



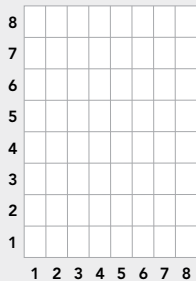
## Print advertising rates: **Stuff regional newspapers**

Including: Manawatu Standard, Marlborough Express, Nelson Mail, Taranaki Daily News, The Timaru Herald, The Southland Times  
Effective June 25, 2018

# 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:**

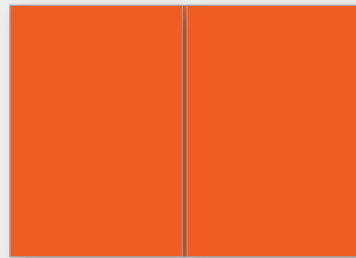


**The weekday editions of Stuff's six regional newspapers are published in a compact format.**

**This includes:**

- Manawatu Standard
- Marlborough Express
- Nelson Mail
- Taranaki Daily News
- The Timaru Herald
- The Southland Times

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



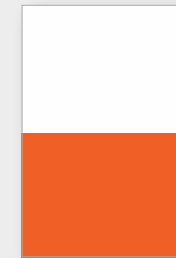
**8x16** Double Page Spread\*  
366mm x 531mm



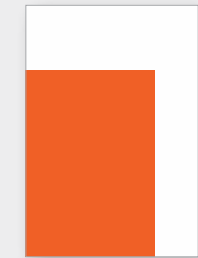
**8x8** Full Page  
366mm x 254mm



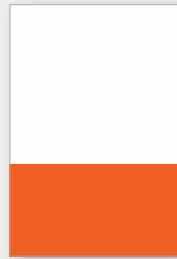
**8x4** Half Page V.  
366mm x 126mm



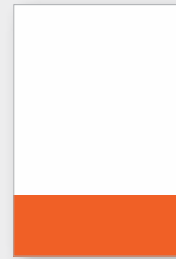
**4x8** Half Page H.  
182mm x 254mm



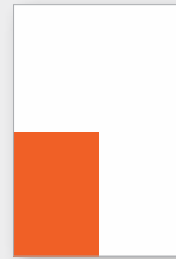
**6x6**  
274mm x 190mm



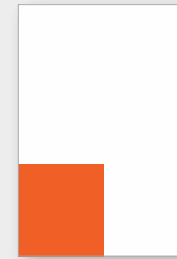
**3x8**  
136mm x 254mm



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



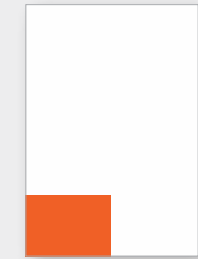
**4x4** Qtr Page  
182mm x 126mm



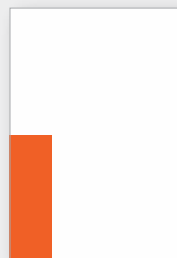
**3x4**  
136mm x 126mm



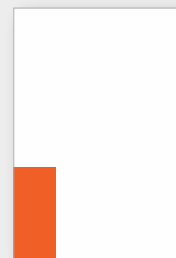
**3x3**  
136mm x 94mm



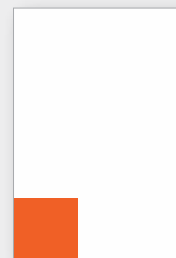
**2x4**  
90mm x 126mm



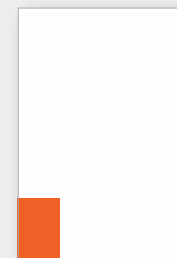
**4x2**  
182mm x 62mm



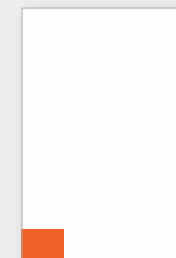
**3x2**  
136mm x 62mm



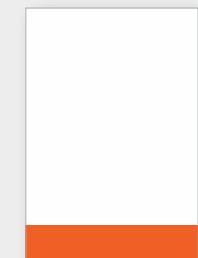
**2x3**  
90mm x 94mm



**2x2**  
90mm x 62mm



**1x2**  
44mm x 62mm

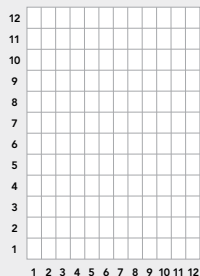


**FPS** Front Page Solus  
50mm x 254mm  
Communities  
90mm x 254mm

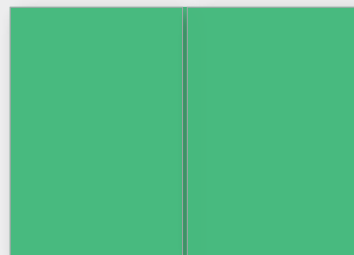
Note: \*A Double Page Spread can only run through the gutter on the centrespread – subject to availability at the time of booking. For further information talk to your Stuff Account Manager.

