

A woman with curly blonde hair is reading a newspaper in a kitchen. She is wearing a grey t-shirt and holding a blue mug. The background shows a kitchen counter with various items.

Fairfax Media

THE  AGE

## **General Classifieds Advertising Rates**

FROM JULY, 2014



# AUDIENCE PROFILE | PRINT

## THE AGE

### Newspapers

Monday - Sunday

### Integral to Victorians

Intelligent, independent and integral to Victorians' lives. *The Age* is the newspaper that people turn to. Its news, analysis and commentary continually set the benchmark for journalistic excellence and integrity.



A Melbourne icon, part of the cultural fabric of the city.

### Print Readership\*

1,346,000

#### Circulation:#

207,987 MON-FRI (Ave)    247,735 SATURDAY    216,097 SUNDAY



Male\* **53%**  
Female\* **47%**

#### Income (HH)\*



#### Age\*



#### Demographics\*

- \$84K**  
Average PI FT
- 85%**  
Grocery Buyers
- A**  
Social Grade (index 159 VIC population)

Sources: \*emmaTM conducted by Ipsos MediaCT, 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013, People 14+. #Audit Bureau of Circulations total masthead sales, Dec 2013.

# AUDIENCE PROFILE | ONLINE

THE  AGE

**ONLINE**

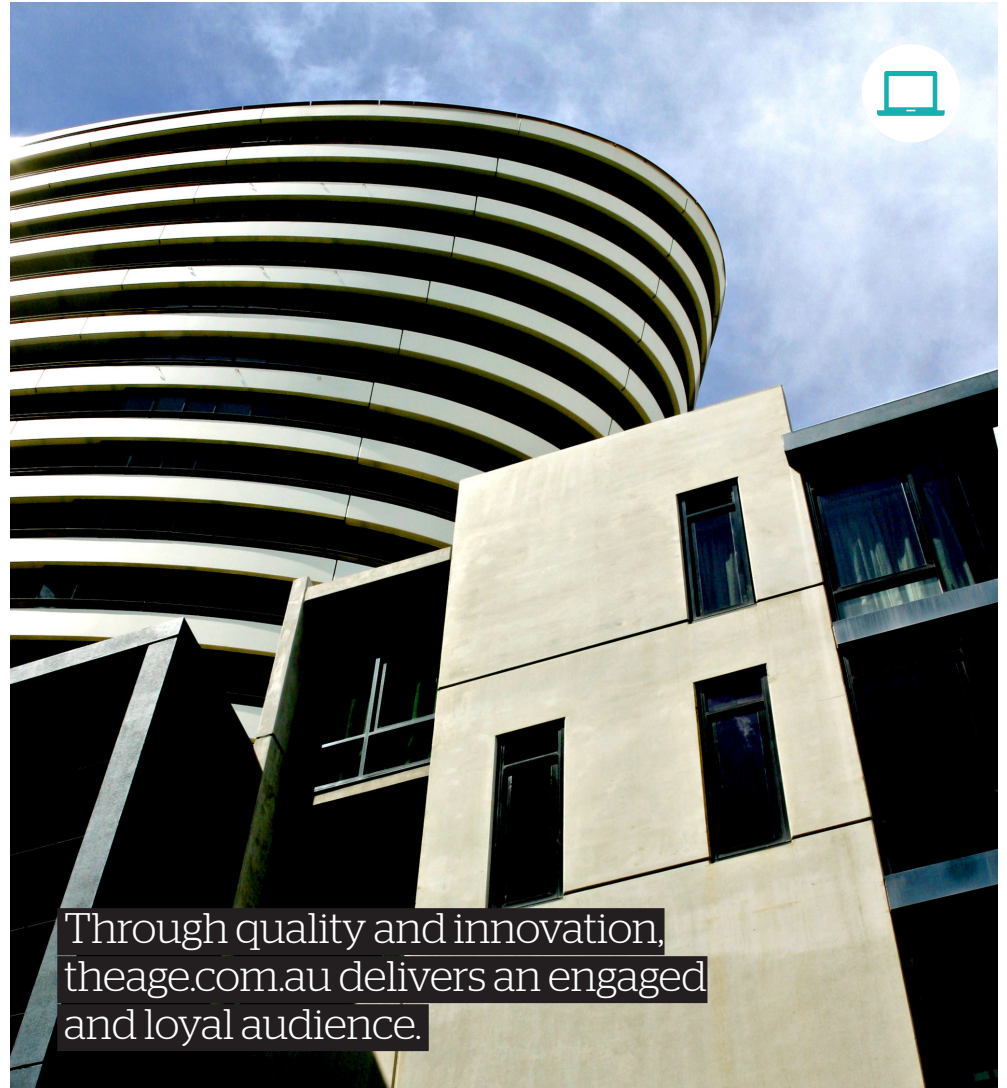
theage.com.au

## Engaged and loyal

A leader in Australian online news and information, *theage.com.au* continues to transform the way Australians access news.

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

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



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

