



# Print advertising rates

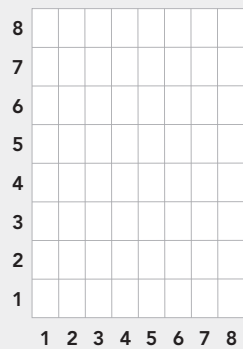
Effective April 30, 2018

- Central Leader East & Bays Courier Eastern Courier Manukau Courier
- North Harbour News North Shore Times Nor-West News
- Papakura Courier Rodney Times Waiheke Marketplace Western Leader

# Compact display advertising sizes

Stuff Newspapers use a modular advertising system for display (or run of paper) advertising. Advertising units are based on standard fixed sizes and shapes rather than variable columns and centimetres.

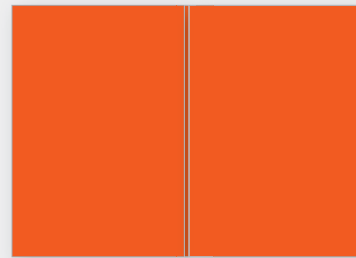
**Compact sized newspapers use an 8x8 modular advertising grid:**



**All of Stuff's weekday newspapers are published in a compact format. Within the Auckland region this includes:**

- Central Leader
- East & Bays Courier
- Eastern Courier
- Manukau Courier
- North Harbour News
- North Shore Times
- Nor-West News
- Papakura Courier
- Rodney Times
- Waiheke Marketplace
- Western Leader

**The ad sizes illustrated are available in the above publications.**



**8x16** Double Page Spread\*  
366mm x 531mm



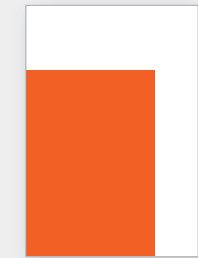
**8x8** Full Page  
366mm x 254mm



**8x4** Half Page V.  
366mm x 126mm



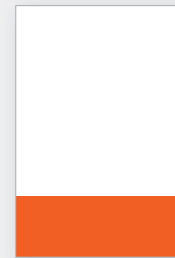
**4x8** Half Page H.  
182mm x 254mm



**6x6**  
274mm x 190mm



**3x8**  
136mm x 254mm



**2x8** Qtr Page H.  
90mm x 254mm



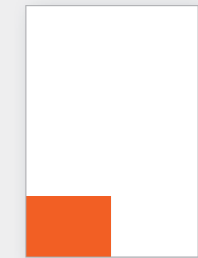
**4x4** Qtr Page  
182mm x 126mm



**3x4**  
136mm x 126mm



**3x3**  
136mm x 94mm



**2x4**  
90mm x 126mm



**4x2**  
182mm x 62mm



**3x2**  
136mm x 62mm



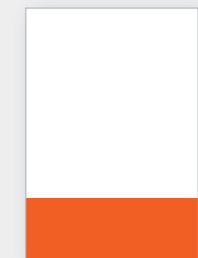
**2x3**  
90mm x 94mm



**2x2**  
90mm x 62mm



**1x2**  
44mm x 62mm



**FPS** Front Page Solus  
(Communities)  
90mm x 254mm

Note: \*A Double Page Spread can only run through the gutter on the centrespread – subject to availability at the time of booking. For further information talk to your Stuff Account Manager.

# Display advertising rates

Rates are for single insertion and exclude GST.

