

A close-up photograph of a person's hand using a laptop trackpad. The background is softly blurred, showing a white coffee cup on a saucer. The scene is lit with warm, golden light, suggesting a bright window or lamp. A semi-transparent white box with a dark blue border is overlaid on the image, containing the title text.

THE AUSTRALIAN RATECARD FY2015

THE AUSTRALIAN 

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OWN THE CONVERSATION WITH THE AUSTRALIAN



The Australian & The Weekend Australian

With robust circulation and engaged readership our newspapers are read loyally across the week. With the impact of a broadsheet environment an advertising message in The Australian delivers exclusive access to Australia's wealthy and powerful.



Newspaper Inserted Magazines

With the production qualities of magazines and the reach of a newspaper, our NIMS provide a dedicated and exclusive environment for your advertising.



Digital Assets

With a 24/7 news cycle our digital platforms provide the news in a manner to suit the occasion. From news snacking on a mobile to an in depth viewing of a webinar – The Australian can deliver the digital advertising environment that suits your client's needs.

OUR POWERFUL AUDIENCE

Every day across our various print and digital offerings, The Australian reaches an exclusive, desirable audience who can be targeted through a variety of dedicated sections by advertisers wishing to talk with this quality audience.

This wealthy and powerful audience reached by The Australian across the month includes:

- 49% of all high income earners (\$200,000+) in Australia
- 24% of all business decision makers in Australia
- 1,106,000 professionals and managers

Our audience cannot be reached easily via other methods – 78% will not read AFR whether in print or online, 35% are light/non consumers of commercial television.



Net paid circulation
Mon-Fri average: 109,902
Weekend average: 232,243



The Weekend Australian Magazine circulation 233,243
The Deal circulation 88,163
Wish circulation 88,106



Online – The Aus/BS/WSJ
Unduplicated monthly
unique audience:
1,632,000



Tablet app
Daily domestic users:
11,044



Mobile – TA/BS
Daily domestic users:
106,238

Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2014. Nielsen Online Ratings June 2014. Audit Bureau of Circulations Apr- Jun2014. Google Analytics, Apr- Jun 2014

OUR PLATFORMS

The Australian is now reaching an even larger audience with touch points across multiple devices throughout the day.

The Australian is able to reach people with;

- Newspaper Monday to Saturday
- Newspaper inserted magazines
- The Australian website
- The Australian mobile site
- Wall Street Journal website
- Business Spectator website
- Tablet apps
- Email newsletters

Research undertaken by The Australian shows only a minority of our audience rely on one platform, with our audience keeping up to date with the latest news across the platforms available to them.



OUR CONTENT

The best content, Everyday

Whether in print or electronic platforms, The Australian sets the daily national news agenda with the best journalists across news, politics, business, sport and with access to the best in international news coverage via correspondents or the resources of The Times (England) or Wall Street Journal (America). Regular content available every day with The Australian includes;

- National News
- Politics/National Affairs
- Business
- Sport
- Opinion

Specialised content

The Australian also has a range of specialised content that runs in print on specific days and is always available on electronic platforms as well. The Australian has a collection of the best writers in their field, specialised content from these writers includes, the following topics:

- Legal Affairs
- Higher Education
- Technology Spectator
- Property
- Aviation



NEWSPAPER

With the 50th anniversary of the first edition in July 2014, The Australian not only continues to be the only major newsprint title created by Rupert Murdoch anywhere in the world, but also continues to be the start of the day and a prominent source of news for over one million Australians every week.

It is through the printed product that The Australian sets the national agenda for the day, with daily coverage of state, national and international news, coverage, analysis and the best opinion on the politics of the day including the regular Newspoll opinion survey. Business coverage includes content from both The Wall Street Journal and BusinessSpectator while in-depth articles and analysis feature each day. Specialised content also has dedicated days in paper as well.



