



RATE CARD / DIRECT

EFFECTIVE FROM DEC 1, 2011 TO NOVEMBER 31, 2012



HOW TO USE THIS RATECARD

Using the APN Regionals ratecard

The APN Regionals offer a huge variety of mass-market and targeted advertising environments for advertisers. We recommend you speak with your account manager to establish which options best suits your business.

Once you have selected a product or range of products, position, and advertising frequency, you need to give thought to the size of your advertisement. While your account manager may recommend certain key sizes to gain placement opportunities, customers are welcome to custom-build their own insertions.

Ad sizes are generally described as their depth in centimetres, by their width according to the number of columns they occupy, eg: 20cm by 3 columns or simply '20x3'. The table below lists the actual column widths in millimetres.

Once you have established your ad size, please refer to the 'How to calculate your rate' table opposite, and consult the rate listings on the next page to establish the cost of your ad insertion(s).

Please note that loadings do apply if you require a specific page or specific placement on the page – see

'Guaranteed placements'.

Column widths by publication

Note that APN Regional papers advertising grids have different column widths. The majority of Daily Pages use a 'Display' grid divided into 10-columns on a broadsheet page and 7 or 8 columns on a tabloid page.

COLUMNS	1	2	3	4	5	6	7	8	9	10	11
Broadsheet Display (10-col)	34.1	72.4	110.7	149	187.3	225.6	263.9	302.5	340.5	378.8	
Broadsheet Classifieds (11-col)	32.2	66.1	100	133.9	167.8	201.7	236.6	269.5	303.4	337.3	371.2
Tabloid Display (7-col)	36	74	112	150	188	226	264				
Tabloid Classifieds (8-col)	32.2	66.1	100	133.9	167.8	201.7	236.6	269.5			
Tabloid Display (8-col)	31	64	97	129	162	195	227	260			
Tabloid Classifieds (8-col)	32.2	66.1	100	133.9	167.8	201.7	236.6	269.5			

In some sections, production processes may cause the original size to vary slightly but advertisements will be charged at original size. For standard advertising sizes please see Mechanical Specifications on soldonapn.co.nz

How to calculate your rate

To work out the cost of your ad, follow the steps 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), eg: 20cm x 3 col = 60 col/cm
STEP 2	Refer to the relevant product within this rate card to locate your rate, and multiply this by your col/cm figure, for example if you wish to place a 20x3 ad in Wednesday's edition of The New Zealand Herald, run of paper: 60 col/cm x \$48.46 (the rate) = \$2,907.60

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

Terms and conditions

Position availability – all position requests are based on availability and should be discussed with APN New Zealand prior to booking confirmation; **Cancellation fees** – any cancellation of front page solus less than 14 days from publishing date will incur a 100% cancellation fee. All other advertisements will incur a 100% cancellation fee if cancelled after the booking deadline; **Late material fee** – a fee will be 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 NZ publications. For full 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.

Guaranteed placements

	% EXTRA
Specified Page or Position	30%
Specified Page and Position	60%

REGIONALS DIRECT ADVERTISING RATES

Newspaper	Location	Publishing Day	FP Size	Run of Paper	
APN TITLES				Mono	Colour
NORTH ISLAND					
NORTH					
Northern Advocate	Northland	Daily	55x10	\$8.84	\$12.37
Whangarei Report	Whangarei	Thursday	38x8	\$6.05	\$8.46
The Northland Age	Kaitaia	Tuesday & Thursday	54x10	\$5.07	\$7.09
COROMANDEL					
Coastal News	Whangamata	Thursday	38x7	\$5.19	\$7.27
Waihi Leader	Waihi	Thursday	38x7	\$4.89	\$6.85
WAIKATO					
Hamilton News	Hamilton	Friday	38x8	\$5.46	\$7.64
Te Awamutu Courier	Te Awamutu	Tuesday & Thursday	38x7	\$6.28	\$8.80
BAY of PLENTY/ROTORUA					
Bay of Plenty Times	Tauranga	Daily	55x10	\$10.88	\$15.23
Bay of Plenty Times	Tauranga	Saturday	55x10	\$11.99	\$16.78
Bay News	Tauranga	Thursday	38x7	\$10.51	\$14.71
Katikati Advertiser	Katikati	Thursday	38x7	\$4.78	\$6.69
Te Puke Times	Te Puke	Thursday	38x7	\$5.04	\$7.05
Whakatane News	Whakatane	Thursday	55x10	\$3.71	\$5.19
Rotorua Daily Post	Rotorua	Daily	55x10	\$8.48	\$11.87
Rotorua Weekender	Rotorua	Friday	38x7	\$8.48	\$11.87
TAUPO					
Taupo Weekender	Taupo	Thursday	37x8	\$5.95	\$8.33
Turangi Chronicle	Turangi	Thursday	37x8	\$2.20	\$2.75
TARANAKI					
Stratford Press	Stratford	Thursday	38x8	\$4.84	\$6.78

