

4 June 2009

Dear Valued Customer

APN New Zealand announces a simplified ratecard for Q3 and Q4 2009

To make it easier for you to plan and book advertising with us, the APN New Zealand ratecard effective 6 July 2009 to 31 December 2009, has been simplified. Here is a summary of the changes:

- Standardised rates for Display Advertising in The New Zealand Herald on:
 - Monday, Tuesday, Thursday and Friday (one rate)
 - Wednesday
 - SaturdayWithin these days there will be a rate for ROP, Section A, and one standard rate for other sections (including Section B, Business, Sport and VIVA.)
- Standardised rates across The New Zealand Herald Classified Advertising sections (Employment, Real Estate, Motoring and General Classifieds), with one classified rate for Monday to Friday and one classified rate for Saturday.
- During the high demand period – 5 October to 31 December 2009 – there will continue to be a premium loading in The New Zealand Herald of 5% for Section A on Monday, Tuesday, Thursday, Friday and 10% for Wednesday and Saturday.
- Herald on Sunday and The Aucklander rates for Q3 and Q4 2009 remain unchanged.

To achieve this simplified pricing there have been minor adjustments, up and down, to some rates. For more information speak to your APN Account Manager or refer to the new ratecard available on soldonapn.co.nz from 5 June 2009.

We value your business and the part you play in continuing to make The New Zealand Herald the country's best read daily newspaper and Herald on Sunday the best read Sunday newspaper in the Northern Region.

Regards



Greg Hornblow
General Manager Advertising



The New Zealand Herald

HERALD ON SUNDAY

Aucklander