Net paid circulation
Mon-Fri average: 109,902
Weekend average: 232,243

The Weekend Australian Magazine circulation **233,243**
 The Deal circulation **88,163**
 Wish circulation **88,106**

Online – The Aus/BS/WSJ
Unduplicated monthly unique audience: 1,632,000

Tablet app
Daily domestic users: 11,044

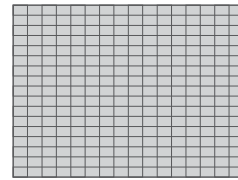
Mobile – TA/BS
Daily domestic users: 106,238

Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2014. Nielsen Online Ratings June 2014. Audit Bureau of Circulations Apr–Jun 2014. Google Analytics, Apr–Jun 2014

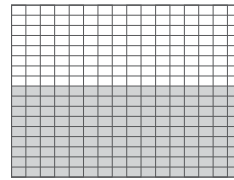
NEWSPAPER - SPECIFICATIONS

BROADSHEET 580mm (h) x 405mm (w)

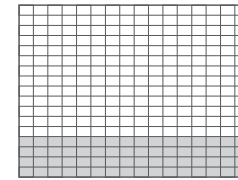
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M9x16 (HalfPageSpread)	284	774
M4x16 (QuarterPageSpread)	124	774
M17x8(FullPage)	540	372
M9x8(HalfPageHorizontal)	284	372
M6x8 (LargeStrip)	188	372
M5x8	156	372
M4x8(MediumStrip)	124	372
M2x8(SmallStrip)^	60	372
M12x6(Portrait)	380	278
M6x6	188	278
M4x6*	124	278
M3x6	92	278
M17x5(Dominant)	540	231
M17x4(HalfPageVertical)	540	184
M9x4 (QuarterPage)	284	184
M6x4***	188	184
M5x4***	156	184
M4x4***	124	184
M3x4	92	184
M2x4***	60	184
M12x3	380	137
M9x3***	284	137
M7x3***	220	137
M6x3	188	137
M5x3	156	137
M4x3	124	137
M3x3	92	137
M17x2(QuarterPageVertical)	540	90
M9x2**	284	90
M7x2**	220	90
M6x2	188	90
M5x2	156	90
M4x2	124	90
M3x2	92	90
M2x2	60	90
M3x1#	92	43
M2x1#	60	43
M1x1#	28	43



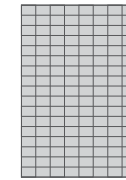
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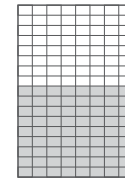
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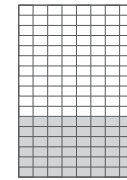
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(QuarterPageSpread)



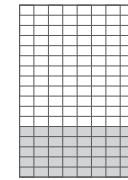
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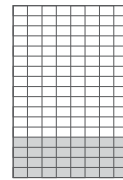
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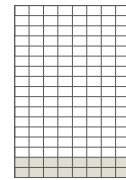
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(LargeStrip)



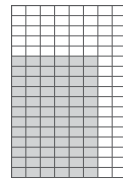
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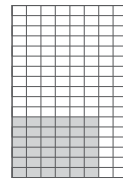
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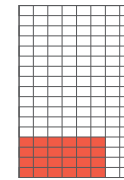
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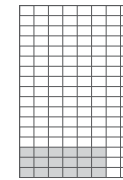
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(Portrait)



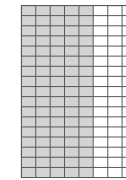
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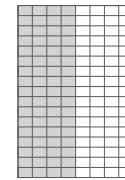
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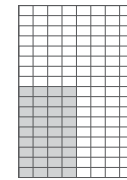
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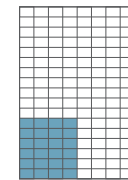
M17x5
(Dominant)



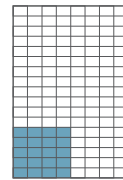
M17x4
(HalfPageVertical)



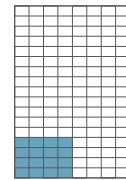
M9x4
(QuarterPage)