# Broadsheet display advertising sizes

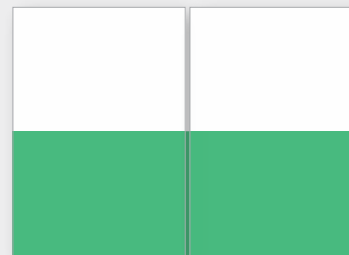
The Weekend editions of Stuff's regional newspapers are published on a broadsheet-sized page. This format uses a 12x12 modular advertising grid.



The ad sizes illustrated are available within these Weekend newspapers.



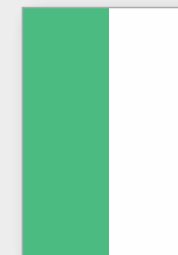
**12x24** Double Page Spread\*  
550mm x 787mm



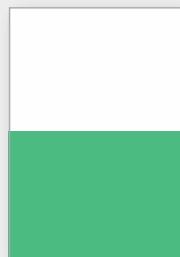
**6x24** Double Page Spread Half\*  
274mm x 787mm



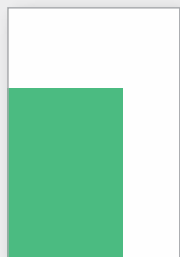
**12x12** Full Page  
550mm x 382mm



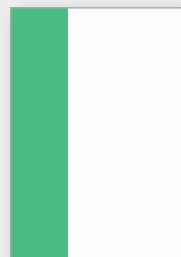
**12x6** Half Page V.  
550mm x 190mm



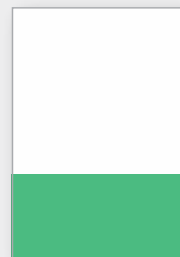
**6x12** Half Page H.  
274mm x 382mm



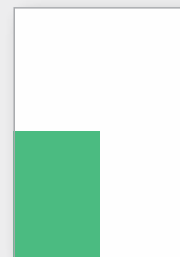
**8x8**  
366mm x 254mm



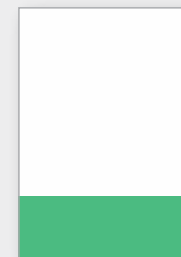
**12x4** Third Page V.  
550mm x 126mm



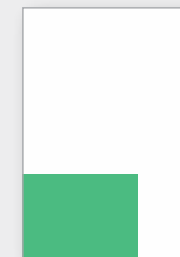
**4x12** Third Page H.  
182mm x 382mm



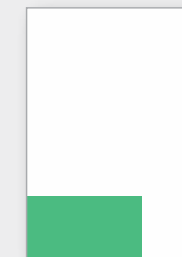
**6x6** Qtr Page  
274mm x 190mm



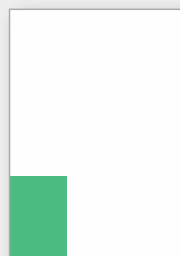
**3x12** Qtr Page H.  
136mm x 382mm



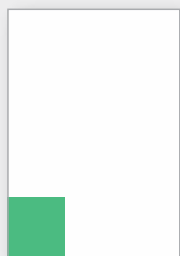
**4x8**  
182mm x 254mm



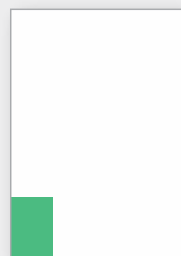
**3x8**  
136mm x 254mm



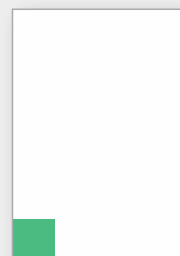
**4x4**  
182mm x 126mm



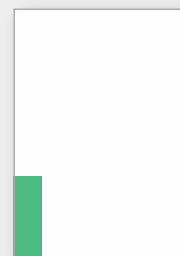
**3x4**  
136mm x 126mm



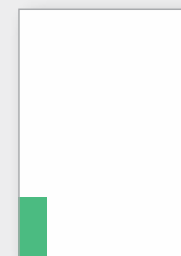
**3x3**  
136mm x 94mm



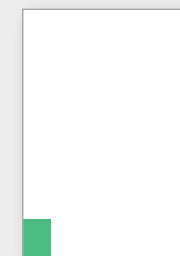
**2x3**  
90mm x 94mm



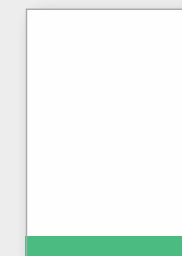
**4x2**  
182mm x 62mm



**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:

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
Manawatu Standard	Mon – Fri	\$80	\$160	\$240	\$320	\$360	\$480	\$640	\$960	\$1,280	\$1,440	\$2,560	\$5,120	\$640
Marlborough Express	Mon, Wed, Fri	\$70	\$140	\$210	\$280	\$315	\$420	\$560	\$840	\$1,120	\$1,260	\$2,240	\$4,480	\$560
Nelson Mail	Mon, Wed, Fri	\$76	\$152	\$228	\$304	\$342	\$456	\$608	\$912	\$1,216	\$1,368	\$2,432	\$4,864	\$608
The Southland Times	Mon – Fri	\$104	\$208	\$312	\$416	\$468	\$624	\$832	\$1,248	\$1,664	\$1,872	\$3,328	\$6,656	\$832
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
The Timaru Herald	Mon – Fri	\$60	\$120	\$180	\$240	\$270	\$360	\$480	\$720	\$960	\$1,080	\$1,920	\$3,840	\$480

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

## Broadsheet display:

Publication	Publishing day	2x2	3x2 or 2x3	4x2	3x3	3x4	4x4	3x8	4x8	6x6	8x8	3x12	4x12 or 12x4	6x12 or 12x6	12x12	6x24	12x24	FPS
