

Rates effective 1 December 2016 and exclude GST.

THE DOMINION POST

Display Advertising

These display rates are full colour.

	Day	Other sizes (per col/cm)	1/8 Page	1/4 Page	1/3 Page	1/2 Page	Junior Page	Full Page	Solus
Run of Press	MTTF	\$26.87	\$1,880.90	\$3,761.80	\$4,836.60	\$7,523.60	\$7,523.60	\$13,091.06	-
	W	\$28.28	\$1,979.60	\$3,959.20	\$5,090.40	\$7,918.40	\$7,918.40	\$13,778.02	-
	S	\$29.77	\$2,083.90	\$4,167.80	\$5,358.60	\$8,335.60	\$8,335.60	\$14,503.94	-
Section A	MTTF	\$40.31	\$2,821.35	\$5,642.70	\$7,254.90	\$11,285.40	\$11,285.40	\$20,291.15	\$4,352.94
	W	\$42.42	\$2,969.40	\$5,938.80	\$7,635.60	\$11,877.60	\$11,877.60	\$22,044.83	\$4,581.36
	S	\$47.63	\$3,334.24	\$6,668.48	\$8,573.76	\$13,336.96	\$13,336.96	\$23,931.51	\$4,822.74
Business	MTTF	\$38.96	\$2,727.31	\$5,454.61	\$7,013.07	\$10,909.22	\$10,909.22	\$18,982.04	\$6,233.60
	W	\$41.01	\$2,870.42	\$5,740.84	\$7,381.08	\$11,481.68	\$11,481.68	\$19,978.12	\$6,561.60
	S	\$43.17	\$3,021.66	\$6,043.31	\$7,769.97	\$12,086.62	\$12,086.62	\$21,030.72	\$6,907.20
World	MTTF	\$38.96	\$2,727.31	\$5,454.61	\$7,013.07	\$10,909.22	\$10,909.22	\$18,982.04	\$6,233.60
	W	\$41.71	\$2,919.91	\$5,839.82	\$7,508.34	\$11,679.64	\$11,679.64	\$20,322.57	\$6,673.60
	S	\$44.66	\$3,125.85	\$6,251.70	\$8,037.90	\$12,503.40	\$12,503.40	\$21,755.92	\$7,145.60
Sport	MTTF	\$32.24	\$2,257.08	\$4,514.16	\$5,803.92	\$9,028.32	\$9,028.32	\$15,709.28	Varies
	W	\$33.94	\$2,375.52	\$4,751.04	\$6,108.48	\$9,502.08	\$9,502.08	\$16,533.62	\$5,430.40
	S	\$35.72	\$2,500.68	\$5,001.36	\$6,430.32	\$10,002.72	\$10,002.72	\$17,404.73	\$5,715.20

Please note: Solus size for Section A (Front Page Solus) is 60mm x 338mm. For all other sections the solus size is 140mm x 376mm.

Classified Advertising Rates*

These classified rates include colour.

Rate	Classified Display (per col/cm)			Line Rate (Mono)		
	MTTF	W	S	MTTF	W	S
General Classified	\$26.87	\$28.28	\$29.77	\$5.49	\$5.49	\$5.49

*Additional colour/highlighting charges may apply. Typesetting fees apply to advertising agencies.



For online advertising rates please refer to the Stuff rate card available at advertise.fairfaxmedia.co.nz/stuff-co-nz

Annual Spend Discounts (Classified Advertising)**

Annual Spend	\$10K+	\$15K+	\$25K+	\$50K+	\$100K	\$250K	\$500K+
Discount	15%	17.5%	20%	22.5%	25%	27.5%	30%

**For contract holders. Contracted discounts exclude online advertising, inserts and other advertising as specified.

Advertising Terms and Conditions

Please refer to advertise.fairfaxmedia.co.nz/advertising-terms-and-conditions

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^{+GST} 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^{+GST} 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.

THE DOMINION POST

The Wellingtonian **The Hutt News** **Upper Hutt Leader** **Kapi-Mana News**

Horowhenua Mail **Kapiti Observer** **Wairarapa NEWS** **Farmer** Central Districts



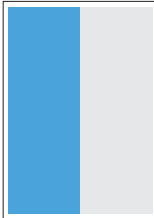

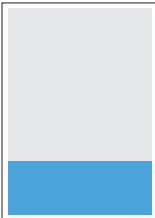


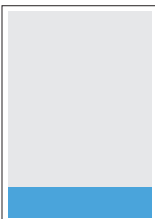
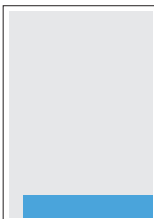
Publishing Deadlines

