



stuff

Taranaki

Print advertising rates

Effective April 30, 2018

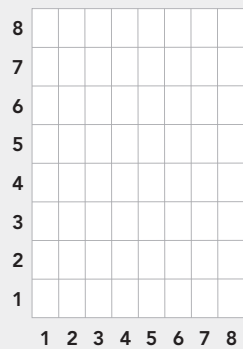
TARANAKI
DAILY NEWS

North Taranaki Midweek
South Taranaki Star

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.

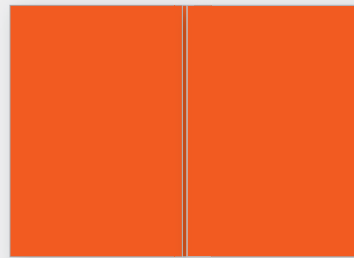
Compact sized newspapers use an 8x8 modular advertising grid:



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

- Taranaki Daily News (Monday–Friday)
- North Taranaki Midweek
- South Taranaki Star

The ad sizes illustrated are available in the above publications.



8x16 Double Page Spread*
366mm x 531mm



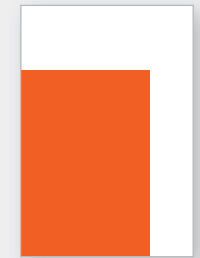
8x8 Full Page
366mm x 254mm



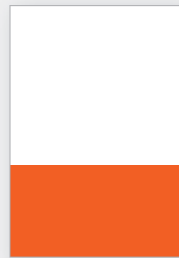
8x4 Half Page V.
366mm x 126mm



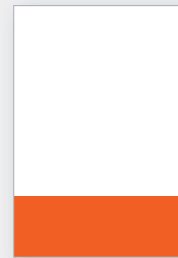
4x8 Half Page H.
182mm x 254mm



6x6
274mm x 190mm



3x8
136mm x 254mm



2x8 Qtr Page H.
90mm x 254mm



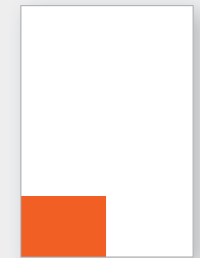
4x4 Qtr Page
182mm x 126mm



3x4
136mm x 126mm



3x3
136mm x 94mm



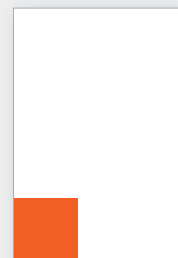
2x4
90mm x 126mm



4x2
182mm x 62mm



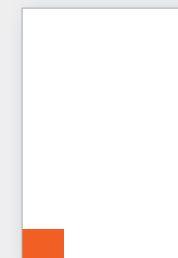
3x2
136mm x 62mm



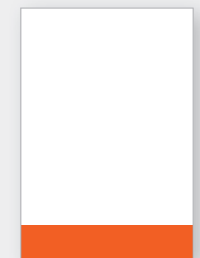
2x3
90mm x 94mm



2x2
90mm x 62mm



1x2
44mm x 62mm

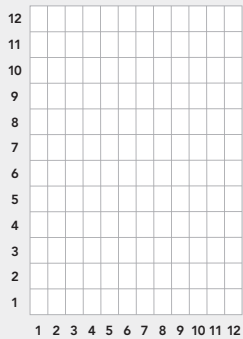


FPS Front Page Solus
50mm x 254mm
Communities
90mm x 254mm

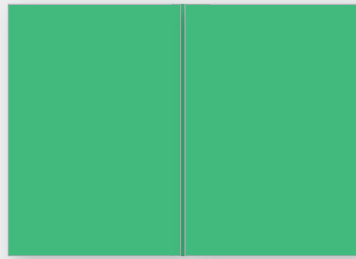
Note: *A Double Page Spread can only run through the gutter on the centrespread – subject to availability at the time of booking. For further information talk to your Stuff Account Manager.

Broadsheet display advertising sizes

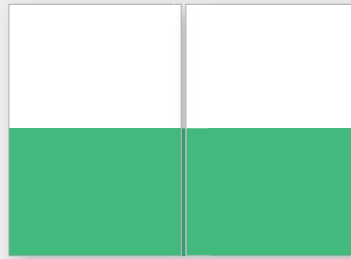
The Weekend edition of the Taranaki Daily News is published in a Broadsheet page size. This format uses a 12x12 modular advertising grid.



The ad sizes illustrated are available in the Weekend edition of the Taranaki Daily News.



