



DIGITAL RATE CARD

Rates effective 1 December 2017 and exclude GST.
Minimum spend requirement of \$1,000 per booking.

Stuff High Impact CPD

Desktop	Ad Units	Weekday Cost Per Day	Sat & Sun Cost Per Day
Homepage Top Rectangle	300x250	\$16,000	\$12,000
Homepage Top Rectangle & Side Panels	300x250, 160x1500 (or 600x1500)	\$28,000	\$21,000
Homepage Top Rectangle, Side Panels & Pushdown Banner	300x250, 160x1500 (or 600x1500), 950x120	\$40,000	\$30,000
Homepage Top Rectangle & Animated Side Panels	300x250, 160x1500 (or 600x1500)	\$30,400	\$22,800
Homepage Top Rectangle, Animated Side Panels & Pushdown Banner	300x250, 160x1500 (or 600x1500), 950x120	\$42,400	\$31,800
Homepage Top Rectangle & Pushdown Banner	300x250, 950x120	\$28,000	\$21,000
Homepage Top Rectangle Standard Expandable	Refer to technical specifications	\$24,000	\$18,000
Homepage Top Rectangle Over the Page Expandable	Refer to technical specifications	\$32,000	\$24,000
Homepage Top Rectangle & Billboard	300x250, 970x250	\$32,000	\$24,000
Homepage Top Rectangle & Video Billboard	300x250, 970x250	\$35,200	\$26,400
Mobile	Ad Units	Cost Per Day	
Homepage Top Rectangle (All mobile platforms, excluding Tablet)	300x250	\$15,000	
Static On Load Interstitial (OLI)	Refer to technical specifications	\$17,500	
Animated/HTML5 On Load Interstitial (OLI)	Refer to technical specifications	\$21,000	
Rectangle Daily Blast Buy (One Million Impressions)	300x250	\$12,000	

Stuff Sectional High Impact CPD

Section	Top Rectangle Only	Top Rectangle & Side Panels (or Super King Side Panels)	Top Rectangle & Pushdown Banner	Top Rectangle & Billboard Banner	Top Rectangle, Side Panels (or Super King Side Panels) & Pushdown
	300x250	300x250, 160x1500 (or 600x1500)	300x250, 950x120	300x250, 970x250	300x250, 160x1500 (or 600x1500), 950x120
Stuff National News Homepage	\$1,100	\$3,580	\$3,580	\$5,120	\$5,560
Stuff World News Homepage	\$500	\$1,765	\$1,765	\$2,360	\$2,530
Stuff Business Homepage	\$500	\$1,840	\$1,840	\$2,560	\$2,680
Stuff Technology Homepage	\$500	\$1,210	\$1,210	\$1,390	\$1,420
Stuff Sport Homepage	\$680	\$2,540	\$2,540	\$3,560	\$3,900
Stuff Entertainment Homepage	\$500	\$1,605	\$1,605	\$2,100	\$2,210
Stuff Lifestyle Homepage	\$500	\$1,605	\$1,605	\$2,100	\$2,210
Stuff Travel Homepage	\$500	\$1,180	\$1,180	\$1,340	\$1,360
Stuff Motoring Homepage	\$500	\$1,210	\$1,210	\$1,390	\$1,420
Stuff Business Farming Homepage	\$500	\$1,210	\$1,210	\$1,390	\$1,420

Stuff CPM

Section	Desktop CPM					Mobile CPM		Cross Platform CPM*
	Top Rectangle 300x250	In Article 300x250	728x90	300x600	970x250	300x250	728x90	300x250 All Positions
National	\$25	\$20	\$25	\$35	\$70	\$25	\$25	\$25
World	\$25	\$20	\$25	\$35	\$70	\$25	\$25	\$25
Business	\$40	\$36	\$40	\$60	\$90	\$40	\$40	\$40
Technology	\$40	\$36	\$40	\$60	\$90	\$40	\$40	\$40
Sport	\$20	\$16	\$20	\$30	\$60	\$20	\$20	\$20
Entertainment	\$30	\$24	\$30	\$45	\$80	\$30	\$30	\$30
Life & Style	\$30	\$24	\$30	\$45	\$80	\$30	\$30	\$30
Travel	\$50	\$40	\$50	\$80	\$100	\$50	\$50	\$50
Motoring	\$40	\$36	\$40	\$60	\$90	\$40	\$40	\$40
Run of Site	\$15	\$12	\$15	\$30	\$60	\$15	\$15	\$12
Contextual	\$30	\$25	\$30	\$45	\$80	N/A	N/A	N/A

*Cross Platform CPM = Desktop, Mobile Platforms and Tablet.