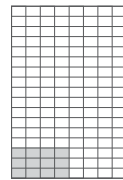
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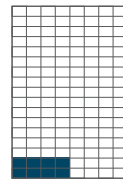
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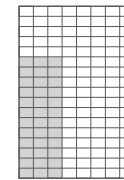
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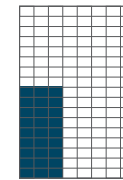
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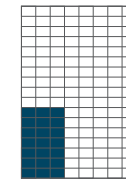
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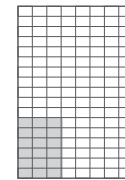
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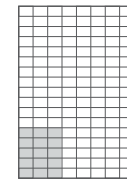
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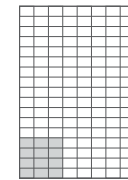
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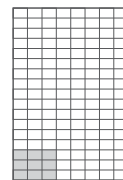
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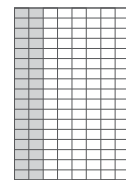
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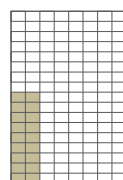
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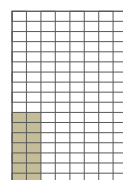
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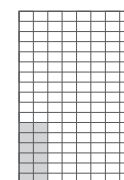
M17x2
(QuarterPageVertical)



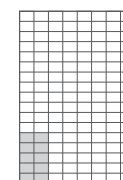
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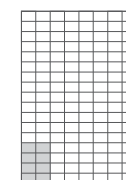
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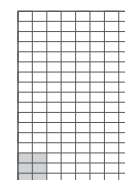
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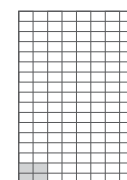
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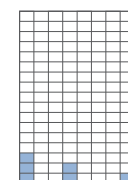
M4x2



M3x2



M2x2



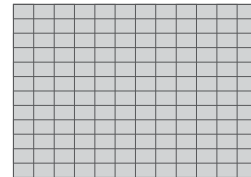
M3x1# M2x1#
M1x1#

^Only available for EGN Front Page strips. *Only available for Real Estate. **Only available for Recruitment & Notices. ***Only available for Recruitment, Notices and Real Estate. #Only available for Templated Notices.

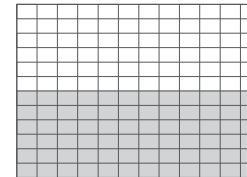
NEWSPAPER - SPECIFICATIONS

TABLOID 405mm (h) x 290mm (w)

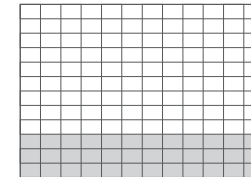
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M6x12 (Half Page Spread)	188	551
M3x12 (Quarter Page Spread)	92	551
M12x6 (Full Page)	380	262
M6x6 (Half Page Horizontal)	188	262
M4x6 (Large Strip)	124	262
M3x6 (Medium Strip)	92	262
M2x6 (Small Strip)	60	262
M12x4 (Dominant)	380	174
M9x4 (Portrait)	284	174
M3x4	92	174
M12x3 (Half Page Vertical)	380	129
M6x3 (Quarter Page)	188	129
M5x3	156	129
M4x3	124	129
M3x3	92	129
M12x2 (Third Page Vertical)	380	85
M6x2	188	85
M5x2	156	85
M4x2	124	85
M3x2	92	85
M2x2	60	85



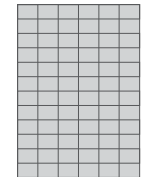
M12x12
(Double Page Spread)



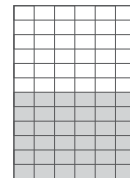
M6x12
(Half Page Spread)



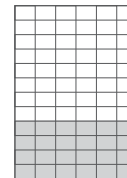
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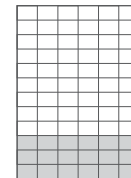
M12x6
(Full Page)



