



# RATE CARD / DIRECT

EFFECTIVE FROM JULY 5, 2010 TO JUNE 30, 2011



The New Zealand Herald

HERALD on SUNDAY

Aucklander





# RATE CALCULATIONS & COLUMN WIDTHS

## HOW TO CALCULATE YOUR RATE

To work out the cost of your ad, follow the equations below.

<b>STEP 1</b>	You must first know the size (col/cm) of the advertisement you require. To calculate this, simply multiply the depth of your ad (in centimetres) by its width (measured in the number of columns), like so:  <b>cm x col = col/cm</b>
<b>STEP 2</b>	Refer to the relevant table within this rate card to locate your rate, and multiply this by your col/cm figure, ie:  <b>col/cm x rate = cost of ad</b>
<b>EXAMPLE</b>	You wish to place a colour 20x3 ad in Wednesday's edition of The New Zealand Herald, Run of Paper:  <b>20x3 = 60 col/cm</b> <b>60 x \$41.37 (the rate) = \$2,482.20 + GST</b>

Non-monthly account holders will incur a \$5 administration fee on all advertising placed in APN New Zealand publications.

All rates included in this rate card are exclusive of GST.

COLUMN WIDTHS BY PUBLICATION (original size given in millimetres)											
COLUMNS	1	2	3	4	5	6	7	8	9	10	11
<b>Herald Display</b>	36	74	112	150	188	226	264	302	340	379	
<b>Herald Classified</b>	33.5	68	103	137.5	172	206.5	241	275.5	310	345	379.5
<b>Herald on Sunday Display</b>	36	74	112	150	188	226	264				
<b>Herald on Sunday Classified</b>	33.5	68	103	137.5	172	206.5	241	275.5			
<b>The Aucklander Display</b>	Refer to The Aucklander ratecard on page 7 for sizes										
<b>The Aucklander Classified</b>	33.5	68	103	137.5	172	206.5	241	275.5			

In some sections, production processes may cause the original size to vary slightly in the interests of quality, but adverts will be charged at original size.

For available advertising sizes please see Mechanical Specifications on [soldonapn.co.nz](http://soldonapn.co.nz)

# HERALD DISPLAY ADVERTISING RATES

DISPLAY COLOUR RATES												
Expenditure level \$ (per year)		Casual	15,000 - 49,999	50,000 - 99,999	100,000 - 199,999	200,000 - 399,999	400,000 - 599,999	600,000 - 799,999	800,000 - 999,999	1m - 1.499m	1.5m - 1.99m	2m+
Percentage discount			5.0%	6.0%	7.0%	8.0%	9.0%	9.5%	10.0%	11.0%	13.5%	14.5%
COLOUR \$ PER COLUMN CENTIMETRE												
MON/TUES/ THUR/FRI	Run of Paper	39.59	37.61	37.21	36.82	36.42	36.03	35.83	35.63	35.23	34.24	33.85
	Guaranteed Section A*	52.33	49.71	49.19	48.67	48.14	47.62	47.36	47.10	46.57	45.27	44.74
	Guaranteed Section Business / Sport / Travel*	46.41	44.09	43.63	43.17	42.70	42.24	42.00	41.77	41.31	40.15	39.68
WEDNESDAY	Run of Paper	41.37	39.30	38.89	38.47	38.06	37.64	37.44	37.23	36.82	35.78	35.37
	Guaranteed Section A*	54.24	51.53	50.98	50.44	49.90	49.36	49.08	48.81	48.27	46.92	46.37
	Guaranteed Section Business / Sport / VIVA	49.64	47.16	46.66	46.17	45.67	45.17	44.92	44.68	44.18	42.94	42.44
	HeraldJobs	46.76	44.42	43.95	43.48	43.02	42.55	42.31	42.08	41.61	40.44	39.98
SATURDAY	Run of Paper	49.64	47.16	46.66	46.17	45.67	45.17	44.92	44.68	44.18	42.94	42.44
	Guaranteed Section A*	69.41	65.93	65.24	64.55	63.85	63.16	62.81	62.46	61.77	60.04	59.34
	Guaranteed Section Review / Business / Sport	56.08	53.27	52.71	52.15	51.59	51.03	50.75	50.47	49.91	48.51	47.94
	HeraldJobs	61.10	58.04	57.43	56.82	56.21	55.60	55.29	54.99	54.38	52.85	52.24

\* Please note a premium applies to Section A for the period October 1 to December 31. Refer to **Quarter Four Premium Rates** table.

