

Rates effective 1 July 2017 and exclude GST.



## Display Advertising

These run of paper rates include colour.

Size	Taranaki Daily News		North Taranaki Midweek	Taranaki Star	Central Districts Farmer
	Mon-Fri	Sat			
Full Page	\$6,598.80	\$7,263.00	\$2,191.14	\$2,191.14	\$2,590.00
Junior Page	\$3,421.60	\$3,766.00	\$1,184.40	\$1,184.40	\$1,400.00
1/2 Page	\$3,421.60	\$3,766.00	\$1,252.08	\$1,252.08	\$1,400.00
1/3 Page	\$2,199.60	\$2,421.00	-	-	-
1/4 Page	\$1,710.80	\$1,883.00	\$592.20	\$592.20	\$700
1/8 Page	\$855.40	\$941.50	-	-	-
Front Page Solus	\$989.82	\$1,089.45	\$266.49	\$266.49	\$1,260
Other sizes (per col/cm)	\$12.22	\$13.45	\$8.46	\$8.46	\$10.00

## Combo and Multi-buy Packages

Ask us about our special multi-publication and multi-insertion discount packages.

## Guaranteed Positions

Positions are subject to availability at the time of booking. Advertisers should seek confirmation that the space/position is available for the required date(s) of publication. The applicable rates are required to secure guaranteed position. Set sizes may apply.

## Cancellation Fee

Depending on the time of cancellation, a cancellation fee of up to 100% of the advertisement cost applies to any advertisements cancelled after the booking deadline has passed.

## Commission

Commission of 10% is payable on these rates to agencies accredited with the PMAA.

## TURBOSEQ

### Digital search optimisation service for print advertisements

\$50<sup>+GST</sup> per month\*

Advertisements appearing within Fairfax Media print products are also published digitally on Neighbourly.co.nz. These advertisements are also search engine optimised to boost the chance of reaching potential customers online and improve organic search rankings.

\*Effective from December 2016. A flat handling fee of \$50<sup>+GST</sup> per month is charged to applicable advertisers. The monthly fee is the same regardless of the number of ads published each month in our print products.

Guaranteed Positions: Taranaki Daily News	
Section A	+25%
Guaranteed page Section A	+40%
Guaranteed other position	+20%

Guaranteed Positions: Community Titles	
Pages 2-7	+25%

## Classified Display Rates

These display classified rates include colour.

Rate (per col/cm)	Taranaki Daily News		North Taranaki Midweek	Taranaki Star	Central Districts Farmer
	Mon-Fri	Sat			
General Classified	\$12.22	\$13.45	\$8.46	\$8.46	\$9.50
Powerpak	\$12.22	\$13.45	\$4.80	\$4.80	-
Taranaki Buy	\$8.91	\$8.91	\$5.53	\$5.53	-
Trade Directory*	\$8.55	-	\$5.92	\$5.92	-
Trade Package*	\$7.60	\$7.60	\$5.25	\$5.25	-

Note: Additional discounts apply for multiple insertions for the Trade Directory and Trade Packages. Please ask your Account Manager for details.

## Classified Liner Rates

Additional colour and highlighting charges may apply.

Rate (per line)	Taranaki Daily News		North Taranaki Midweek	Taranaki Star
	Mon-Fri	Sat		
General Classified	\$2.70	\$2.70	\$1.80	\$1.80
Powerpak	-	-	\$5.32	\$5.32

## Annual Spend Discounts\*

Annual Spend:	\$2.5K+	\$5K+	\$10K+	\$15K+	\$25K+	\$50K+	\$75K+	\$100K+	\$150K+	\$250K+	\$500K+
Discount:	10%	12.5%	15%	17.5%	20%	22.5%	25%	27.5%	30%	35%	40%

\* For contract holders in Taranaki publications. Contracted discounts exclude online advertising, inserts, public notices and employment classifications and other advertising as specified.

## Advertising Terms and Conditions

Please refer to [advertise.fairfaxmedia.co.nz/advertising-terms-and-conditions](http://advertise.fairfaxmedia.co.nz/advertising-terms-and-conditions)

Deadlines effective 1 January 2017.



## Publishing Deadlines

Please note: Advertising deadlines are subject to change. For the most up to date information go to [advertise.fairfaxmedia.co.nz/deadlines](http://advertise.fairfaxmedia.co.nz/deadlines)  
 Advertisements cancelled after booking deadline will incur a cancellation fee. Deadlines vary around public holidays.

