



# RATE CARD / AUSTRALIAN

## APN NATIONAL SALES

EFFECTIVE FROM JULY 1, 2011 TO JUNE 30, 2012



The New Zealand Herald

WeekendHerald

HERALD<sub>ON</sub>SUNDAY



# HOW TO USE THIS RATECARD

## Using the Herald ratecard

The New Zealand Herald, Weekend Herald, and Herald on Sunday offer a huge variety of mass-market and targeted advertising environments for advertisers. These are listed on the next page. 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'** table overleaf for details. Several **'Special positions'** are also available, and charged at a set rate: 'lugs' which sit alongside section mastheads, and a 6x10 position on the TV listings page.

## Column widths by publication

Note that Herald pages use one of two advertising grids which have different column widths. The majority of pages use a **'Display'** grid divided into 10-columns on a broadsheet page and 7 columns on a tabloid page. However, some sections such as Classifieds and Family Notices use the **'Classifieds'** grid which is divided into 11 columns on a broadsheet page, and 8 on a tabloid page. **Canvas** magazine is an exception: ads are sold as defined set page shapes – see 'Canvas rates' overleaf. In Classifieds sections, small ad listings are also purchased by line – see the separate **'Classified lineage rates'** table overleaf.

COLUMNS	1	2	3	4	5	6	7	8	9	10	11
<b>Broadsheet Display (10-col)</b>	36	74	112	150	188	226	264	302	340	379	
<b>Broadsheet Classifieds (11-col)</b>	33.5	68	103	137.5	172	206.5	241	275.5	310	345	379.5
<b>Tabloid Display (7-col)</b>	36	74	112	150	188	226	264				
<b>Tabloid Classifieds (8-col)</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 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.

<b>STEP 1</b>	You must 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: <b>20cm x 3 col = 60 col/cm</b>
<b>STEP 2</b>	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: <b>60 col/cm x \$40.22 (the rate) = \$2,413.20</b>

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

## Volume discounts

Discounts are available for volume advertising according to the following annual spend levels.

Expenditure level \$ (per year)	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%

## 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.

# THE NEW ZEALAND HERALD AUSTRALIAN ADVERTISING RATES

## The New Zealand Herald (Monday to Friday)

RATES \$		Casual rate per col/cm	Front page solus
MONDAY	Section A, World*	50.88	6,459
	Business Herald, Sports Monday	45.13	-
	Classifieds, Family Notices*	38.49	-
	Run of paper	38.49	-
TUESDAY	Section A, World*	50.88	6,459
	Business Herald, Sport	45.13	-
	Travel*	38.49	-
	Classifieds, Family Notices*	38.49	-
WEDNESDAY	Section A, World*	52.73	8,184
	Business Herald, Sport	48.27	-
	Viva	40.22	-
	Driven*	40.22	3,320
	Midweek HeraldHomes†	40.22	-
	HeraldJobs* incl. situations vacant	39.78	-
	Commercial Property	40.22	-
THURSDAY	Section A, World*	50.88	6,459
	Business Herald, Sport	45.13	-
	TimeOut	38.50	-
	The Aucklander†	7.47	-
FRIDAY	Section A, World*	50.88	6,459
	Sport	45.13	-
	SuperSport	45.13	2,241
	The Business Herald	45.13	2,490
	Classifieds, Family Notices*	38.49	-
Run of paper	38.49	-	

## Weekend Herald

RATES \$		Casual rate per col/cm	Front page solus
SATURDAY	Section A, Review*	67.48	10,769
	World, Business, Sport	54.52	-
	Canvas	See 'Canvas rates'	-
	Weekend (Life, TimeOut)	48.27	-
	Driven	48.27	3,984
	HeraldHomes	48.27	-
	HeraldJobs	51.98	-
	HeraldJobs – situations vacant*	46.03	-
	Commercial Property	48.27	-
	Classifieds, Family Notices*	48.27	-
Run of paper	48.27	-	

## Herald on Sunday

RATES \$		Casual rate per col/cm	Front page solus	Page 3 solus
SUNDAY	Early general news	31.86	3,883	3,377
	World, Insight, Sport	29.41	-	-
	ROP, View, Living	24.51	-	-

## Guaranteed placements

	% extra
Specified page or position	15% extra
Specified page and position	25% extra

## Classifieds lineage rates (minimum ad size 3 lines)

RATE \$		Casual rate per line
MONDAY-FRIDAY	Real estate, motoring, other classifieds	4.98
	Employment, adult entertainment	5.40
	The Aucklander†	1.25
SATURDAY	Real estate, motoring, other classifieds	4.98
	Employment, adult entertainment	6.02
SUNDAY	Real estate, motoring, other classifieds	4.98
	Employment	4.98

## Special positions

RATES \$		Casual rate
MONDAY-FRIDAY	Lugs	215
	TV strip	2,880
SATURDAY	Lugs	282

## Canvas rates

RATES \$	Casual rate
Double page spread	13,612
Inside front cover	8,562
Outside back cover	8,562
Full page	7,445
Half page	4,166
Third page	2,764

## Please note:

Use the 'run of paper' rate for any section that is not listed.

Ads under \$200 must be prepaid for unless a credit application has been approved.

\* **A premium applies to Section A for the period October 1 to December 31**

(5% Monday, Tuesday, Thursday, Friday, 10% on Wednesday and Saturday)

★ Mono ads in real estate, employment, motoring, Classifieds and Family Notices sections are as listed, less 30% (excludes Sunday).

† The Aucklander and Midweek HeraldHomes are not inserted into the full run of the Herald. See soldonapn.co.nz for details of their distribution areas.

# PORTFOLIO OPPORTUNITIES

## CUSTOM PUBLICATIONS



## ■ CUSTOM PUBLICATIONS

APN provides a complete end-to-end custom publication service including content development, design, media sales, distribution and insertion. To find out more, contact the Custom Publications Manager on (09) 373 9317

## ONLINE



## ■ 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

Inserts offer you the opportunity to advertise within the fold of The New Zealand Herald, 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

Prices are for single sheet only, multi sheets by negotiation. Please contact the Inserts Manager on (09) 373 6021.

## AD-HESIVE NOTES



## ■ 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. Contact your Account Manager for details.



## CONTACT DETAILS

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

### AUSTRALIA

#### SYDNEY

Level 6, 110 Walker Street,  
North Sydney, NSW 2060, Australia  
Ph: 02 9936 8670 Fax: 02 9954 4156  
Bookings: sydney@apnap.com.au

#### MELBOURNE

Level 3, 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

For more information about APN and its products see [www.soldonapn.co.nz](http://www.soldonapn.co.nz)



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