**theage.com.au**

Unique Audience<sup>#</sup>

**1,432,000**

**Page Views:**

**84,787,000**

**Time:**(p/person)

**1hr:47:59**sec

**Income (HH)<sup>\*</sup>**



**Age<sup>\*</sup>**



**Demographics<sup>\*</sup>**



**\$89K**

Average PI FT



**88%**

Grocery Buyers



**36%**

Social Grade

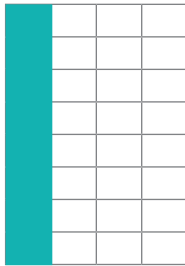
(index. 162)



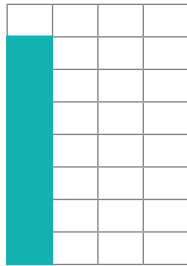
Sources: <sup>#</sup>Nielsen Online Ratings, Hybrid, Dec 2013. <sup>\*</sup>emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending Dec 2013, Nielsen Online Ratings, Dec 2013, people 14+ only.

# GENERAL CLASSIFIEDS SIZES

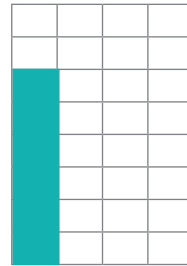
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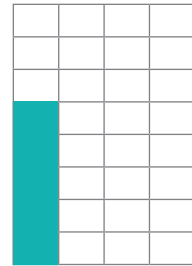
**8 mods high**  
Code: T81  
Size mm: 374x63



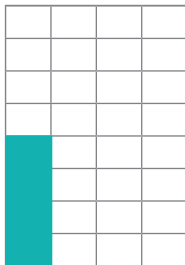
**7 mods high**  
Code: T71  
Size mm: 327x63



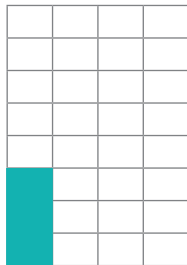
**6 mods high**  
Code: T61  
Size mm: 280x63



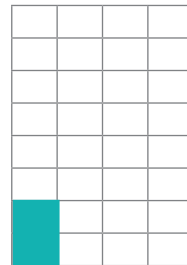
**5 mods high**  
Code: T51  
Size mm: 233x63



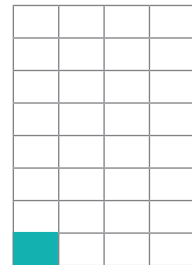
**4 mods high**  
Code: T41  
Size mm: 186x63



**3 mods high**  
Code: T31  
Size mm: 139x63

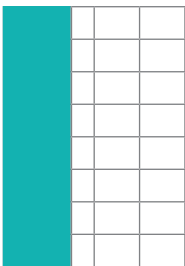


**2 mods high**  
Code: T21  
Size mm: 92x63

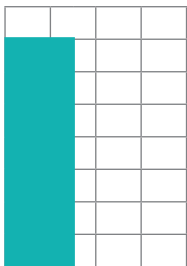


**1 mod high**  
Code: T11  
Size mm: 45x63

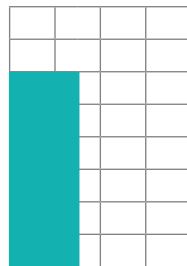
## 1.5 Modules Wide



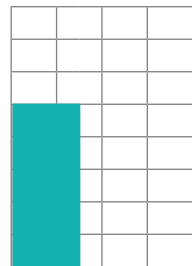
**8 mods high**  
Code: T81H  
Size mm: 374x96