## Compact display:

| Publication         | Publishing Day | 1x2   | 2x2   | 3x2<br>or 2x3 | 4x2<br>or 2x4 | 3x3   | 3x4   | 4x4<br>or 2x8 | 3x8     | 4x8<br>or 8x4 | 6x6     | 8x8     | 8x16<br>DPS | FPS     | 8x8<br>OBC |
|---------------------|----------------|-------|-------|---------------|---------------|-------|-------|---------------|---------|---------------|---------|---------|-------------|---------|------------|
| Central Leader      | Thursday       | \$126 | \$252 | \$378         | \$504         | \$567 | \$756 | \$1,008       | \$1,512 | \$2,016       | \$2,268 | \$4,032 | \$8,064     | \$1,008 | \$5,040    |
| East & Bays Courier | Wednesday      | \$114 | \$228 | \$342         | \$456         | \$513 | \$684 | \$912         | \$1,368 | \$1,824       | \$2,052 | \$3,648 | \$7,296     | \$912   | \$4,560    |
| Eastern Courier     | Wednesday      | \$86  | \$172 | \$258         | \$344         | \$387 | \$516 | \$688         | \$1,032 | \$1,376       | \$1,548 | \$2,752 | \$5,504     | \$688   | \$3,440    |
| Manukau Courier     | Tues, Thurs    | \$136 | \$272 | \$408         | \$544         | \$612 | \$816 | \$1,088       | \$1,632 | \$2,176       | \$2,448 | \$4,352 | \$8,704     | \$1,088 | \$5,440    |
| North Harbour News  | Thursday       | \$70  | \$140 | \$210         | \$280         | \$315 | \$420 | \$560         | \$840   | \$1,120       | \$1,260 | \$2,240 | \$4,480     | \$560   | \$2,800    |
| North Shore Times   | Tues, Thurs    | \$136 | \$272 | \$408         | \$544         | \$612 | \$816 | \$1,088       | \$1,632 | \$2,176       | \$2,448 | \$4,352 | \$8,704     | \$1,088 | \$5,440    |
| Nor-West News       | Thursday       | \$58  | \$116 | \$174         | \$232         | \$261 | \$348 | \$464         | \$696   | \$928         | \$1,044 | \$1,856 | \$3,712     | \$464   | \$2,320    |
| Papakura Courier    | Wednesday      | \$100 | \$200 | \$300         | \$400         | \$450 | \$600 | \$800         | \$1,200 | \$1,600       | \$1,800 | \$3,200 | \$6,400     | \$800   | \$4,000    |
| Rodney Times        | Tues, Thurs    | \$102 | \$204 | \$306         | \$408         | \$459 | \$612 | \$816         | \$1,224 | \$1,632       | \$1,836 | \$3,264 | \$6,528     | \$816   | \$4,080    |
| Waiheke Marketplace | Wednesday      | \$56  | \$112 | \$168         | \$224         | \$252 | \$336 | \$448         | \$672   | \$896         | \$1,008 | \$1,792 | \$3,584     | \$448   | \$2,240    |
| Western Leader      | Tues, Thurs    | \$136 | \$272 | \$408         | \$544         | \$612 | \$816 | \$1,088       | \$1,632 | \$2,176       | \$2,448 | \$4,352 | \$8,704     | \$1,088 | \$5,440    |

Terminology:  
DPS = Double page spread  
FPS = Front page solus  
OBC = Outside back cover

## Premium positions

Premium 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. Set sizes may apply to these positions.

### Community titles

| Page Position | Loading |
|---------------|---------|
| Pages 2-7     | +25%    |

## Frequency discounts

Advertisers can benefit from reduced rates through the combination of increased frequency and increased size.

The more modules you buy per week, combined with the length of commitment, the greater the discount you'll receive.

The table on the right illustrates the discounts based on the different options available.

| Modules used per week | Number of weeks |          |          |
|-----------------------|-----------------|----------|----------|
|                       | 6 weeks         | 13 weeks | 26 weeks |
| Up to 15 Modules      | 15%             | 20%      | 25%      |
| 16-24 Modules         | 20%             | 25%      | 30%      |
| 25-40 Modules         | 25%             | 30%      | 35%      |
| 41-64 Modules         | 30%             | 35%      | 40%      |

### Note:

- If a schedule is cancelled before the committed duration has been met Stuff Limited reserves the right to adjust pricing back to the correct level, reflecting the commitment actually fulfilled.
- Frequency discounts can be applied to the premium position advertisements after the positional loading has been applied. Premium positions are subject to availability at the time of booking.

## TurboSEO

Extend the reach of your print advertisement to attract an online audience with TurboSEO.  
**\$50 per month\***

### How does TurboSEO work?

Advertisements appearing within Stuff's print products are also published digitally on Neighbourly.co.nz. These advertisements are also search engine optimised to boost the chance of reaching potential customers online and improve organic search rankings.

\*A flat handling fee of \$50 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.

### Cancellation fee

Depending on the time of cancellation, a cancellation fee of up to 100% of the advertisement cost applies to any advertisements canceled after the booking deadline has passed.

### Commission

Commission of 10% is payable on the above rates to agencies accredited with the PMAA.

# Classified advertising rates

Rates exclude GST.