Publication	Day of Publication	SPACE BOOKING DEADLINES		AD MATERIAL DEADLINES				COMPUTER SET CLASSIFIEDS
		RUN OF PAPER & CLASSIFIED <i>for Ad Build Copy</i>	DISPLAY CLASSIFIED <i>for Print Ready Files</i>	Ad Build Copy	Final Proof Alterations	Final Proof Approval	Print Ready Ad files	Classified Close off
Taranaki Daily News	Monday	Wed, 4pm	Fri, 12pm	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 2pm	Fri, 3:30pm, F/N Sun 5pm
	Tuesday	Thu, 4pm	Mon, 12pm	Thu, 5pm	Mon, 12pm	Mon, 5pm	Mon, 2pm	Mon, 3:30pm, F/N Mon 5pm
	Wednesday	Fri, 4pm	Tue, 12pm	Fri, 5pm	Tue, 12pm	Tue, 5pm	Tue, 2pm	Tue, 3:30pm, F/N Tue 5pm
	■ Motoring	Fri, 4pm	-	Fri, 5pm	Tue, 9am	Tue, 2pm	Tue, 12pm	-
	Thursday	Mon, 4pm	Wed, 12pm	Mon, 5pm	Wed, 12pm	Wed, 5pm	Wed, 2pm	Wed, 3:30pm, F/N Wed 5pm
	Friday	Tue, 4pm	Thu, 12pm	Tue, 5pm	Thu, 12pm	Thu, 5pm	Thu, 2pm	Thu, 3:30pm, F/N Thu 5pm
	Saturday	Wed, 4pm	Fri, 12pm	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 2pm	F/N Fri, 5pm
Taranaki Property Weekly	Saturday	Mon, 4pm	-	Mon, 5pm	Wed, 11:30am	Wed, 4:30pm	Wed, 12pm	-
North Taranaki Midweek	Wednesday	Thu, 4pm	Mon, 2pm	Thu, 5pm	Mon, 5pm	Tue, 1:30pm	Mon, 2pm	Mon, 2pm
Taranaki Star	Thursday	Mon, 4pm	Wed, 2pm	Mon, 5pm	Wed, 10:30am	Wed, 3:30pm	Wed, 2pm	Wed, 2pm
Central Districts Farmer	Monday (monthly)	Tue, 12pm 2 weeks prior	Wed, 12pm 2 weeks prior	Mon, 5pm week prior	Wed, 5pm	Thu, 11:30am	Wed, 4pm	Wed, 12pm 2 weeks prior



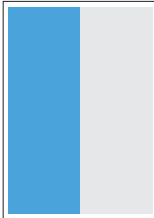

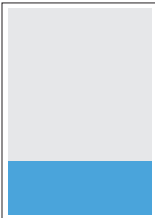


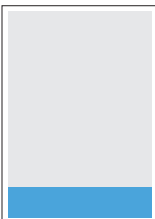
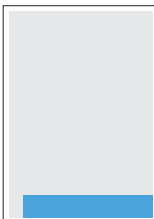
Note: F/N = Family Notices



For online advertising rates please refer to the Stuff rate card available at [advertise.fairfaxmedia.co.nz/stuff-co-nz](http://advertise.fairfaxmedia.co.nz/stuff-co-nz)

## Modular Ad Sizes

Note: Visuals indicate 'Run of Paper' proportions

 <p><b>Full Page</b>  <b>Broadsheet</b>          540mm x 376mm  <b>Tabloid</b>          370mm x 262mm</p>	 <p><b>Half Page Horizontal</b>  <b>Broadsheet</b>          280mm x 376mm  <b>Tabloid</b>          180mm x 262mm</p>	 <p><b>Half Page Vertical</b>  <b>Broadsheet</b>          540mm x 186mm  <b>Tabloid</b>          370mm x 148mm</p>
 <p><b>Quarter Page Island</b>  <b>Broadsheet</b>          280mm x 186mm  <b>Tabloid</b>          190mm x 110mm</p>	 <p><b>Quarter Page Horizontal</b>  <b>Broadsheet</b>          140mm x 376mm  <b>Tabloid</b>          100mm x 262mm</p>	 <p><b>Junior Page</b>  <b>Broadsheet</b>          400mm x 262mm  <b>Tabloid</b>          280mm x 186mm</p>
 <p><b>1/3 Page Horizontal</b>  <b>Broadsheet</b>          180mm x 376mm  <b>Tabloid</b>          N/A</p>	 <p><b>1/8 Page Horizontal</b>  <b>Broadsheet</b>          80mm x 376mm  <b>Tabloid</b>          N/A</p>	 <p><b>Front Page Solus</b>  <b>Broadsheet</b>          60mm x 338mm*  <small>* Except:          ■ Waikato Times and Marlborough Express          60mm x 376mm          ■ Timaru Herald          60mm x 300mm</small>  <b>Tabloid</b>          60mm x 262mm</p>

Additional advertising sizes are available. Please contact your media consultant to discuss the best options for your campaign.