+ Tuesday only.



# HERALD DISPLAY ADVERTISING RATES


NEWSPAPER INSERTED MAGAZINES			\$ PER INSERTION	
	The Business Herald	canvas	TimeOut	TimeOut Weekend
<b>Double Page Spread</b>	POA	\$16,000		
<b>Full Page</b>	\$9,500	\$8,750	\$7,500	
<b>Half Page</b>	\$5,444	\$4,900	\$4,500	
<b>Half Page Vertical</b>	\$5,444			
<b>Third Page</b>	\$3,629	\$3,250	\$3,000	
<b>Inside Front Cover</b>	\$11,400	15% extra	15% extra	
<b>Contents Page</b>			\$2,500	
<b>Outside Back Cover</b>	\$11,400	15% extra	15% extra	
<b>Front Page Solus</b>	\$3,000			\$2,900
<b>TV Strip</b>				\$2,150


SPECIAL POSITIONS/MISCELLANEOUS RATES			
	MON/TUES/THUR/FRI	WEDNESDAY	SATURDAY
<b>Front Page Strip*</b>	\$7,593	\$7,985	\$10,506
<b>Lugs</b>	\$252	\$252	\$331
<b>TV Strip</b>	\$3,332	\$3,402	\$2,193

LOADINGS	
<b>Specified page in Guaranteed Section: eg Page 4, 5, TV Page</b>	15% extra
<b>Specified positions in Guaranteed Section: eg top right or top left</b>	15% extra
<b>Specified page and position in Guaranteed Section</b>	25% extra

\* Please note a premium applies to Section A for the period October 1 to December 31.

DISPLAY QUARTER FOUR PREMIUM RATES (1 OCTOBER TO 31 DECEMBER)											
Expenditure Level \$ (per year)	Casual	15,000 - 49,999	50,000 - 99,999	100,000 - 199,999	200,000 - 399,999	400,000 - 599,999	600,000 - 799,999	800,000 - 999,999	1m - 1.499m	1.5m - 1.99m	2m+
Percentage Discount		5.0%	6.0%	7.0%	8.0%	9.0%	9.5%	10.0%	11.0%	13.5%	14.5%

COLOUR \$ PER COLUMN CENTIMETRE 												
MON/TUES/THUR/FRI	Guaranteed Section A	54.95	52.20	51.65	51.10	50.55	50.00	49.73	49.45	48.90	47.53	46.98
WEDNESDAY	Guaranteed Section A	59.66	56.68	56.08	55.48	54.89	54.29	53.99	53.69	53.10	51.61	51.01
SATURDAY	Guaranteed Section A	76.35	72.53	71.77	71.00	70.24	69.47	69.09	68.71	67.95	66.04	65.28

BLACK & WHITE \$ PER COLUMN CENTIMETRE 												
MON/TUES/THUR/FRI	Guaranteed Section A	40.13	38.13	37.73	37.33	36.92	36.52	36.32	36.12	35.72	34.72	34.32
WEDNESDAY	Guaranteed Section A	43.48	41.31	40.87	40.44	40.00	39.57	39.35	39.13	38.70	37.61	37.18
SATURDAY	Guaranteed Section A	76.35	72.53	71.77	71.00	70.24	69.47	69.09	68.71	67.95	66.04	65.28

