

# SUBURBAN NEWSPAPERS AUCKLAND RATE CARD

GOLOCAL

Fairfax Media

Agency

Rates effective 1 July 2017 and exclude GST.



## Display Advertising Rates

Rates are based on a 52 week volume contract. Additional costs apply for colour, please see process colour details below.

	Single Paper Buy*						5 Paper Buy*					
	Casual	Regular	1,000cm	1,500cm	3,000cm	10,000cm	Casual	Regular	1,000cm	2,500cm	5,000cm	10,000cm
Auckland City Harbour News	\$6.91	\$6.43	\$5.98	\$5.92	\$5.86	\$5.80	\$5.54	\$5.16	\$4.85	\$4.79	\$4.76	\$4.67
Central Leader	\$11.11	\$10.36	\$9.66	\$9.54	\$9.45	\$9.35	\$8.96	\$8.35	\$7.79	\$7.72	\$7.67	\$7.58
East & Bays Courier	\$10.13	\$9.43	\$8.82	\$8.73	\$8.64	\$8.52	\$8.23	\$7.65	\$7.14	\$7.09	\$6.98	\$6.92
Eastern Courier	\$7.65	\$7.12	\$6.65	\$6.57	\$6.53	\$6.46	\$6.20	\$5.77	\$5.36	\$5.32	\$5.29	\$5.23
Manukau Courier	\$11.95	\$11.13	\$10.36	\$10.27	\$10.17	\$10.06	\$9.65	\$8.99	\$8.41	\$8.29	\$8.22	\$8.14
North Harbour News	\$6.25	\$5.67	\$5.38	\$5.06	\$4.81	\$4.50	\$4.98	\$4.73	\$4.60	\$4.33	\$4.08	\$3.95
North Shore Times	\$11.95	\$11.13	\$10.36	\$10.27	\$10.17	\$10.06	\$9.65	\$8.99	\$8.41	\$8.29	\$8.22	\$8.14
Nor-West News	\$5.10	\$4.76	\$4.40	\$4.18	\$3.95	\$3.74	\$4.52	\$4.31	\$4.20	\$4.06	\$3.93	\$3.72
Papakura Courier	\$8.88	\$8.27	\$7.72	\$7.66	\$7.58	\$7.48	\$7.19	\$6.68	\$6.25	\$6.20	\$6.11	\$6.04
Western Leader	\$11.95	\$11.13	\$10.36	\$10.27	\$10.17	\$10.06	\$9.65	\$8.99	\$8.41	\$8.29	\$8.22	\$8.14
Rodney Times	\$9.00	\$8.16	\$7.83	\$7.54	\$6.92	\$6.47	\$8.00	\$7.23	\$6.84	\$6.49	\$6.18	\$5.87
Waiheke Marketplace	\$4.90	\$4.58	\$4.23	\$4.02	\$3.80	\$3.60	\$4.35	\$4.14	\$4.04	\$3.90	\$3.78	\$3.57

Guaranteed Positions:	
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.

**5 Paper Buy**  
5 paper rates apply when an ad is placed in any 5 Fairfax Media Auckland Suburban newspapers in the same week. Single paper rates apply when less than 5 papers are selected.

## Group Buys

Group buy rates apply to the same advertisement appearing in all papers across the same week. Contract runs over 52 weeks.

Group	Titles	Premier Rates (Guaranteed First Half Position)						Run of Paper Rates					
		Casual	Regular	1,000cm	2,500cm	5,000cm	10,000cm	Casual	Regular	1,000cm	2,500cm	5,000cm	10,000cm
Auckland Metro	Auckland City Harbour News, Central Leader, East & Bays Courier, Eastern Courier, Manukau Courier, North Shore Times, Papakura Courier, Western Leader	\$55.29	\$52.23	\$51.79	\$51.15	\$49.52	\$46.32	\$51.21	\$48.71	\$47.97	\$47.36	\$45.89	\$42.88
Auckland Regional	Auckland Metro papers + North Harbour News and Nor-west News	\$63.56	\$60.12	\$59.68	\$59.04	\$57.41	\$54.21	\$59.52	\$56.61	\$55.87	\$55.26	\$53.79	\$50.78
Auckland Super	Auckland Regional papers + Rodney Times and Waiheke Marketplace	\$74.41	\$70.47	\$69.92	\$69.20	\$67.41	\$63.76	\$69.72	\$66.48	\$65.60	\$64.84	\$63.13	\$59.68
Add-On Buy (for Metro & Regional groups)		Premier Rates (Guaranteed First Half Position)						Run of Paper Rates					
		Casual	Regular	1,000cm	2,500cm	5,000cm	10,000cm	Casual	Regular	1,000cm	2,500cm	5,000cm	10,000cm
	Rodney Times	\$6.90	\$6.59	\$6.48	\$6.40	\$6.24	\$5.79	\$6.39	\$6.09	\$6.01	\$5.94	\$5.78	\$5.39
	Waiheke Marketplace	\$3.95	\$3.76	\$3.76	\$3.76	\$3.76	\$3.76	\$3.81	\$3.78	\$3.72	\$3.64	\$3.56	\$3.51