### Publication Format

Publication	Format
Taranaki Daily News	Broadsheet
North Taranaki Midweek	Tabloid
Taranaki Star	Tabloid
Central Districts Farmer	Tabloid

### Page Size

Section	Broadsheet	Tabloid
Run of Paper	540mm x 10 cols	370mm x 7 cols
Classified	540mm x 11 cols	370mm x 8 cols

### Column Widths (mm)

Section	1	2	3	4	5	6	7	8	9	10	11
Run of Paper	34	72	110	148	186	-	262	-	338	376	-
Classified	32	66	100	134	168	202	236	270	304	338	372

Ensure supplied artwork is the same as the booking size, with no elements overhanging, additional white space or crop marks. For bleed publications, please refer to the specific rate card/ media pack for ad sizes and bleed requirements.

### Double Page Centre Spread Ad Sizes

Section	Broadsheet (h x w)	Tabloid (h x w)
Run of Paper	540mm x 772mm	370mm x 545mm

## Postscript compatible (acceptable software)

- ✓ Adobe InDesign
- ✓ Adobe Illustrator
- ✓ Corel Draw
- ✓ FreeHand
- ✓ QuarkXPress

### Files should be created using these applications, saved and supplied as separate, single page PDFs.

Ensure supplied artwork is the same as the booking size, with no elements overhanging, additional white space or crop marks. For bleed publications, please refer to the specific rate card/media pack for ad sizes and bleed requirements.

To create PDFs for our advertising specifications, the following distiller job options are available to download and load into your InDesign program:

- **Newsprint distiller job options**  
[advertise.fairfaxmedia.co.nz/s/Fairfax-NP.joboptions](http://advertise.fairfaxmedia.co.nz/s/Fairfax-NP.joboptions)
- **Magazine distiller job options**  
[advertise.fairfaxmedia.co.nz/s/Fairfax-MAGS.joboptions](http://advertise.fairfaxmedia.co.nz/s/Fairfax-MAGS.joboptions)

## Not Postscript compatible (unacceptable software)

- ✗ Microsoft Word
- ✗ Microsoft Powerpoint
- ✗ Microsoft Publisher
- ✗ Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only.

## General

PDF version	1.3
Postscript level	3
ICC compliant	No
Colour model	CMYK only

## Fonts & Type

Font embedding required	Yes
Font subsetting allowed	Yes
Minimum pt. size for colour type	12pt
Minimum weight for colour type	Bold
Maximum plates allowed for colour type	3
Minimum point size for reversed coloured type	12pt
Minimum weight for reversed colour type	Bold
Maximum plates allowed for reversed colour type	3
Minimum point size for single colour type (100% C, M,Y or K)	6pt

## Images

Format	File types: .eps, .tif or .jpg
Minimum resolution for colour images at published size	150dpi
Minimum resolution for greyscale images at published size	150dpi
Minimum resolution for black & white (single bit) images	600dpi
Maximum ink weight	240%
Embedded ICC profiles	No
Spot colours	No
Extra channels, transfer curves, or compression	No

## Logos

Format	CMYK vector (preferred for best reproduction) or bitmap
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## QR Codes

Colour model	B&W only
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## Digital Delivery

Fairfax Media will accept print ready advertising material via the following delivery methods only:

### AdTracker online (ATOL)

ATOL is Fairfax Media's web interface to the production system and is the **preferred method** for supplying print ready material. It's an easy-to-use, no-charge service. Contact your Fairfax Media representative for your login details and visit [fairfax.dpsadtrackercloud.co.nz](http://fairfax.dpsadtrackercloud.co.nz)  
Tech support:  
E [atolsupport@fairfaxmedia.co.nz](mailto:atolsupport@fairfaxmedia.co.nz)

### Adstream

Tech support:  
E [support@adstream.co.nz](mailto:support@adstream.co.nz)  
P 09 281 3662  
[adstream.co.nz](http://adstream.co.nz)

### Adsend

Tech support:  
E [support@adsend.com.au](mailto:support@adsend.com.au)  
P +61 3 9690 2488  
[adsend.co.nz](http://adsend.co.nz)

### AdCompose

Tech support:  
E [adcompose@fairfaxmedia.co.nz](mailto:adcompose@fairfaxmedia.co.nz)  
P 0800 ADCOMPOSE (0800 232 667)

### CampaignTrack

Tech support:  
E [nz@campaigntrack.com](mailto:nz@campaigntrack.com)  
P 0508 2267 244  
[campaigntrack.co.nz](http://campaigntrack.co.nz)

## Booking Enquiries

E [info@fairfaxmedia.co.nz](mailto:info@fairfaxmedia.co.nz)

## Technical Spec Enquiries

E [prepresscoordinators@fairfaxmedia.co.nz](mailto:prepresscoordinators@fairfaxmedia.co.nz)

## Classified Advertising

Please refer relevant contact information at:  
[advertise.fairfaxmedia.co.nz/classified-advertising](http://advertise.fairfaxmedia.co.nz/classified-advertising)

## Additional Information

Please refer relevant publication/tab at:  
[advertise.fairfaxmedia.co.nz](http://advertise.fairfaxmedia.co.nz)