Please note: Advertising deadlines are subject to change. For the most up to date information go to 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
Dominion Post	Monday	Thu, 10am	Fri, 10am	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 10am	Fri, 5pm
	Tuesday	Fri, 10am	Mon, 10am	Thu, 5pm	Mon, 12pm	Mon, 5pm	Mon, 10am	Mon, 5pm
	■ TV Week	Wed, 10am	-	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 2pm	-
	Wednesday	Mon, 10am	Tue, 10am	Fri, 5pm	Tue, 12pm	Tue, 5pm	Tue, 10am	Tue, 5pm
	■ Life	Thu, 5pm	-	Fri, 5pm	Tue, 9am	Tue, 2pm	Tue, 12pm	-
	Thursday	Tue, 10am	Wed, 10am	Mon, 5pm	Wed, 12pm	Wed, 5pm	Wed, 10am	Wed, 5pm
	Friday	Wed, 10am	Thu, 10am	Tue, 5pm	Thu, 12pm	Thu, 5pm	Thu, 10am	Thu, 5pm
	Saturday	Thu, 10am	Fri, 10am	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 10am	Fri, 5pm
	■ Motoring	Tue, 12pm	Thu, 12pm	Tue, 5pm	Thu, 12pm	Thu, 5pm	Thu, 2pm	Thu, 2pm
	■ Property	Wed, 10am	Thu, 12pm	Tue, 5pm	Thu, 5pm	Fri, 11:30am	Thu, 4pm	Thu, 2pm
■ Employment	Wed, 10am	Thu, 12pm	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 10am	Fri, 5pm	
Your Weekend (DPT)	Saturday	Thu, 5pm week prior	-	Tue, 5pm	Thu, 12pm	Thu, 5pm	Thu, 10am	-
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
The Wellingtonian	Thursday	Fri, 1pm	Tue, 12pm	Fri, 5pm	Tue, 5pm	Wed, 1pm	Tue, 12pm	Tue, 12pm
Kapi-Mana News	Tuesday	Wed, 12pm	Fri, 10am	Wed, 5pm	Fri, 5pm	Mon, 12pm	Fri, 10am	Fri, 11am
Kapiti Observer	Thursday	Fri, 9am	Tue, 12pm	Mon, 5pm	Wed, 12pm	Wed, 5pm	Tue, 12pm	Tue, 4pm
The Hutt News	Tuesday	Wed, 12pm	Fri, 3pm	Thu, 5pm	Mon, 12pm	Mon, 5pm	Fri, 3pm	Mon, 10:30am
Upper Hutt Leader	Wednesday	Thu, 12pm	Mon, 12pm	Fri, 5pm	Tue, 12pm	Tue, 5pm	Tue, 12pm	Mon, 4pm
Horowhenua Mail	Thursday	Fri, 9am	Tue, 3pm	Mon, 5pm	Wed, 12pm	Wed, 5pm	Tue, 3pm	Tue, 4pm
Wairarapa News	Wednesday	Thu, 12pm	Mon, 10am	Fri, 5pm	Tue, 12pm	Tue, 5pm	Tue, 10am	Mon, 5pm

Modular Ad Sizes

Note: Visuals indicate 'Run of Paper' proportions

 <p>Full Page Broadsheet 540mm x 376mm Tabloid 370mm x 262mm</p>	 <p>Half Page Horizontal Broadsheet 280mm x 376mm Tabloid 180mm x 262mm</p>	 <p>Half Page Vertical Broadsheet 540mm x 186mm Tabloid 370mm x 148mm</p>
 <p>Quarter Page Island Broadsheet 280mm x 186mm Tabloid 190mm x 110mm</p>	 <p>Quarter Page Horizontal Broadsheet 140mm x 376mm Tabloid 100mm x 262mm</p>	 <p>Junior Page Broadsheet 400mm x 262mm Tabloid 280mm x 186mm</p>
 <p>1/3 Page Horizontal Broadsheet 180mm x 376mm Tabloid N/A</p>	 <p>1/8 Page Horizontal Broadsheet 80mm x 376mm Tabloid N/A</p>	 <p>Front Page Solus Broadsheet 60mm x 338mm* <small>* Except: ■ Waikato Times and Marlborough Express 60mm x 376mm ■ Timaru Herald 60mm x 300mm</small> Tabloid 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
Dominion Post	Broadsheet
TV Week	Tabloid
Life	Tabloid
Your Weekend	Magazine
The Wellingtonian	Tabloid
Kapi-Mana News	Tabloid
Kapiti Observer	Tabloid
The Hutt News	Tabloid
Upper Hutt Leader	Tabloid
Horowhenua Mail	Tabloid
Wairarapa News	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 (hwx)	Tabloid (hwx)
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
- **Magazine distiller job options**
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
Tech support:
E atol-support@fairfaxmedia.co.nz

Adstream

Tech support:
E support@adstream.co.nz
P 09 281 3662
adstream.co.nz

Adsend

Tech support:
E support@adsend.com.au
P +61 3 9690 2488
adsend.co.nz

AdCompose

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

CampaignTrack

Tech support:
E nz@campaigntrack.com
P 0508 2267 244
campaigntrack.co.nz

Booking Enquiries

E info@fairfaxmedia.co.nz

Technical Spec Enquiries

E prepresscoordinators@fairfaxmedia.co.nz

Classified Advertising

Please refer relevant contact information at:
advertise.fairfaxmedia.co.nz/classified-advertising

Additional Information

Please refer relevant publication/tab at:
advertise.fairfaxmedia.co.nz