Manawatu Standard	Saturday	\$160	\$240	\$320	\$360	\$600	\$640	\$1,200	\$1,280	\$1,440	\$2,560	\$1,440	\$1,920	\$2,880	\$5,760	\$5,760	\$11,520	\$960
Nelson Mail	Saturday	\$152	\$228	\$304	\$342	\$570	\$608	\$1,140	\$1,216	\$1,368	\$2,432	\$1,368	\$1,824	\$2,736	\$5,472	\$5,472	\$10,944	\$912
The Southland Times	Saturday	\$240	\$360	\$480	\$540	\$900	\$960	\$1,800	\$1,920	\$2,160	\$3,840	\$2,160	\$2,880	\$4,320	\$8,640	\$8,640	\$17,280	\$1,440
Taranaki Daily News	Saturday	\$260	\$390	\$520	\$585	\$975	\$1,040	\$1,950	\$2,080	\$2,340	\$4,160	\$2,340	\$3,120	\$4,680	\$9,360	\$9,360	\$18,720	\$1,560
The Timaru Herald	Saturday	\$148	\$222	\$296	\$333	\$555	\$592	\$1,110	\$1,184	\$1,332	\$2,368	\$1,332	\$1,776	\$2,664	\$5,328	\$5,328	\$10,656	\$888

## Premium positions

Premium positions within Stuff's regional newspapers 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.

### Monday–Friday

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%

### 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

Note: Additional rates apply to some classifications. 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	Public Notices	Employment	General	Public Notices	Employment	General
Manawatu Standard	Mon – Sat	\$14.94	\$14.94	\$14.94	\$10.46	\$10.46	\$10.46	\$4.00
Marlborough Express	Mon, Wed, Fri	\$8.24	\$8.24	\$10.50	\$5.77	\$5.77	\$7.35	\$3.00
Nelson Mail	Mon, Wed, Fri, Sat	\$9.62	\$12.50	\$9.62	\$6.73	\$8.75	\$6.73	\$2.24
The Southland Times	Mon – Fri	\$13.06	\$13.16	\$13.16	\$9.14	\$9.21	\$9.21	\$3.05
	Saturday	\$14.05	\$14.20	\$14.20	\$9.84	\$9.94	\$9.94	\$3.28
Taranaki Daily News	Mon – Fri	\$12.22	\$12.22	\$12.22	\$8.55	\$8.55	\$8.55	\$2.70
	Saturday	\$13.45	\$13.45	\$13.45	\$9.42	\$9.42	\$9.42	\$2.70
The Timaru Herald	Mon – Sat	\$11.34	\$11.06	\$11.48	\$6.80	\$6.80	\$6.80	\$2.05

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

## Classified packages 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](https://www.stuff.co.nz/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](https://www.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](https://www.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](https://www.stuff.co.nz/brands/print)

Classified advertising enquiries

### General Classifieds

 **0800 835 323**

Email [general-classifieds@stuff.co.nz](mailto:general-classifieds@stuff.co.nz)

### Family Notices

 **0800 287 322**

Email [familynotices@stuff.co.nz](mailto:familynotices@stuff.co.nz)