



RATE CARD / AUSTRALIAN

APN AP NATIONAL SALES

EFFECTIVE FROM JULY 5, 2010 TO JUNE 30, 2011



The New Zealand Herald

HERALD ON SUNDAY

Auckland



RATE CALCULATIONS & COLUMN WIDTHS

HOW TO CALCULATE YOUR RATE

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

STEP 1	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: cm x col = col/cm
STEP 2	Refer to the relevant table within this rate card to locate your rate, and multiply this by your col/cm figure, ie: col/cm x rate = cost of ad
EXAMPLE	You wish to place a colour 20x3 ad in Wednesday's edition of The New Zealand Herald, Run of Paper: 20x3 = 60 col/cm 60 x \$39.07 (the rate) = \$2,344.20 + GST

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
Herald Display	36	74	112	150	188	226	264	302	340	379	
Herald Classified	33.5	68	103	137.5	172	206.5	241	275.5	310	345	379.5
Herald on Sunday Display	36	74	112	150	188	226	264				
Herald on Sunday Classified	33.5	68	103	137.5	172	206.5	241	275.5			
The Auckland Display	Refer to The Auckland ratecard on page 7 for sizes										
The Auckland Classified	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



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	37.39	35.52	35.15	34.78	34.40	34.02	33.84	33.65	33.28	32.35	31.97
	Guaranteed Section A*	49.43	46.96	46.46	45.97	45.47	44.98	44.73	44.48	43.99	42.75	42.26
	Guaranteed Section Business / Sport / Travel*	43.84	41.64	41.21	40.77	40.33	39.89	39.68	39.45	39.02	37.92	37.48
WEDNESDAY	Run of Paper	39.07	37.12	36.73	36.34	35.94	35.55	35.36	35.17	34.78	33.79	33.40
	Guaranteed Section A*	51.23	48.67	48.16	47.64	47.13	46.62	46.36	46.11	45.60	44.31	43.80
	Guaranteed Section Business / Sport / VIVA	46.89	44.55	44.07	43.60	43.13	42.67	42.43	42.20	41.73	40.55	40.09
	HeraldJobs	38.64	36.71	36.32	35.93	35.55	35.17	34.97	34.78	34.39	33.42	33.04
SATURDAY	Run of Paper	46.89	44.55	44.07	43.60	43.13	42.67	42.43	42.20	41.73	40.55	40.09
	Guaranteed Section A*	65.55	62.27	61.62	60.97	60.31	59.65	59.32	59.00	58.35	56.70	56.05
	Guaranteed Section Review / Business / Sport	52.96	50.31	49.79	49.26	48.73	48.20	47.93	47.67	47.14	45.81	45.28
	HeraldJobs	50.49	47.97	47.46	46.96	46.45	45.95	45.69	45.45	44.94	43.68	43.17

* 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			
	The Business Herald	canvas	TimeOut	TimeOut Weekend
Double Page Spread	POA	\$13,223		
Full Page	\$7,581	\$7,231	\$6,198	
Half Page	\$4,499	\$4,050	\$3,719	
Half Page Vertical	\$4,499			
Third Page	\$2,999	\$2,686	\$2,479	
Inside Front Cover	\$9,421	15% extra	15% extra	
Contents Page			\$2,066	
Outside Back Cover	\$9,421	15% extra	15% extra	
Front Page Solus	\$2,479			\$2,397
TV Strip				\$1,777


	SPECIAL POSITIONS/MISCELLANEOUS RATES		
	MON/TUES/THUR/FRI	WEDNESDAY	SATURDAY
Front Page Strip*	\$6,275	\$6,599	\$8,683
Lugs	\$208	\$208	\$274
TV Strip	\$2,754	\$2,811	\$1,812

LOADINGS	
Specified page in Guaranteed Section: eg Page 4, 5, TV Page	15% extra
Specified positions in Guaranteed Section: eg top right or top left	15% extra
Specified page and position in Guaranteed Section	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	51.90	49.31	48.79	48.26	47.74	47.22	46.97	46.71	46.19	44.89	44.37
WEDNESDAY	Guaranteed Section A	56.35	53.53	52.97	52.40	51.84	51.28	51.00	50.72	50.15	48.74	48.18
SATURDAY	Guaranteed Section A	72.11	68.50	67.79	67.06	66.34	65.62	65.26	64.90	64.17	62.37	61.65

BLACK & WHITE \$ PER COLUMN CENTIMETRE												
												
MON/TUES/THUR/FRI	Guaranteed Section A	37.91	36.01	35.64	35.26	34.88	34.50	34.31	34.12	33.74	32.79	32.41
WEDNESDAY	Guaranteed Section A	41.07	39.02	38.60	38.19	37.79	37.37	37.17	36.96	36.55	35.52	35.12
SATURDAY	Guaranteed Section A	72.11	68.50	67.79	67.06	66.34	65.62	65.26	64.90	64.17	62.37	61.65

