	-
Prior page 19	30%	40%
Prior page 25	-	30%
Outside Back Cover	50%	50%
GTD Position	30%	40%
includes RHP, solus on spread, consecutive placements (in addition to above loads)		

### Sections<sup>#</sup>

Position	Mon-Fri	Sat
Front Page ^	50%	50%
Page 2 & 3	40%	40%
Outside Back Cover	30%	30%
GTD Position	30%	30%
includes RHP, solus on spread, consecutive placements (in addition to above loads)		

Includes Sport, Business, Money, Good Food, The Guide, Spectrum, The Shortlist, (unless otherwise stated).

<sup>#</sup>When Sport commences from the back front page load applies

#Subject to availability.

Information correct at time of publishing.

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



## Booking and Material Procedure

### Booking Procedure

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

### Cancellation Procedure

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

### Material on Hand

Please note *The Sydney Morning Herald* will retain advertisements for a period of 3 months. Repeats outside this time span cannot be guaranteed.

### Terms and Conditions

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

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

### Advertising Material and Specifications

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

Adstream • (+61) 02 9467 7500

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

Adsend Australia • (+61) 02 8689 9000

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

Digital Ads International SENDlite •

(+61) 02 9818 1965

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

Fairfax Ad Designs • (+61) 02 8777 6956

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

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

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

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

# Terms and Conditions



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

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

# The Sydney Morning Herald

INDEPENDENT. ALWAYS.

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

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