REGIONALS DIRECT ADVERTISING RATES

Newspaper	Location	Publishing Day	FP Size	Run of Paper	
APN TITLES				Mono	Colour
HAWKES BAY					
Hawkes Bay Today	Napier/Hastings	Mon,Tues, Thurs, Fri	55x10	\$12.21	\$17.09
Hawkes Bay Today	Napier/Hastings	Wednesday & Saturday	55x10	\$12.72	\$17.81
Napier Courier	Napier	Wednesday	38x7	\$9.63	\$13.48
Hastings Leader	Hastings	Wednesday	38x7	\$9.63	\$13.48
Havelock North Village Press	Havelock North	Tuesday (Fortnightly)	38x7	\$7.21	\$10.09
CHB Mail	Waipukurau	Tuesday	37x8	\$4.64	\$6.49
Dannevirke News	Dannevirke	Daily Tabloid inserted in H/Bay Today	37x7	\$6.18	\$8.65
WANGANUI					
Wanganui Chronicle	Wanganui	Monday - Friday	55x10	\$8.63	\$12.08
Wanganui Chronicle	Wanganui	Saturday	55x10	\$9.12	\$12.76
Wanganui Midweek	Wanganui	Wednesday	37x8	\$7.21	\$10.09
WAIRARAPA					
Wairarapa Times-Age	Masterton	Monday - Friday	38x8	\$6.21	\$8.70
Wairarapa Times-Age	Masterton	Saturday	38x8	\$7.14	\$9.99
Wairarapa Midweek	Masterton	Tuesday	38x8	\$6.21	\$8.70
Bush Telegraph	Pahiatua	Monday	38x8	\$4.92	\$6.89
MANAWATU					
Guardian Manawatu	Palmerston North	Thursday	38x8	-	\$7.11
HOROWHENUA					
Horowhenua Chronicle	Levin	Wednesday & Friday	38x8	\$5.56	\$7.79
KAPITI COAST					
Kapiti News	Paraparaumu	Wednesday	38x8	-	\$9.97
WELLINGTON					
City Life Wainuiomata News	Wainuiomata	Wednesday	38x8	-	\$7.96
City Life Porirua News	Porirua	Wednesday	38x8	-	\$9.97

REGIONALS DIRECT ADVERTISING RATES

Newspaper	Location	Publishing Day	FP Size	Run of Paper	
APN TITLES				Mono	Colour
City Life Independent Herald	Northern & Western Districts	Wednesday	38x8	-	\$11.99
City Life Cook Straight News	Southern & Eastern Districts	Wednesday	38x8	-	\$11.99
Any 2 Papers					\$18.41
Any 3 Papers					\$25.62
Any 4 Papers					\$31.19
Note: Multiple buys for City Life can include Kapiti News					
SOUTH ISLAND					
CHRISTCHURCH					
Christchurch Star	Christchurch	Wednesday & Friday	37x8	-	\$12.62
Christchurch Communities					
North Canterbury News	Rangiora	Tuesday	37x8	-	\$6.28
Selwyn Times	Christchurch	Tuesday	37x8	-	\$6.28
Community News - Observer	Christchurch	Monday	37x8	-	\$6.28
Community News - Pegasus Post	Christchurch	Monday	37x8	-	\$6.28
Community News - Western News	Christchurch	Monday	37x8	-	\$6.28
Community News - News Advertiser	Christchurch	Monday	37x8	-	\$6.28
Any 2 Papers					\$10.09
Any 3 Papers					\$13.18
Any 4 Papers					\$15.76
Add on North Canterbury News				plus \$4.38 per col/cm	
Add on Selwyn Times				plus \$4.38 per col/cm	
OAMARU					
Oamaru Mail	Oamaru	Monday - Thursday	38x8	\$5.25	\$7.35
Oamaru Mail - Weekender	Oamaru	Friday	55x10	\$5.82	\$8.15
Oamaru Mail Extra	Oamaru	1st week of each Month	38x8	\$5.82	\$8.15