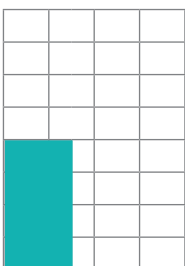
**7 mods high**  
Code: T71H  
Size mm: 327x96



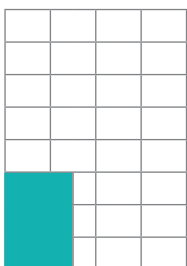
**6 mods high**  
Code: T61H  
Size mm: 280x96



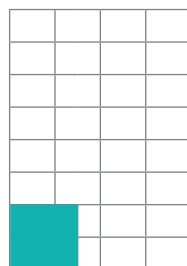
**5 mods high**  
Code: T51H  
Size mm: 233x96



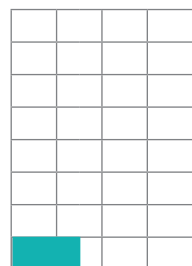
**4 mods high**  
Code: T41H  
Size mm: 186x96



**3 mods high**  
Code: T31H  
Size mm: 139x96



**2 mods high**  
Code: T21H  
Size mm: 92x96



**1 mod high**  
Code: T11H  
Size mm: 45x96

# GENERAL CLASSIFIEDS SIZES

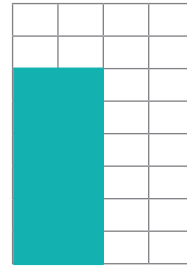
## 2 Modules Wide



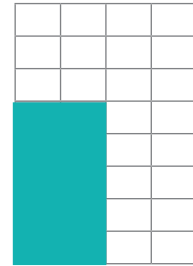
**8 mods high**  
Code: T82  
Size mm: 374x129



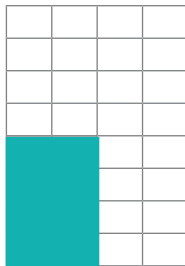
**7 mods high**  
Code: T72  
Size mm: 327x129



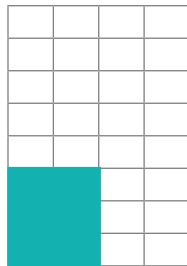
**6 mods high**  
Code: T62  
Size mm: 280x129



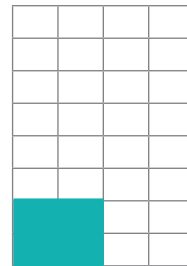
**5 mods high**  
Code: T52  
Size mm: 233x129



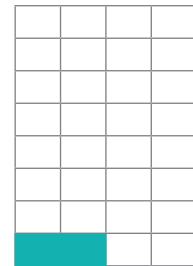
**4 mods high**  
Code: T42  
Size mm: 186x129



**3 mods high**  
Code: T32  
Size mm: 139x129

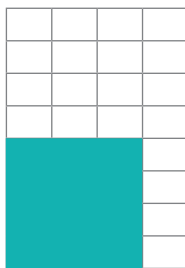


**2 mods high**  
Code: T22  
Size mm: 92x129

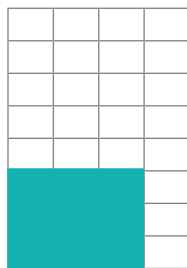


**1 mod high**  
Code: T12  
Size mm: 45x129

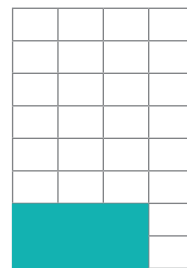
## 3 Modules Wide



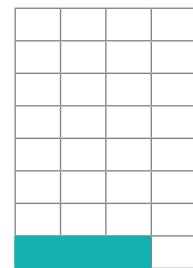
**4 mods high**  
Code: T43  
Size mm: 186x194



**3 mods high**  
Code: T33  
Size mm: 139x194



**2 mods high**  
Code: T23  
Size mm: 92x194



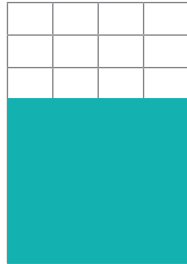
**1 mod high**  
Code: T13  
Size mm: 45x194