## Process Colour Rates (Display)

Size	Single/5 Paper Buy (per paper)	Group Buy			Add-On Buy	
		Super	Regional	Metro	Rodney Times	Waiheke Marketplace
Up to 1/4 page	\$152	\$1,050	\$890	\$765	\$98	\$62
Up to 1/2 page	\$270	\$1,885	\$1,600	\$1,380	\$175	\$110
Up to full page	\$512	\$3,330	\$2,850	\$2,490	\$312	\$168

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Rates effective 1 December 2016 and exclude GST.



## Classified Advertising Rates\*

Special rates are available for multiple insertions and regular volume advertising.  
Colour ads (subject to availability) +40%.

	Classified Display	Line Rate
Auckland City Harbour News	\$10.19	\$3.08
Central Leader	\$17.34	\$4.29
East & Bays Courier	\$12.53	\$3.68
Eastern Courier	\$8.40	\$2.82
Manukau Courier	\$17.34	\$4.29
North Harbour News	\$9.00	\$4.06
North Shore Times	\$17.34	\$4.29
Nor-West News	\$5.68	\$1.41
Papakura Courier	\$9.62	\$2.92
Western Leader	\$17.34	\$4.29
Rodney Times	\$11.05	\$4.06
Waiheke Marketplace	\$7.33	\$4.12
Group classified rate**	\$71.16	-

### Classified Bookings

Phone: 09 525 2100

Email: [clsad@snl.co.nz](mailto:clsad@snl.co.nz)

\* Per column cm. All classified rates have a minimum size and all discount policies have certain conditions attached.

\*\* Group rate applies to the same advertisement appearing in 8 Fairfax Media Auckland Suburban newspapers across the same week (excludes North Harbour News, Nor-west News, Rodney Times & Waiheke Marketplace). Minimum size 10 column cms, run date conditions apply.

## 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](http://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.

# stuff

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)

## Advertising Terms and Conditions

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

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Deadlines effective 1 January 2017.

**Harbour News** **Central Leader** **Courier** **Eastern Courier**  
**Manukau Courier** **North Harbour NEWS** **North Shore Times** **Nor-west News**  
**Papakura Courier** **Western Leader** **Rodney Times** **Waiheke Marketplace**



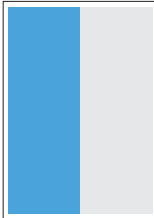

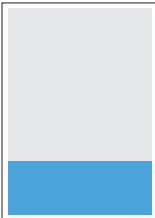


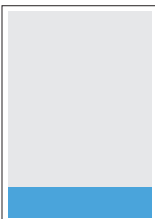
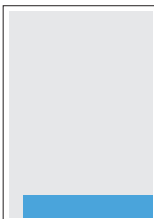
## Publishing Deadlines