12x24 Double Page Spread*
550mm x 787mm



6x24 Double Page Spread Half*
274mm x 787mm



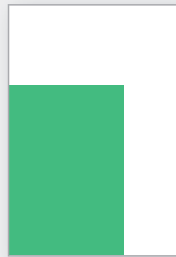
12x12 Full Page
550mm x 382mm



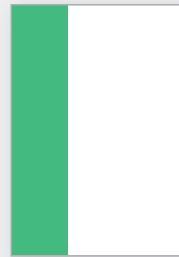
12x6 Half Page V.
550mm x 190mm



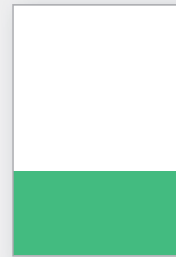
6x12 Half Page H.
274mm x 382mm



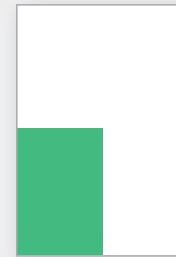
8x8
366mm x 254mm



12x4 Third Page V.
550mm x 126mm



4x12 Third Page H.
182mm x 382mm



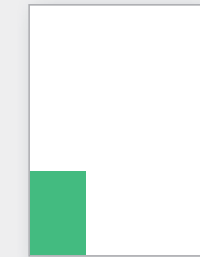
6x6 Qtr Page
274mm x 190mm



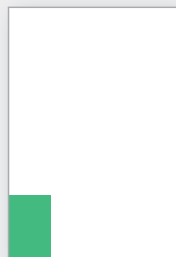
3x12 Qtr Page H.
136mm x 382mm



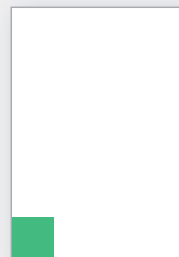
4x8
182mm x 254mm



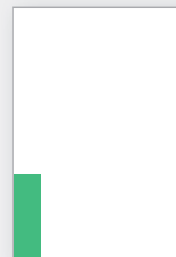
4x4
182mm x 126mm



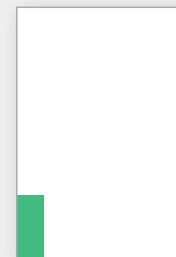
3x3
136mm x 94mm



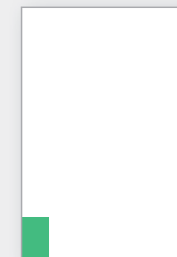
2x3
90mm x 94mm



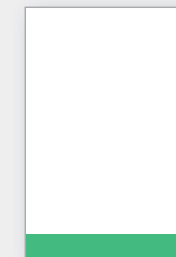
4x2
182mm x 62mm



3x2
136mm x 62mm



2x2
90mm x 62mm



FPS Front Page Solus
60mm x 360mm

Note: *A Double Page Spread and Double Page Spread Half 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: Monday to Friday

Publication	Publishing Day	1x2	2x2	3x2 or 2x3	4x2 or 2x4	3x3	3x4	4x4 or 2x8	3x8	4x8 or 8x4	6x6	8x8	8x16 DPS	FPS
Taranaki Daily News	Mon – Fri	\$130	\$260	\$390	\$520	\$585	\$780	\$1,040	\$1,560	\$2,080	\$2,340	\$4,160	\$8,320	\$1,040
North Taranaki Midweek	Wednesday	\$74	\$148	\$222	\$296	\$333	\$444	\$592	\$888	\$1,184	\$1,332	\$2,368	\$4,736	\$592
South Taranaki Star	Thursday	\$74	\$148	\$222	\$296	\$333	\$444	\$592	\$888	\$1,184	\$1,332	\$2,368	\$4,736	\$592

Terminology:
DPS = Double page spread
FPS = Front page solus

Broadsheet display: Saturday

Publication	Publishing Day	2x2	3x2 or 2x3	4x2	3x3	4x4	4x8	6x6	8x8	3x12	4x12 or 12x4	6x12 or 12x6	12x12	6x24	12x24	FPS
Taranaki Daily News	Saturday	\$260	\$390	\$520	\$585	\$1,040	\$2,080	\$2,340	\$4,160	\$2,340	\$3,120	\$4,680	\$9,360	\$9,360	\$18,720	\$1,560

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.

Taranaki Daily News (Mon–Fri)

Page Position	Loading
Page 2	+25%
Page 3	+50%
Page 5	+25%
First full page	+20%
First right hand full page	+25%
Section lead solus	+25%
Sports page solus	+25%
Guaranteed section	+20%

Community titles

Page Position	Loading
Pages 2–7	+25%

Taranaki Daily News (Saturday)

Page Position	Loading
Section A guaranteed page	+40%
Section A	+25%
Guaranteed section	+20%
World solus	+25%
Business solus	+25%
Weekend feature solus	+25%
Sports page solus	+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 cancelled 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 (per col/cm) <i>Includes colour</i>	Non-Bordered Display (per col/cm) <i>Excludes colour</i>	Liner Rate (Mono, per line)* <i>Excludes colour</i>
		General Classified	General Classified	General Classified
Taranaki Daily News	Mon – Fri	\$12.22	\$8.55	\$2.70
	Saturday	\$13.45	\$9.42	\$2.70
North Taranaki Midweek	Thursday	\$8.46	\$5.92	\$1.80
South Taranaki Star	Wednesday	\$8.46	\$5.92	\$1.80

*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 Taranaki Classifieds for further information:

Phone **06 759 0802** Email taranakiclassifieds@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 15% discount on all insertions
26 Insertion Buy	Place an ad in a newspaper for 26 weeks and get a 25% discount on all insertions
52 Insertion Buy	Place an ad in a newspaper for 52 weeks and get a 35% discount on all insertions

Community newspaper multi paper buys

Package	Discount
Buy 2 or more	Placing an ad in 2 or more community papers gets a 10% discount
Buy 4 or more	Placing an ad in 4 or more community papers gets a 15% discount

Note:

Additional classified packages are available on request.

Pages sizes and column widths

Classified page sizes

Compact	Broadsheet**
370mm x 8 columns	540mm x 11 columns

Classified column widths (mm)

Columns	1	2	3	4	5	6	7	8	9	10	11
Width (mm)	32	66	100	134	168	202	236	270	304	338	372

Technical specifications

For technical artwork and delivery specifications refer to 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
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

Contact us

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