# GENERAL CLASSIFIEDS SIZES

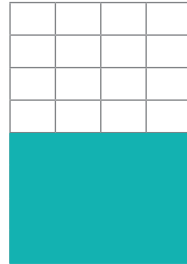
## 4 Modules Wide



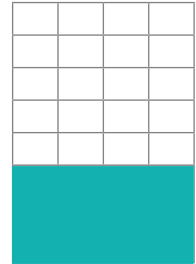
**8 mods high**  
Code: T84  
Size mm: 374x260



**5 mods high**  
Code: T54  
Size mm: 233x260



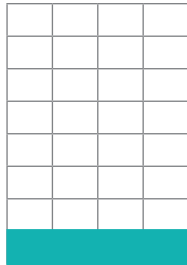
**4 mods high**  
Code: T44  
Size mm: 186x260



**3 mods high**  
Code: T34  
Size mm: 139x260



**2 mods high**  
Code: T24  
Size mm: 92x260



**1 mod high**  
Code: T14  
Size mm: 45x260



# GENERAL CLASSIFIEDS RATES

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## BUY & SELL

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Sunday - Friday	\$508.70	\$559.57
Saturday	\$641.78	\$705.96
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Sunday - Friday	\$8.98	\$9.88
Saturday	\$10.81	\$11.89
Antiques	Fashion Clothes	Memorabilia and Collectables
Arts and Crafts	Accessories	
Baby and Children Needs	Fish Aquariums	Mobile Phones iPods and MP3
Birds	Furniture Removers	Musical Instruments
Books	Garage Sales	Office Furniture
Building Material and Suppliers	Garden Supplies	Pet Accommodation
Cameras and Supplies	Heavy Equipment	Pet Care
Cats	Hobbies	Pet Services
Computer and Internet	Home Furnishings	Sheds and Workshops
Dogs	Home Improvements	Sporting Goods
Electrical and Whitegoods	Jewellery Gems and Watches	Storage
Entertainment Systems	Laundry and Dry Cleaning	Tools
Events	Cattle	Toys and Video Games
	Horse Equipment	Wanted to Buy
	Miscellaneous Livestock	Wanted to Sell General
	Machinery	

## AUCTIONS

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Sunday - Friday	\$517.24	\$568.96
Saturday	\$656.20	\$721.82
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Sunday - Friday	\$7.34	\$8.07
Saturday	\$8.91	\$9.80

## TENDERS

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Sunday - Friday	\$644.40	\$708.84
Saturday	\$761.49	\$837.64
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Sunday - Friday	\$11.48	\$12.63
Saturday	\$13.96	\$15.36

## GENERAL & PUBLIC NOTICES

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Sunday - Friday	\$711.57	\$782.73
Saturday	\$815.56	\$897.12
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Sunday - Friday	\$12.30	\$13.53
Saturday	\$14.95	\$16.45

## GENERAL SERVICES

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Sunday - Friday	\$508.70	\$559.57
Saturday	\$641.78	\$705.96
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Sunday - Friday	\$8.98	\$9.88
Saturday	\$10.81	\$11.89

## LAW NOTICES

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Sunday - Friday	\$699.55	\$769.51
Saturday	\$860.99	\$947.09
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Sunday - Friday	\$12.81	\$14.09
Saturday	\$15.00	\$16.50

## PERSONAL ANNOUNCEMENTS

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Monday - Saturday	\$314.27	\$345.70
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Monday - Saturday	\$8.12	\$8.93
Acknowledgement	Funeral Directors	Marriages
Approaching Marriages	Funerals Services	Memorial Gifts
Birthday Greetings	Christmas Greetings	Missing Friends
Birthday Greetings 21st	Easter Greetings	Pet Deaths
Birthday Remembrance	Fathers Day Greetings	Photographers or Video Services
Births Seasons	Greetings	Reunion Notices
Congratulations	Mothers Day Greetings	Thank you
Deaths	New Years Greetings	Thanksgiving and Memorial Services
Engagements	Greetings	Todays Funerals
Funeral Notices	Valentines Greetings	Wedding Anniversaries
	In Memoriam	
	In Memoriam ANZAC	

## HOME & GARDEN DIRECTORY

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Saturday	\$641.78	\$705.96

## GOODFOOD DIRECTORY

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Saturday	\$641.78	\$705.96

## TRAVEL DIRECTORY

Display Rates	Single Module (T11) Gst Excl	Single Module (T11) Gst Incl
Tuesday	\$382.00	\$420.20
Saturday	\$536.00	\$589.60
Lineage Rates	Price Per Line Gst Excl	Price Per Line Gst Incl
Tuesday	\$8.69	\$9.56
Saturday	\$10.53	\$11.58