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
<b>Auckland Harbour News</b>	<b>Wednesday</b>	Fri, 1pm	Tue, 2pm	Fri, 4pm	Tue, 10:30am	Tue, 3:30pm	Tue, 2pm	Tue, 2pm
<b>Central Leader</b>	<b>Wednesday</b>	Fri, 11am	Tue, 12pm	Thu, 4pm	Tue, 8:30am	Tue, 1:30pm	Tue, 12pm	Tue, 12pm
	<b>Friday</b>	Tue, 4pm	Thu, 11am	Mon, 4pm	Wed, 5pm	Thu, 12:30pm	Thu, 11am	Thu, 11am
<b>East &amp; Bays Courier</b>	<b>Wednesday</b>	Fri, 10am	Tue, 8:30am	Thu, 4pm	Mon, 5pm	Tue, 10am	Mon, 5pm	Tue, 8:30am
	<b>Friday</b>	Tue, 3pm	Thu, 8:30am	Mon, 4pm	Wed, 5pm	Thu, 10am	Wed, 5pm	Thu, 8:30am
<b>Eastern Courier</b>	<b>Wednesday</b>	Fri, 10am	Tue, 9am	Thu, 4pm	Mon, 5pm	Tue, 10:30am	Mon, 5pm	Tue, 9am
	<b>Friday</b>	Tue, 3pm	Thu, 9am	Mon, 4pm	Wed, 5pm	Thu, 10:30am	Wed, 5pm	Thu, 9am
<b>Manukau Courier</b>	<b>Tuesday</b>	Thu, 1pm	Mon, 10am	Thu, 4pm	Mon, 11am	Mon, 4pm	Mon, 10am	Mon, 10am
	<b>Thursday</b>	Mon, 11am	Wed, 10am	Mon, 4pm	Wed, 11am	Wed, 4pm	Wed, 10am	Wed, 10am
<b>North Harbour News</b>	<b>Thursday</b>	Mon, 3:30pm	Wed, 2:30pm	Mon, 4pm	Wed, 11:30am	Wed, 4:30pm	Wed, 2:30pm	Wed, 2:30pm
<b>North Shore Times</b>	<b>Tuesday</b>	Thu, 1pm	Mon, 12pm	Wed, 4pm	Fri, 5pm	Mon, 1pm	Mon, 12pm	Mon, 12pm
	<b>Thursday</b>	Mon, 1pm	Wed, 12pm	Fri, 4pm	Tue, 5pm	Wed, 1pm	Wed, 12pm	Wed, 12pm
<b>Nor-West News</b>	<b>Thursday</b>	Mon, 3:30pm	Wed, 3pm	Mon, 4pm	Wed, 11am	Wed, 4pm	Wed, 2:30pm	Wed, 3pm
<b>Papakura Courier</b>	<b>Wednesday</b>	Fri, 3pm	Tue, 3:00pm	Fri, 4pm	Tue, 11am	Tue, 4pm	Tue, 2:30pm	Tue, 3pm
<b>Rodney Times</b>	<b>Tuesday</b>	Thu, 12pm	Mon, 11am	Wed, 4pm	Fri, 5pm	Mon, 1pm	Mon, 12pm	Mon, 11am
	<b>Thursday</b>	Mon, 1pm	Wed, 11am	Fri, 4pm	Tue, 5pm	Wed, 1pm	Wed, 12pm	Wed, 11am
<b>Waiheke Marketplace</b>	<b>Wednesday</b>	Fri, 3pm	Tue, 2:30pm	Fri, 4pm	Tue, 11am	Tue, 4pm	Tue, 2:30pm	Tue, 2:30pm
<b>Western Leader</b>	<b>Tuesday</b>	Thu, 2pm	Mon, 2pm	Thu, 4pm	Mon, 10:30am	Mon, 3:30pm	Mon, 2pm	Mon, 2pm
	<b>Thursday</b>	Mon, 1pm	Wed, 2pm	Mon, 4pm	Wed, 10:30am	Wed, 3:30pm	Wed, 2pm	Wed, 2pm
<b>Outlook Real Estate</b>	<b>Thursday</b>	Fri, 12pm	-	Fri, 4pm	Tue, 11:30am	Tue, 4:30pm	Tue, 3pm	-
<b>Southern Homes</b>	<b>Thursday</b>	Fri, 12pm	-	Thu, 4pm	Mon, 5pm	Tue, 12:30pm	Tue, 11am	-
<b>Western Homes</b>	<b>Thursday</b>	Mon, 10am	-	Fri, 4pm	Tue, 5pm	Wed, 10:30am	Tue, 9am	-

## Modular Ad Sizes

Note: Visuals indicate 'Run of Paper' proportions

 <p><b>Full Page</b> Broadsheet 540mm x 376mm Tabloid 370mm x 262mm</p>	 <p><b>Half Page Horizontal</b> Broadsheet 280mm x 376mm Tabloid 180mm x 262mm</p>	 <p><b>Half Page Vertical</b> Broadsheet 540mm x 186mm Tabloid 370mm x 148mm</p>
 <p><b>Quarter Page Island</b> Broadsheet 280mm x 186mm Tabloid 190mm x 110mm</p>	 <p><b>Quarter Page Horizontal</b> Broadsheet 140mm x 376mm Tabloid 100mm x 262mm</p>	 <p><b>Junior Page</b> Broadsheet 400mm x 262mm Tabloid 280mm x 186mm</p>
 <p><b>1/3 Page Horizontal</b> Broadsheet 180mm x 376mm Tabloid N/A</p>	 <p><b>1/8 Page Horizontal</b> Broadsheet 80mm x 376mm Tabloid N/A</p>	 <p><b>Front Page Solus</b> Broadsheet 60mm x 338mm*</p> <p>* Except:                  ■ Waikato Times and Marlborough Express                  60mm x 376mm                  ■ Timaru Herald                  60mm x 300mm</p> <p>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
Auckland Harbour News	Tabloid
Central Leader	Tabloid
East & Bays Courier	Tabloid
Eastern Courier	Tabloid
Manukau Courier	Tabloid
North Harbour News	Tabloid
North Shore Times	Tabloid
Nor-West News	Tabloid
Papakura Courier	Tabloid
Rodney Times	Tabloid
Waiheke Marketplace	Tabloid
Western Leader	Tabloid
Outlook Real Estate	Tabloid
Southern Homes	Tabloid
Western Homes	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 [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)