

Rates effective 1 July 2017 and exclude GST.

# ManawatuStandard



## Display Advertising

These run of paper rates include colour.

Size	Manawatu Standard	The Tribune	Feilding-Rangitikei Herald	Central Districts Farmer	Wairarapa News	The Napier Mail	The Hastings Mail
Full Page	\$5,303.23	\$2,571.91	\$2,347.38	\$2,590.00	\$1,617.71	\$2,237.76	\$2,237.76
Junior Page	\$2,946.24	\$1,428.84	\$1,304.10	\$1,400.00	\$971.60	\$1,344.00	\$1,344.00
1/2 Page	\$2,946.24	\$1,632.96	\$1,490.40	\$1,400.00	\$1,027.12	\$1,420.80	\$1,420.80
1/3 Page	\$1,974.78	-	-	-	-	-	-
1/4 Page	\$1,535.94	\$714.42	\$652.05	\$700.00	\$485.80	\$672.00	\$672.00
1/8 Page	\$767.97	-	-	-	-	-	-
Front Page Solus	\$823.50	\$520.20	\$495.90	\$1260.00	-	-	-
Other sizes (per col/cm)	\$10.97	\$10.21	\$9.32	\$10.00	\$6.94	\$9.60	\$9.60

Guaranteed Positions: Timaru Herald	
Section A	+25%
Guaranteed page Section A	+40%
Guaranteed other position	+20%
Guaranteed Positions: Community Titles	
Pages 2-7	+25%

### 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.

## Classified Display Rates These display classified rates include colour.

Rate per col/cm	Manawatu Standard	The Tribune	Feilding-Rangitikei Herald	Wairarapa News	The Napier Mail	The Hastings Mail	Central Districts Farmer
General Classified	\$14.94	\$11.56	\$8.97	\$6.75	\$9.41	\$9.41	\$9.50
Adult Entertainment	\$18.23	\$18.23	\$8.97	-	-	-	-
Church Notices	\$10.90	\$10.90	\$6.46	-	-	-	-
Public Notices	-	-	-	\$7.09	\$9.88	\$9.88	-
Employment	-	-	-	\$8.54	\$11.90	\$11.90	-

## Classified Liner Rates Additional colour and highlighting charges may apply.

Rate per line	Manawatu Standard	The Tribune	Feilding-Rangitikei Herald	Rate per line (2 line minimum)	Wairarapa News	The Napier Mail	The Hastings Mail
General Classified (3 lines)	\$12.61	\$12.61	\$10.00	All Classifieds (1 line)	\$4.49	\$4.49	\$4.49
Adult Entertainment (3 lines)	\$14.35	\$14.35	\$10.00				
General Classifieds (each additional line)	\$0.87	\$0.87	\$0.87				
Announcements (3 lines)	\$12.61	\$12.61	\$10.00				
Announcements (each additional line)	\$1.74	\$1.74	\$1.74				
Garage Sales (4 lines)	\$14.35	\$14.35	\$14.35				

## 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.

## 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 Manawatu publications.

Contracted discounts exclude online advertising, inserts, employment classifications, liner style bookings and other advertising as specified.

## Combo & Multi-buy Packages

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

# Manawatu Standard



## 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
Manawatu Standard	Monday	Wed, 3:30pm	Fri, 12pm	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 12pm	Fri, 4pm, F/N Sun 5pm
	Tuesday	Thu, 3:30pm	Mon, 12pm	Thu, 5pm	Mon, 12pm	Mon, 5pm	Mon, 12pm	Mon, 4pm, F/N Mon 5pm
	Wednesday	Fri, 3:30pm	Tue, 12pm	Fri, 5pm	Tue, 12pm	Tue, 5pm	Tue, 12pm	Tue, 4pm, F/N Tue 5pm
	Thursday	Mon, 3:30pm	Wed, 12pm	Mon, 5pm	Wed, 12pm	Wed, 5pm	Wed, 12pm	Wed, 4pm, F/N Wed 5pm
	Friday	Tue, 3:30pm	Thu, 12pm	Tue, 5pm	Thu, 12pm	Thu, 5pm	Thu, 12pm	Thu, 4pm, F/N Thu 5pm
	Overdrive	Tue, 3:00pm	Tue, 3pm	Tue, 5pm	Thu, 12pm	Thu, 5pm	Thu, 12pm	Tue, 3pm
	Saturday	Wed, 3:30pm	Fri, 12pm	Wed, 5pm	Fri, 12pm	Fri, 5pm	Fri, 12pm	Fri, 4pm, F/N Fri 5pm
Manawatu Property Weekly	Thursday	Mon, 10am	-	Thu, 5pm	Mon, 5pm	Tue, 10am	Mon, 5:30pm	-
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 Tribune	Wednesday	Thu, 12:30pm	Fri, 5pm	Thu, 5pm	Mon, 5pm	Tue, 10:30am	Mon, 10am	Mon, 10am
Feilding-Rangitikei Herald	Thursday	Fri, 4:30pm	Tue, 11am	Fri, 5pm	Tue, 5pm	Wed, 10:30am	Tue, 12pm	Tue, 11am
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
The Hastings Mail	Wednesday	Wed, 12pm week prior	Fri, 5pm	Wed, 5pm week prior	Fri, 5pm	Mon, 1pm	Mon, 10am	Mon, 11:30am
The Napier Mail	Wednesday	Wed, 12pm week prior	Fri, 5pm	Wed, 5pm week prior	Fri, 5pm	Mon, 1pm	Mon, 10am	Mon, 11:30am



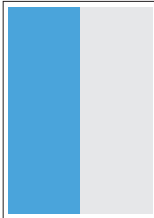

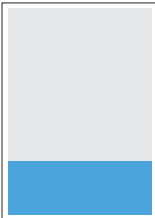


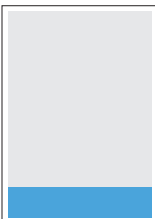
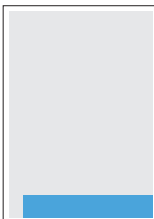
Note: F/N = Family Notices



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*                  * Except:                  ■ Waikato Times and Marlborough Express                  60mm x 376mm                  ■ Timaru Herald                  60mm x 300mm  <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
Manawatu Standard	Broadsheet
The Tribune	Tabloid
Feilding-Rangitikei Herald	Tabloid
Central Districts Farmer	Tabloid
Wairarapa News	Tabloid
The Napier Mail	Tabloid
The Hastings Mail	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 (hwxw)	Tabloid (hwxw)
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 [atol-support@fairfaxmedia.co.nz](mailto:atol-support@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)