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Masthead CPM

Section	Desktop CPM	
	300x250, 728x90	300x600
Waikato Times	\$20	\$30
Taranaki Daily News	\$20	\$30
Manawatu Standard	\$20	\$30
The Dominion Post	\$20	\$30
Marlborough Express	\$20	\$30
Nelson Mail	\$20	\$30
The Press	\$20	\$30
The Timaru Herald	\$20	\$30
The Southland Times	\$20	\$30
Auckland Now	\$20	-

Stuff Site Links

Stuff Desktop (CPW)		
Section	Details	Cost Per Week
Run of Site	Special Offers	\$7,000

Stuff Targeting CPM Buys

Details (Run of Site)	CPM	
	300x250	728x90
Desktop & Mobile Platform Geo-Connect (Minimum two ad units)	\$18	\$18

Stuff Targeting

Details	Desktop CPM				Mobile CPM	
	300x250	728x90	300x600	970x250	300x250	728x90
Behavioural Targeting - All Segments	\$30	\$30	\$45	\$80	\$30	\$30
Mosaic Targeting - All Segments	\$30	\$30	\$45	\$80	\$30	\$30
Custom Targeting	\$45	\$45	\$60	\$90	\$45	\$45
Contextual Targeting	\$30	\$30	\$45	\$80	\$30	N/A
Demo Targeting	\$30	\$30	\$45	\$80	\$30	\$30

Video Pre-Roll

Section	Desktop CPM		Mobile CPM
	15 Sec Pre-Roll	30 Sec Pre-Roll	15 Sec Pre-Roll
Run of Site	\$40	\$60	\$40
Run of Section	\$50	\$70	\$50

Additional Loads

Details	% Load On Unit
In-Banner Video Ads	20%
Geo-Targeting	20%
Re-Targeting	Enquire Directly
Custom Segments	Enquire Directly
Expanding Ads	Enquire Directly



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Native Products

Product	Buying Model	Pricing	Pricing: Geo Targeted	Minimum Spend
Premium Widget	CPC / Cost per click	\$2	\$4	\$5,000*
Sponsored Video	CPV / Cost per view	\$2	\$4	\$5,000
Suggested App	CPC / Cost per click	\$2	\$4	\$5,000
Promoted Offer - Mobile Homepage	CPD / Cost per day	\$18,000	N/A	N/A
Promoted Offer - Cross Platform Homepage	CPD / Cost per day	\$24,000	N/A	N/A
Promoted Offer - Cross Platform ROS	CPD / Cost per day	\$15,000	N/A	N/A
Homepage Parallax Offer	CPD / Cost per day	\$13,000	N/A	N/A
ROS Parallax Offer	CPM	\$100	N/A	N/A

NOTE:

* An additional fee of \$1500 applies if Stuff create and host the Premium Widget JSON feed.

Sponsored Content Native Products

Product	Buying Model	CPM	CPM Geo Targeted	Minimum Spend**
Mobile Sponsored Content	CPM / Cost per thousand	\$40	\$60	\$6,000
Desktop Sponsored Content	CPM / Cost per thousand	\$40	\$60	\$6,000
Cross Platform Digital Sponsored Content	CPM / Cost per thousand	\$40	\$60	\$10,000

** Sponsored Content minimum spend inclusive of Content Creation.

Technical specifications

Please refer to advertise.stuff.co.nz/advertising-specs-rates-deadlines

Advertising Terms and Conditions

Please refer to advertise.stuff.co.nz/advertising-terms-and-conditions