**GENERAL CLASSIFIEDS DEADLINES****8****BUY AND SELL**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	2pm Thur
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm Thur

**AUCTIONS**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	2pm Thur
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm Thur

**TENDERS**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	2pm Thur
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm Thur

**GENERAL & PUBLIC NOTICES**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	2pm Thur
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm Thur

**GENERAL SERVICES**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	2pm Thur
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm Thur

**LAW NOTICES**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	2pm Thur
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm Thur



**GENERAL CLASSIFIEDS DEADLINES****9****PERSONAL ANNOUNCEMENTS**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5pm Sun	5pm Mon	5pm Tues	5pm Wed	5pm Thur	5pm Fri
Lineage Hard Copy	4.30pm Sat	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Fri
Display Phoned bookings/AdOnline	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	12pm 1 day prior	10am Fri
Material Deadline						
Display Advertising	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	3pm 1 day prior	12pm Fri

**HOME & GARDEN DIRECTORY**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	N/A	N/A	N/A	N/A	N/A	12pm Wed
Material Deadline						
Display Advertising	N/A	N/A	N/A	N/A	N/A	5pm Wed

**GOODFOOD DIRECTORY**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned Bookings/AdOnline	N/A	12pm Thur	N/A	N/A	N/A	N/A
Material Deadline						
Display Advertising	N/A	3pm Thur	N/A	N/A	N/A	N/A

**TRAVEL DIRECTORY**

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	4.30pm Sun	4.30pm Mon	4.30pm Tues	4.30pm Wed	4.30pm Thur	6pm Thur
Lineage Hard Copy	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thur	5.30pm Thur
Display Phoned bookings/AdOnline	N/A	N/A	N/A	N/A	N/A	5pm Tues
Material Deadline						
Display Advertising	N/A	N/A	N/A	N/A	N/A	12pm Wed

# CONTACT INFORMATION

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## Contacts

### VICTORIA

Fairfax Media Publications Pty Limited  
Media House, 655 Collins St  
Melbourne, Victoria 3000  
**Phone:** (03) 8667 1352  
**Email:** classdisplay@fairfaxmedia.com.au

### NSW

Fairfax Media Publications Pty Limited  
1 Darling Island Road  
Pyrmont, New South Wales 2009  
**Phone:** (02) 9282 1313  
**Email:** classdisplay@fairfaxmedia.com.au

## Booking and Material Procedure

### Lodging the Copy

#### By Telephone

Telephone your ad direct to **13 22 43**

#### By Internet

Visit [www.classifieds.fairfax.com.au](http://www.classifieds.fairfax.com.au) or

#### By Adonline™

AdOnline offers you a quick and easy way to book display ad space, and shows you how to format and send classified line ads directly to the publication. AdOnline is an innovative tool which uses the internet to provide direct interactive access to our publishing systems - it's fast, free, and flexible. Call 1300 666 599 for a demonstration. (TM - AdOnline is a trademark of Fairfax Media Pty Ltd).

#### By Email

Display: classdisplay@fairfaxmedia.com.au  
Linage: classifiedadvertising@theage.com.au

### Colour in Classified Lineage Ads

Colour in Classified Lineage Ads provide a contemporary look and feel to the classifieds product. Five colour ranges are on offer - blue, red, green, yellow and pink. The colours can be applied to headings, borders and tints within existing lineage advertising formats. Full process colour is also available for customers wishing to display company logos in their brand colour.

### Material on Hand

Please note *The Age* 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.

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.

### Business Rules

To maintain the look of the classifieds pages, several business rules have been applied:

- Minimum lineage is applied to colour dependant on category.
- When a border or colour is applied, the text is indented making the advertisement longer, this is required for readability of the advertising.
- Deadlines for colour lineage do not change from current lineage deadlines, except where a colour logo is to be processed and thus we require material 72 hours prior to the booking deadline.
- Colour photo deadlines vary per category.

Minimum 4 lines per single column advertisement (unless otherwise stated).