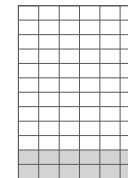
M6x6
(Half Page
Horizontal)



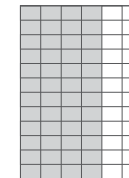
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(Large Strip)



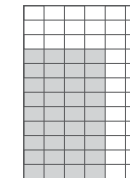
M3x6
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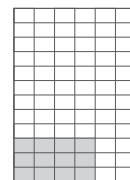
M2x6
(Small Strip)



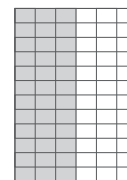
M12x4
(Dominant)



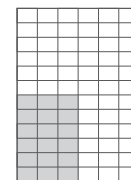
M9x4
(Portrait)



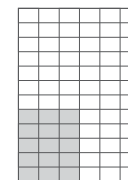
M3x4



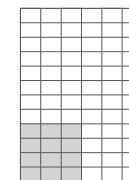
M12x3
(Half Page Vertical)



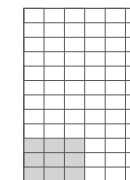
M6x3
(Quarter Page)



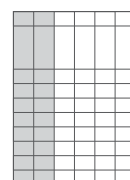
M5x3



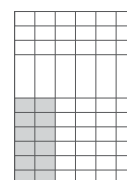
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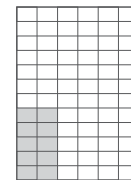
M3x3



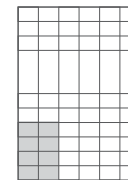
M12x2
(Third Page Vertical)



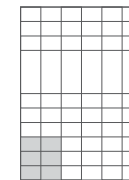
M6x2



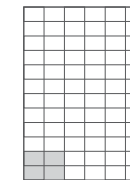
M5x2



M4x2



M3x2











M2x2

NEWSPAPER - MATERIAL

All digital material should be supplied electronically via Adstream, Adsend or Digitalads

Spot colour

There are eight News Limited spot colour inks available and each of these can be broken down into process with one solid ink element. Therefore spot colour jobs should be supplied as process 'spot ready' separated digital files, to take advantage of the increased placement options within our publications.

NEWSCOLOUR SPOT COLOUR SELECTIONS		
SPOT COLOUR 1		100% MAGENTA
SPOT COLOUR 2		100% CYAN / 95% YELLOW
SPOT COLOUR 3		100% YELLOW
SPOT COLOUR 4		100% CYAN / 60% MAGENTA
SPOT COLOUR 5		100% CYAN
SPOT COLOUR 6		100% MAGENTA / 90% YELLOW
SPOT COLOUR 7		100% YELLOW / 50% MAGENTA
SPOT COLOUR 8		100% CYAN / 40% MAGENTA

Note: Certain PMS colours are difficult to emulate with process colours on newsprint. The News Limited Advertising Quality Control Manager in your state will be happy to assist you in this selection if you have difficulty. In NSW, please telephone (02) 9689 5582/5586.

Panorama advertisements

Panorama advertisements, which utilise the gutter image area are available, but only on the centre spread of a book. Material should be supplied as one complete digital file 7 working days prior to the deadline for that section. All deadlines should be confirmed at the time of booking. Please contact the Quality Control Manager on (02) 9689 5582/5586 for measurements required when booking advertisement.

NB: Panorama ads will not be replicated in Tasmania due to the size variation of their books, meaning that panoramas will still publish in colour but not appear across the fold.

Digital/electronic delivery of material

News Limited promotes the delivery of advertising material electronically via Adstream, Adsend and Digitalads.com.au. As with all supplied material, our specifications listed below need to be taken into consideration. Inquiries with regard to digitally transmitted material should be directed to the Advertising Production Manager on (02) 9689 5582/5586.