Classified advertisements appearing within Stuff newspapers are sold either by column centimetre (for Display Classifieds) or by the number of lines for basic text advertisements (Liners).

| Publication         | Publishing Day | Bordered Display<br>(per col/cm)<br><i>Includes colour</i> | Non-Bordered Display<br>(per col/cm)<br><i>Excludes colour</i> | Liner Rate<br>(Mono, per line)*<br><i>Excludes colour</i> |
|---------------------|----------------|--|--|---|
|                     |                | General Classified   | General Classified   | General Classified  |
| Central Leader      | Thursday       | \$27.34  | \$19.14  | \$4.75  |
| East & Bays Courier | Wednesday      | \$19.74  | \$13.82  | \$4.05  |
| Eastern Courier     | Wednesday      | \$12.73  | \$8.91   | \$2.98  |
| Manukau Courier     | Tues, Thurs    | \$27.34  | \$19.14  | \$4.75  |
| North Harbour News  | Thursday       | \$12.41  | \$8.69   | \$3.74  |
| North Shore Times   | Tues, Thurs    | \$27.34  | \$19.14  | \$4.75  |
| Nor-West News       | Thursday       | \$8.51   | \$5.96   | \$1.47  |
| Papakura Courier    | Wednesday      | \$14.46  | \$10.12  | \$3.06  |
| Rodney Times        | Tues, Thurs    | \$15.34  | \$10.74  | \$3.74  |
| Waiheke Marketplace | Wednesday      | \$10.30  | \$7.21   | \$2.06  |
| Western Leader      | Tues, Thurs    | \$27.34  | \$19.14  | \$4.75  |

\*Minimum of three lines. Additional colour and highlighting charges may apply.

## Note:

Additional classified advertising rates apply to some classifications. Please talk to your Stuff Account Manager or contact Auckland Classifieds for further information:

Phone **09 525 2100** Email **aucklandclassifieds@stuff.co.nz**

# Classified advertising packages

## Frequency packages

Available across all newspapers. Must be published within a 7 day period.

| Package | Deal                                  |
|---------|---------------------------------------|
| 4 for 3 | 3 paid days followed by a day free    |
| 6 for 4 | 4 paid days followed by two days free |

## Multi insertion buys

Applies to a single newspaper.

| Package          | Discount  |
|------------------|---|
| 13 Insertion Buy | Place an ad in a newspaper for 13 weeks and get a <b>15% discount on all insertions</b> |
| 26 Insertion Buy | Place an ad in a newspaper for 26 weeks and get a <b>25% discount on all insertions</b> |
| 52 Insertion Buy | Place an ad in a newspaper for 52 weeks and get a <b>35% discount on all insertions</b> |

## Community newspaper multi paper buys

| Package       | Discount   |
|---------------|--|
| Buy 2 or more | Placing an ad in 2 or more community papers gets a <b>10% discount</b> |
| Buy 4 or more | Placing an ad in 4 or more community papers gets a <b>15% discount</b> |

## Note:

Additional classified packages are available on request.

## Pages sizes and column widths

Classified page sizes

| Compact           |
|-------------------|
| 370mm x 8 columns |

Classified column widths (mm)

| Columns    | 1  | 2  | 3   | 4   | 5   | 6   | 7   | 8   |
|------------|----|----|-----|-----|-----|-----|-----|-----|
| Width (mm) | 32 | 66 | 100 | 134 | 168 | 202 | 236 | 270 |

## Technical specifications

For technical artwork and delivery specifications refer to [advertise.stuff.co.nz/user-guides-resources](http://advertise.stuff.co.nz/user-guides-resources)

## Publishing deadlines

For booking, artwork and publishing deadlines refer to [advertise.stuff.co.nz/advertising-specs-rates-deadlines](http://advertise.stuff.co.nz/advertising-specs-rates-deadlines)  
Advertisements cancelled after booking deadline will incur a cancellation fee.  
Deadlines vary around public holidays.

## Advertising terms and conditions

All advertising placed within Stuff newspapers is subject to our terms and conditions. Advertisers are encouraged to be aware of these. For full information refer to [advertise.stuff.co.nz/advertising-terms-and-conditions](http://advertise.stuff.co.nz/advertising-terms-and-conditions)

## Contact us

For more information, please contact your Stuff Account Manager or refer to the relevant publication at [advertise.stuff.co.nz/brands/print](http://advertise.stuff.co.nz/brands/print)