FRONT PAGE STRIP	
MON/TUES/THUR/FRI	\$6,589
WEDNESDAY	\$7,259
SATURDAY	\$9,551

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	Employment / Motoring / Real Estate / Other Classified	38.64	36.70	36.32	35.93	35.55	35.16	34.97	34.78	34.39	33.42	33.03
SATURDAY	Employment / Motoring / Real Estate / Other Classified	44.72	42.48	42.03	41.59	41.14	40.69	40.47	40.25	39.79	38.68	38.23

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	Employment / Motoring / Real Estate / Other Classified	26.05	24.74	24.49	24.22	23.97	23.70	23.57	23.45	23.18	22.53	22.27
SATURDAY	Employment / Motoring / Real Estate / Other Classified	30.39	28.87	28.56	28.26	27.96	27.65	27.50	27.35	27.05	26.29	25.98

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	Employment / Motoring / Real Estate / Other Classified	5.03	4.68	4.63	4.58	4.48	4.38	4.28	4.23	4.17	3.98	3.88
SATURDAY	Employment / Motoring / Real Estate / Other Classified	5.99	5.57	5.51	5.45	5.33	5.21	5.09	5.03	4.98	4.74	4.61

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										
23.81	22.62	22.38	22.15	21.91	21.67	21.55	21.43	21.19	20.60	20.36

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

LOADINGS	
Guaranteed Early General News	30%
Guaranteed Position in Early General News	40%
Guaranteed Position (other than Early General News)	20%
PREMIUM POSITIONS	
Page 3 Solus (10x7)	\$3,280.17
EXECUTIVE RECRUITMENT	
Flat rate of \$21.00 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
One Edition	\$1,736	\$1,649	\$1,562	\$1,475
Two Editions	\$3,298	\$3,124	\$2,950	\$2,777
Three Editions	\$4,738	\$4,478	\$4,217	\$3,957
Four Editions	\$6,040	\$5,693	\$5,345	\$4,998
QUARTER PAGE (180 x 129) or (90 x 260)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
One Edition	\$479	\$455	\$431	\$407
Two Editions	\$911	\$863	\$815	\$767
Three Editions	\$1,309	\$1,237	\$1,165	\$1,093
Four Editions	\$1,668	\$1,572	\$1,476	\$1,380

All measurements are in millimetres, height x width.

HALF PAGE (180 x 260) or (360 x 129)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
One Edition	\$909	\$864	\$818	\$773
Two Editions	\$1,727	\$1,636	\$1,545	\$1,455
Three Editions	\$2,482	\$2,345	\$2,209	\$2,073
Four Editions	\$3,164	\$2,982	\$2,800	\$2,618
EIGHTH PAGE (90 x 129) or (180 x 64)	CASUAL*	13 WEEK	25 WEEK	50 WEEK
One Edition	\$248	\$236	\$223	\$211
Two Editions	\$471	\$446	\$421	\$397
Three Editions	\$677	\$640	\$602	\$565
Four Editions	\$863	\$813	\$764	\$714

PREMIUM POSITIONS AND LOADINGS

Back page (full page, per edition)	\$2,066
Guaranteed position	25%
Guaranteed page	25%

FRONTCOVER (60 x 260)

	CASUAL*
One Edition	\$826
Two Editions	\$1,570
Three Editions	\$2,256
Four Editions	\$2,876

CLASSIFIED ADVERTISING

LINE RATE	CASUAL*	13 WEEK	25 WEEK	50 WEEK
One Edition	\$2.48	\$2.36	\$2.23	\$2.11
Two Editions	\$4.76	\$4.51	\$4.26	\$4.02
Three Editions	\$7.07	\$6.69	\$6.32	\$5.95
Four Editions	\$9.22	\$8.73	\$8.23	\$7.74

DISPLAY RATE	CASUAL*	13 WEEK	25 WEEK	50 WEEK
One Edition	\$9.92	\$9.42	\$8.93	\$8.43
Two Editions	\$19.04	\$18.05	\$17.06	\$16.07
Three Editions	\$28.26	\$26.78	\$25.29	\$23.80
Four Editions	\$36.89	\$34.91	\$32.93	\$30.94

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	\$59.92 per 1,000
100,000+	\$51.65 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 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.

AUSTRALIA

SYDNEY

Level 4, 2 Elizabeth Plaza,
North Sydney,
NSW 2060,
Australia
Ph: 02 9936 8670
Fax: 02 9954 4156
Bookings: sydney@apnap.com.au

MELBOURNE

Level 6, 14 Queens Road,
Melbourne,
VIC 3004,
Australia
Ph: 03 9866 1577
Fax: 03 9866 1977
Bookings: melbourne@apnap.com.au

BRISBANE

Level 3, 33 Park Road,
Milton,
QLD 4064,
Australia
Ph: 07 3327 3333
Fax: 07 3327 3377
Bookings: brisbane@apnap.com.au