REGIONALS DIRECT DEADLINES

Newspaper	Location	Delivery	Material Address	Bookings	Material Deadline
APN TITLES				Run of Paper	Run of Paper
NORTH ISLAND					
NORTH					
Northern Advocate	Northland	Daily	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Whangarei Report	Whangarei	Thursday	adservices@apn.co.nz	Thurs prior - 4pm	Fri prior - 4pm
The Northland Age	Kaitaia	Tuesday	adservices@apn.co.nz	Thurs prior - 10am	Fri prior - 10am
The Northland Age	Kaitaia	Thursday	adservices@apn.co.nz	Fri prior - 12 noon	Mon prior - 12 noon
COROMANDEL					
Coastal News	Whangamata	Thursday	adservices@apn.co.nz	Fri prior - 12 noon	Mon prior - 12 noon
Waihi Leader	Waihi	Thursday	adservices@apn.co.nz	Thurs prior - 4pm	Fri prior - 4pm
WAIKATO					
Hamilton News	Hamilton	Friday	adservices@apn.co.nz	Mon prior - 4pm	Tues prior - 4pm
Te Awamutu Courier	Te Awamutu	Tuesday	adservices@apn.co.nz	Thu prior - 10am	Fri prior - 12pm
Te Awamutu Courier	Te Awamutu	Thursday	adservices@apn.co.nz	Mon prior - 10am	Tues prior - 12pm
BAY of PLENTY/ROTORUA					
Bay of Plenty Times	Tauranga	Daily	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Bay News	Tauranga	Thursday	adservices@apn.co.nz	Fri prior - 12 noon	Mon prior - 12 noon
Katikati Advertiser	Katikati	Thursday	adservices@apn.co.nz	Thurs prior - 12 noon	Fri prior - 12 noon
Te Puke Times	Te Puke	Thursday	adservices@apn.co.nz	Thurs prior - 12 noon	Fri prior - 12 noon
Whakatane News	Whakatane	Thursday	adservices@apn.co.nz	Fri prior - 12 noon	Mon prior - 12 noon
Rotorua Daily Post	Rotorua	Daily	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Rotorua Weekender	Rotorua	Friday	adservices@apn.co.nz	Tues prior - 12 noon	Tues prior - 3pm

