

Local Retail Advertising Rate Card 2009

Effective January 1, 2009



DAILY NEWSPAPER

Display	Casual	\$3,000	\$5,000	\$10,000	\$15,000	\$20,000	\$30,000	\$40,000	\$50,000	\$75,000	\$100,000	\$125,000
The Timaru Herald	\$6.64	\$5.73	\$4.54	\$4.18	\$4.00	\$3.91	\$3.53	\$3.40	\$3.34	\$3.29	\$3.24	\$3.18

HERALD COMMUNITY NEWSPAPERS

One Region Buy

 or 	\$6.64	\$5.73	\$4.54	\$4.18	\$4.00	\$3.91	\$3.53	\$3.40	\$3.34	\$3.29	\$3.23	\$3.18
 or 	\$4.61	\$3.39	\$3.16	\$3.05	\$3.00	\$2.96	\$2.80					

Two Region Buy

Two Region Buy	\$7.09	\$6.21	\$4.88	\$4.53	\$4.38	\$4.26	\$3.97					
Central South Island Buy	\$7.53	\$6.69	\$5.22	\$4.88	\$4.74	\$4.61	\$4.39					

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.

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	95c
12 Month Pack - 309 liner advts	77c

Display Classified

Situations vacant, public notices, entertainment and casual

Timaru Herald	\$7.90
High Country Herald	\$7.90
Waitaki Herald/Mid Canterbury Herald	\$5.00
Two Region Buy	\$7.56
Central South Island Buy (all three communities)	\$7.93

Colour Additional to space charges	
Over 281	\$520
141-280	\$265
Up to 140	\$129
Up to 72cm	\$72
Special Positions Includes colour	
Front Page	8cm x 5col \$520
Front Page Lug	\$134
Back Page Lug	\$103
Guaranteed Position	Plus 33%
Inserts Quarterfold	\$67
Minimum Charge	\$390

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.

Members of the Regional Max national advertising