FRONT PAGE STRIP	
MON/TUES/THUR/FRI	\$7,972
WEDNESDAY	\$8,783
SATURDAY	\$11,557

# HERALD CLASSIFIED ADVERTISING RATES

## CLASSIFIED COLOUR RATES

Expenditure Level \$ (per year)	Casual	15,000 - 49,999	50,000 - 99,999	100,000 - 199,999	200,000 - 399,999	400,000 - 599,999	600,000 - 799,999	800,000 - 999,999	1m - 1.499m	1.5m - 1.99m	2m+
Percentage Discount		5.0%	6.0%	7.0%	8.0%	9.0%	9.5%	10.0%	11.0%	13.5%	14.5%

### COLOUR \$ PER COLUMN CENTIMETRE

MONDAY – FRIDAY	Motoring / Real Estate / Other Classified*	40.91	38.86	38.45	38.04	37.64	37.23	37.02	36.82	36.41	35.39	34.98
	Employment	46.75	44.41	43.95	43.48	43.01	42.54	42.31	42.08	41.61	40.44	39.97
SATURDAY	Motoring / Real Estate / Other Classified*	47.34	44.98	44.50	44.03	43.56	43.08	42.85	42.61	42.13	40.95	40.48
	Employment	54.11	51.40	50.86	50.32	49.78	49.24	48.97	48.70	48.15	46.80	46.26

## CLASSIFIED MONO RATES

Expenditure Level \$ (per year)	Casual	15,000 - 49,999	50,000 - 99,999	100,000 - 199,999	200,000 - 399,999	400,000 - 599,999	600,000 - 799,999	800,000 - 999,999	1m - 1.499m	1.5m - 1.99m	2m+
Percentage Discount		5.0%	6.0%	7.0%	8.0%	9.0%	9.5%	10.0%	11.0%	13.5%	14.5%

### BLACK & WHITE \$ PER COLUMN CENTIMETRE

MONDAY – FRIDAY	Motoring / Real Estate / Other Classified*	27.58	26.20	25.92	25.65	25.37	25.10	24.96	24.82	24.54	23.86	23.58
	Employment	31.52	29.94	29.63	29.31	29.00	28.68	28.52	28.37	28.05	27.26	26.95
SATURDAY	Motoring / Real Estate / Other Classified*	32.17	30.57	30.24	29.92	29.60	29.28	29.12	28.96	28.64	27.83	27.51
	Employment	36.77	34.93	34.56	34.20	33.83	33.46	33.28	33.09	32.73	31.81	31.44

## CLASSIFIED LINAGE RATES

Expenditure level \$ (per year)	Casual	15,000 - 49,999	50,000 - 99,999	100,000 - 199,999	200,000 - 399,999	400,000 - 599,999	600,000 - 799,999	800,000 - 999,999	1m - 1.499m	1.5m - 1.99m	2m+
Percentage discount		7.0%	8.0%	9.0%	11.0%	13.0%	15.0%	16.0%	17.0%	21.0%	23.0%

### BLACK & WHITE \$ PER LINE

MONDAY – FRIDAY	Motoring / Real Estate / Other Classified*	5.33	4.96	4.91	4.85	4.75	4.64	4.53	4.48	4.43	4.21	4.11
	Employment	6.09	5.67	5.61	5.55	5.42	5.30	5.18	5.12	5.06	4.81	4.69
SATURDAY	Motoring / Real Estate / Other Classified*	6.34	5.90	5.84	5.77	5.65	5.52	5.39	5.33	5.26	5.01	4.88
	Employment	7.25	6.74	6.67	6.60	6.45	6.31	6.16	6.09	6.02	5.73	5.58

An administration fee of \$5 is applied to all advertising placed in The New Zealand Herald by non-monthly account holders. This fee is discounted if the advert is paid by credit card at the time of booking. \*Excludes Adult Entertainment which is charged at Employment rate.