REGIONALS DIRECT DEADLINES

Newspaper	Location	Delivery	Material Address	Bookings	Material Deadline
APN TITLES				Run of Paper	Run of Paper
TAUPO					
Taupo Weekender	Taupo	Thursday	adservices@apn.co.nz	Fri prior - 12pm	Mon prior - 12 noon
Turangi Chronicle	Turangi	Tuesday	adservices@apn.co.nz	Fri prior - 12pm	Mon prior - 12 noon
TARANAKI					
Stratford Press	Stratford	Thursday	adservices@apn.co.nz	Fri prior - 12pm	Mon prior - 12 noon
HAWKES BAY					
Hawkes Bay Today	Napier/Hastings	Mon,Tues, Thurs, Fri	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Hawkes Bay Today	Napier/Hastings	Wednesday & Saturday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Napier Courier	Napier	Wednesday	adservices@apn.co.nz	Thu prior - 12pm	Mon prior - 12pm
Hastings Leader	Hastings	Wednesday	adservices@apn.co.nz	Thu prior - 12pm	Mon prior - 12pm
Havelock North Village Press	Havelock North	Tuesday (Fortnightly)	adservices@apn.co.nz	Tues prior - 12pm	Fri prior - 12pm
CHB Mail	Waipukurau	Tuesday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
Dannevirke News	Dannevirke	Daily Tabloid inserted in H/Bay Today	adservices@apn.co.nz	3 days prior - 12pm	2 days prior - 12pm
WANGANUI					
Wanganui Chronicle	Wanganui	Monday - Friday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Wanganui Chronicle	Wanganui	Saturday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Wanganui Midweek	Wanganui	Wednesday	adservices@apn.co.nz	Friday prior - 12pm	Friday Prior - 4pm
WAIRARAPA					
Wairarapa Times-Age	Masterton	Monday - Friday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Wairarapa Times-Age	Masterton	Saturday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Wairarapa Midweek	Masterton	Tuesday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
Bush Telegraph	Pahiatua	Monday	adservices@apn.co.nz	Tues prior - 12pm	Thurs prior - 12pm
MANAWATU					
Guardian Manawatu	Palmerston North	Thursday	adservices@apn.co.nz	Thu prior - 12pm	Fri prior - 12pm

REGIONALS DIRECT DEADLINES

Newspaper	Location	Delivery	Material Address	Bookings	Material Deadline
				Run of Paper	Run of Paper
HOROWHENUA					
Horowhenua Chronicle	Levin	Wednesday	adservices@apn.co.nz	Fri prior - 12pm	Mon prior - 12pm
Horowhenua Chronicle	Levin	Friday	adservices@apn.co.nz	Tues prior - 12pm	Weds prior - 12pm
KAPITI COAST					
Kapiti News	Paraparaumu	Wednesday	adservices@apn.co.nz	Thu prior - 12pm	Fri prior - 12pm
WELLINGTON					
City Life Wainuiomata News	Wainuiomata	Wednesday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
City Life Porirua News	Porirua	Wednesday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
City Life Independent Herald	Northern & Western Districts	Wednesday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
City Life Cook Straight News	Southern & Eastern Districts	Wednesday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
SOUTH ISLAND					
CHRISTCHURCH					
Christchurch Star	Christchurch	Wednesday	adservices@apn.co.nz	Mon prior - 10am	Tue prior - 10am
Christchurch Star	Christchurch	Friday	adservices@apn.co.nz	Wed prior - 10am	Thu prior - 10am
Christchurch Communities					
North Canterbury News	Rangiora	Tuesday	adservices@apn.co.nz	Thu prior - 10am	Fri prior - 10am
Selwyn Times	Christchurch	Tuesday	adservices@apn.co.nz	Thu prior - 10am	Fri prior - 10am
Community News - Observer	Christchurch	Monday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
Community News - Pegasus Post	Christchurch	Monday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
Community News - Western News	Christchurch	Monday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
Community News - News Advertiser	Christchurch	Monday	adservices@apn.co.nz	Weds prior - 12pm	Thurs prior - 12pm
OAMARU					
Oamaru Mail	Oamaru	Monday - Thursday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm
Oamaru Mail - Weekender	Oamaru	Friday	adservices@apn.co.nz	2 days prior - 12pm	1 day prior - 12pm



CONTACT DETAILS

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

APN REGIONALS KERRY LEONARD

Group Sales Manager

(09) 373 6440 or email kerry.leonard@apn.co.nz

DAVID SHARPE

Senior Account Manager

(09) 373 6548 or email david.sharpe@apn.co.nz

LINDA TRAN

Account Manager

(09) 373 6577 or email linda.tran@apn.co.nz

JESSICA PENNINGTON

Account Manager

(09) 373 6582 or email jessica.pennington@apn.co.nz

DAVID DRYDEN

Advertising Enquiries

(09) 373 6474 or email david.dryden@apn.co.nz

AUCKLAND

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

For more information about APN and its products see www.soldonapn.co.nz

