

Commission Bearing Advertising Rate Card 2009

Effective January 1, 2009







DAILY NEWSPAPER

Display	Casual	\$5,000	\$10,000	\$15,000	\$20,000	\$30,000	\$40,000	\$50,000	\$75,000	\$100,000	\$125,000
The Timaru Herald	\$7.13	\$5.53	\$5.08	\$4.85	\$4.75	\$4.28	\$4.08	\$4.00	\$3.93	\$3.88	\$3.82

HERALD COMMUNITY NEWSPAPERS

One Region Buy

 or 	\$7.13	\$5.53	\$5.08	\$4.85	\$4.75	\$4.28	\$4.08	\$4.00	\$3.93	\$3.88	\$3.82
 or 	\$5.54	\$3.79	\$3.60	\$3.59	\$3.54	\$3.35					
Two Region Buy	\$8.51	\$5.86	\$5.44	\$5.25	\$5.11	\$4.76					
Central South Island Buy	\$9.03	\$6.26	\$5.86	\$5.69	\$5.54	\$5.26					

Classified

Classified Liner advertisements Minimum 4 lines all publications	Per Line						
	\$2.00	\$1.96	\$1.92	\$1.84	\$1.74	\$1.60	\$1.49

Classified Packages

Four line minimum. Advertisements run daily.
Trade advertising only Timaru Herald.

3 Month Pack - 78 liner ads	\$1.25
6 Month Pack - 155 liner advs	0.95c
12 Month Pack - 309 liner advts	0.77c

Display Classified

Situations vacant, public notices, entertainment and casual

Timaru Herald	\$8.32
High Country Herald	\$8.32
Waitaki Herald/Mid Canterbury Herald	\$5.57
Two Region Buy	\$8.50
Central South Island Buy (all three communities)	\$9.03

Colour	Additional to space charges	
Over 281		\$630
141-280		\$321
Up to 140		\$160
Up to 72cm		\$87
Special Positions	Includes colour	
Front Page	8cm x 5col	\$624
Front Page Lug		\$160
Back Page Lug		\$120
Guaranteed Position		Plus 33%
Inserts	Quarterfold	\$79
	Minimum Charge	\$487

Dollar Based Contracts

Contracts are calculated according to the dollars spent by an advertiser. This includes space, colour, guaranteed positions, classified run-on's and inserts. The advertising may be spread over The Timaru Herald, community newspapers and special publications. The respective rate for each paper will apply.

The advertising spend does not include charges for work performed outside The Timaru Herald and charges for advertising in other newspapers, commercial artwork, internet advertising or commercial web-print work.

Timaru Herald contracts are for a 12-month period starting from receipt of the signed contract. To reflect any increase or proposed increase in dollars spent, the contract can be varied at any time during the contract period. Back dating of contract levels or rebates will not apply. Contract performance will be reviewed quarterly.

Non Fulfilment of Contract

Contract rates may be changed by giving the advertiser no fewer than 28 days notice prior to any rate adjustment. Full conditions are printed on the contract agreement. If the nominated spend is not fully used during the contract period, The Timaru Herald reserves the right to adjust the charges for the period to the appropriate charges for the actual dollars used.

Payment

Terms of trade: Accounts are due for payment within 20 days of date of statement. If payment of the account is not made by the due date the advertiser may be liable for interest and all costs of recovery and collection fees.

Commission

PMAA Accredited Advertising Agencies are entitled to 20% commission on display advertising only charged at the casual or contract dollar rates published on this rate card. The commission will reduce to 15% if payment is not received by 2pm on the last working day of the month following publication. Agencies will lose entitlement to all commission if payment is not received within 15 days of the due payment day. When camera ready copy is not supplied, a setting fee will be charged.

Members of the Regional Max national advertising package