# HERALD ON SUNDAY DISPLAY ADVERTISING RATES

NEW ZEALAND HERALD EXPENDITURE LEVEL \$ (PER YEAR)											
Casual	15,000 - 49,999	50,000 - 99,999	100,000 - 199,999	200,000 - 399,999	400,000 - 599,999	600,000 - 799,999	800,000 - 999,999	1m - 1.499m	1.5m - 1.99m	2m+	
HERALD ON SUNDAY											
Casual	15,000 - 24,999	25,000 - 49,999	50,000 - 74,999	75,000 - 99,999	100,000 - 124,999	125,000 - 149,999	150,000 - 199,999	200,000 - 249,999	250,000 - 299,999	300,000+	
COLOUR \$ PER COLUMN CENTIMETRE											
	25.21	23.95	23.70	23.45	23.19	22.94	22.82	22.69	22.44	21.81	21.55

For Herald on Sunday classified rates refer to The New Zealand Herald Saturday classified rates

LOADINGS	
<b>Guaranteed Early General News</b>	30%
<b>Guaranteed Position in Early General News</b>	40%
<b>Guaranteed Position (other than Early General News)</b>	20%
PREMIUM POSITIONS	
<b>Page 3 Solus (10x7)</b>	PRICE \$3,969
EXECUTIVE RECRUITMENT	
Flat rate of \$25.41 per column cm (no contract discounts apply).	

View is now priced at ROP, as per Sunday Detours and Sunday Homes. All guaranteed position and placement loadings apply.



# THE AUCKLANDER ADVERTISING RATES

## DISPLAY ADVERTISING

FULL PAGE (360 x 260)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
<b>One Edition</b>	\$2,100	\$1,995	\$1,890	\$1,785
<b>Two Editions</b>	\$3,990	\$3,780	\$3,570	\$3,360
<b>Three Editions</b>	\$5,733	\$5,418	\$5,103	\$4,788
<b>Four Editions</b>	\$7,308	\$6,888	\$6,468	\$6,048
QUARTER PAGE (180 x 129) or (90 x 260)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
<b>One Edition</b>	\$580	\$551	\$522	\$493
<b>Two Editions</b>	\$1,102	\$1,044	\$986	\$928
<b>Three Editions</b>	\$1,583	\$1,496	\$1,409	\$1,322
<b>Four Editions</b>	\$2,018	\$1,902	\$1,786	\$1,670

## PREMIUM POSITIONS AND LOADINGS

<b>Back page (full page, per edition)</b>	\$2,500
<b>Guaranteed position</b>	25%
<b>Guaranteed page</b>	25%

## CLASSIFIED ADVERTISING

LINE RATE	CASUAL*	13 WEEK	25 WEEK	50 WEEK
<b>One Edition</b>	\$3.00	\$2.85	\$2.70	\$2.55
<b>Two Editions</b>	\$5.76	\$5.46	\$5.16	\$4.86
<b>Three Editions</b>	\$8.55	\$8.10	\$7.65	\$7.20
<b>Four Editions</b>	\$11.16	\$10.56	\$9.96	\$9.36

All measurements are in millimetres, height x width.

HALF PAGE (180 x 260) or (360 x 129)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
<b>One Edition</b>	\$1,100	\$1,045	\$990	\$935
<b>Two Editions</b>	\$2,090	\$1,980	\$1,870	\$1,760
<b>Three Editions</b>	\$3,003	\$2,838	\$2,673	\$2,508
<b>Four Editions</b>	\$3,828	\$3,600	\$3,388	\$3,168
EIGHTH PAGE (90 x 129) or (180 x 64)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
<b>One Edition</b>	\$300	\$285	\$270	\$255
<b>Two Editions</b>	\$570	\$540	\$510	\$480
<b>Three Editions</b>	\$819	\$774	\$729	\$684
<b>Four Editions</b>	\$1,044	\$984	\$924	\$864

## FRONTCOVER (60 x 260)

	CASUAL*
<b>One Edition</b>	\$1,000
<b>Two Editions</b>	\$1,900
<b>Three Editions</b>	\$2,730
<b>Four Editions</b>	\$3,480