**Foreign Language Advertisements:** Must be accompanied by English translation and both versions must be published.

**Material and Advertising Specifications:** Please refer to our website [www.adcentre.com.au](http://www.adcentre.com.au)

### Contacts

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

Fairfax Media Publications Pty Limited  
Media House, 655 Collins Street  
Docklands VIC 3008  
**Phone:** (03) 8667 2000

### 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 Age*. 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):

#### Adsend

[www.adsend.com.au](http://www.adsend.com.au)  
(03) 8689 9000

#### Fairfax Ad Designs

[addesigns@fairfaxmedia.com.au](mailto:addesigns@fairfaxmedia.com.au)  
(02) 8777 6956

#### Sendlite

[fairfax.sendlite.com.au](http://fairfax.sendlite.com.au)  
(02) 9818 1965

Contact your Fairfax Advertising Representative for further details.



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

# 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:

- the Competition and Consumer Act (Cth) or equivalent State legislation;
- any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
- any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
- State or Commonwealth privacy legislation or anti-discrimination legislation;
- any financial services law as defined in the Corporations Act 2001 (Cth); or
- 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):

- cancel any provision of credit to Customer;
- require cash pre-payment for further Advertising;
- charge interest on all overdue amounts at the rate 2% above the NAB Overdraft Base Rate;
- take proceedings against the Customer for any outstanding amounts;
- recover Fairfax's costs including mercantile agency and legal costs on a full indemnity basis;
- cease publication of further Advertising or terminate an agreement for Advertising not published;
- exercise any other rights at law.

11.2 A Customer suffers an 'Insolvency Event' if:

- Customer is a natural person and commits an act of bankruptcy; or
- Customer is a body corporate and cannot pay its debts as and when they fall due or enters an arrangement with its creditors other than in the ordinary course of business or passes a resolution for administration, winding up or liquidation (other than for the purposes of re-organisation or reconstruction); or has a receiver, manager, liquidator or administrator appointed to any of its property or assets or has a petition presented for its winding up.

11.3 Fairfax may withhold any discounts or rebates if Customer fails to comply with its payment obligations.

11.4 A written statement of debt signed by an authorised employee of Fairfax is evidence of the amount owed by the Customer to Fairfax.

## 12. Liability

12.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of Fairfax in connection with the Advertising.

12.2 Fairfax excludes all implied conditions and warranties from these terms, except any condition or warranty (such as conditions and warranties implied by the Competition and Consumer Act and equivalent State acts) which cannot by law be excluded ('Non-excludable Condition').

12.3 Fairfax limits its liability for breach of any Non-Excludable Condition (to the extent such liability can be limited) and for any other error in published Advertising caused by Fairfax to the re-supply of the Advertising or payment of the cost of re-supply (at Fairfax's option).

12.4 Subject to clauses 12.2 and 12.3, Fairfax excludes all other liability to the Customer for any costs, expenses, losses and damages incurred in relation to Advertising published by Fairfax, whether that liability arises in contract, tort (including by Fairfax's negligence) or under statute. Without limitation, Fairfax will in no circumstances be liable for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity.

12.5 The Customer indemnifies Fairfax and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising.

## 13. Privacy

13.1 Fairfax collects a Customer's personal information to provide the Advertising to the Customer and for invoicing purposes. Fairfax may disclose this personal information to its related bodies corporate, to credit reporting agencies and other third parties as part of provision of the Advertising and for overdue accounts, to debt collection agencies to recover amounts owing.

13.2 Fairfax provides some published Advertising to third party service providers. Where such Advertising contains personal information, Customer consents to the disclosure of their personal information in the advertising to third parties and to the personal information being republished by a third party.

13.3 Customers may gain access to their personal information by writing to the Privacy Officer, GPO Box 506, Sydney NSW 2001. Fairfax's privacy policy is at [www.fxj.com.au](http://www.fxj.com.au).

## 14. Confidentiality

14.1 Each party will treat as confidential, and will procure that its advertising agents, other agents, and contractors ('Agents') treat as confidential and will not disclose, unless disclosure is required by law:

- the terms of this Agreement (including terms relating to volumes and pricing);
- information generated for the performance of this Agreement, including all data relating to advertising schedules, budgets, forecasts, booked advertising, prices or volumes;
- any other information that ought in good faith to be treated as confidential given the circumstances of disclosure or the nature of the information;
- 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.