DISPLAY RATE	CASUAL*	13 WEEK	25 WEEK	50 WEEK
<b>One Edition</b>	\$12.00	\$11.40	\$10.80	\$10.20
<b>Two Editions</b>	\$23.04	\$21.84	\$20.64	\$19.44
<b>Three Editions</b>	\$34.20	\$32.40	\$30.60	\$28.80
<b>Four Editions</b>	\$44.64	\$42.24	\$39.84	\$37.44

This rate card is for full colour advertising. No discount will be given for mono.  
\*Fortnightly campaigns are quoted as casual.



# PORTFOLIO OPPORTUNITIES

## ■ WRAPS

A Wrap offers you an innovative way to target a specific audience with four broadsheet colour pages 'wrapped' around a complimentary copy of The New Zealand Herald. Minimum order 10,000.

Please contact your Account Manager for pricing details of New Zealand Herald Wraps, and Herald on Sunday options.

## ■ nzherald.co.nz

nzherald.co.nz has long been regarded as a leader in the online news and information space, delivering the news that matters most to New Zealanders, whether they're at home or abroad. The site delivers a high quality audience to advertisers through rich and engaging content including breaking news, video, photo galleries and user-generated content. nzherald.co.nz provides great reach within a quality environment as well as targeted and bespoke opportunities which enable you to easily and effectively reach your key audience.

## ■ INSERTS

Inserts offer you the opportunity to advertise within the fold of The New Zealand Herald, the Weekend Herald or Herald on Sunday.

CASUAL RATES PER 1,000 INSERTS (MON TO SUN)	
25,000 (min) to 100,000	\$72.50 per 1,000
100,000+	\$62.50 per 1,000

Please contact the Inserts Manager on (09) 373 6021.

## ■ AD-HESIVE NOTES

Our AD-hesive Notes provide an innovative way for you to communicate your advertising message on a detachable note that can be adhered to The New Zealand Herald masthead and the bottom right-hand corner of the Herald on Sunday cover. The range has extended with the launch of Rub'n'Smell AD-hesive Notes. Contact your Account Manager for details.

**Position availability** – all position requests are based on availability and should be discussed with APN New Zealand prior to booking confirmation; **Cancellation fee** – any advertisement cancelled after the booking deadline will incur a 100% cancellation fee; **Late material fee** – there will be a fee charged (10% addition to total ad cost) for any advertising material delivered after material deadline; **Non-monthly account holders** will incur a \$5 administration fee on all advertising placed in APN New Zealand publications. **For general terms and conditions applicable to advertisements and notices, and for an up-to-date list of all deadlines and specifications, visit [soldonapn.co.nz](http://soldonapn.co.nz) or contact your Account Manager.**

## WRAPS



## ONLINE



## INSERTS



## AD-HESIVE NOTES





# CONTACT DETAILS

To discuss advertising opportunities with APN New Zealand please contact your Account Manager.

## THE NEW ZEALAND HERALD

DISPLAY ADVERTISING (09) 373 6004  
 CLASSIFIED ADVERTISING (09) 308 0000 or email [classads@nzherald.co.nz](mailto:classads@nzherald.co.nz)

## HERALD ON SUNDAY

DISPLAY ADVERTISING (09) 373 9319  
 CLASSIFIED ADVERTISING (09) 308 0000 or email [classads@nzherald.co.nz](mailto:classads@nzherald.co.nz)

## THE AUCKLANDER

City, South (09) 373 6020  
 North Shore, Waitakere (09) 373 6400 ext. 90768

## PRODUCTION ACCOUNT ENQUIRIES

(09) 373 6446  
 (09) 373 6433

## AUCKLAND

46 Albert Street,  
 PO Box 32,  
 Auckland, New Zealand



The New Zealand Herald

HERALD ON SUNDAY

Auckland