Adstream (02) 9467 7500 www.quickcut.com.au
 Adsend: 1300 798 949 www.atsend.com.au
 Digitalads: (02) 9818 1965 www.digitalads.com.au

MONO		
TONAL REPRODUCTION GUIDELINES		
A	CATCHLIGHTS	0%
	HIGHLIGHTS	0%
	NON-ESSENTIAL WHITES	0%
	ESSENTIAL WHITES	2%
B	MIDTONES	ALLOW 30% DOT GAIN
C	SHADOW	92%

Screen ruling: 100 LPI (40LPC)

NEWSPAPER - MATERIAL

All digital material should be supplied electronically via Adstream, Adsend or Digitalads

FOUR COLOUR

IMAGE RESOLUTION	200DPI AT 100%
SCREEN RULINGS	100LPI (40LPC)
SCREEN ANGLES	C=75 / M=14 / Y=90 / K=45 OR QUARK ANGLES
PRINT SEQUENCE	CYAN, MAGENTA, YELLOW, BLACK
DOT SHAPE	ROUND

Note: Mono Versions (of colour material). A mono version of all colour ads must also be supplied with colour separations for use at sites without four colour presses (ie. Townsville). The Australian newspaper prints on multiple presses around the country. A small percentage of the colour inventory is impacted by the Townsville press which affects some advertisers from Mackay, QLD to the Northern Territory. News Limited does not accept complete material on disk or via email.

GCR separation

News Limited requires GCR (Grey Component Replacement) separation technique.

Note: replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the imaging operator assess the original material and use the appropriate percentage of GCR. Our Advertising Quality Control Manager in your state will assist you with expert knowledge and printed colour charts outlining the GCR process.

Proofing

National advertising requires one colour proof.

Digital supply

When advertising material is supplied digitally via Adstream, Adsend or Digitalads, it is the responsibility of the supplier to generate a digital proof to News Limited specifications for client approval. A similar proof will be generated at News Limited for internal quality control checks.

STONE REPRODUCTION GUIDELINES FOUR COLOUR

A:	C	M	Y	K
CATCHLIGHTS	0%	0%	0%	0%
HIGHLIGHTS	0%	0%	0%	0%
NON-ESSENTIAL WHITES	0%	0%	0%	0%
ESSENTIAL WHITES	3%	2%	2%	0%

B: MIDTONES

ALLOW FOR 30% DOT GAIN

KEEP MIDTONES OPEN FOR NEWSPAPER STOCK

(MORE THAN FOR MAGAZINE SEPARATIONS, TO COMPENSATE FOR DOT GAIN)

C: SHADOWS

1. A MAXIMUM TOTAL SHADOW END DENSITY NOT TO EXCEED 230%
2. LIMIT CYAN, MAGENTA AND YELLOW TO 90% AT THE SHADOW END
3. HALFTONE BLACK LIMIT IS 80%

Note: These limits are for Halftone reproduction only. Display type and background tints can use solid colours, however large and heavy areas of colour should allow for ink trapping by limiting CMYK to 90%. Total ink weight is not to exceed 230%. Unsharp masking should be increased to levels higher than normal to counter the softening effect experienced on newsprint.

Type styles and sizes, reverse panels

Type size: minimum 7 point

Single colour reverse type minimum 8 point. Four colour reverse type minimum 10 point. It is recommended you consider the quality of your advertisement by selecting the type most suitable. When reversing text out of multiple colours, a sans serif font is recommended, to avoid the text filling in on the press. Colour text should also be sans serif. Minimum point size acceptable is 10 point.

NEWSPAPER - INSERTS

Commercial insert quantities

National	NSW	ACT	VIC	TAS	BRISBANE	T'VILLE	SA	WA	DARWIN	TOTAL
M-F	37,900	5,900	28,400	3,600	36,300	5,400	13,300	16,200	1,700	148,700
Sat	57,100	9,200	55,100	9,200	75,800	12,300	33,600	40,000	3,900	296,200
Metro	SYDNEY	CANBERRA	MELB	HOBART	BRISBANE*	T'VILLE	ADELAIDE*	PERTH	DARWIN	TOTAL
M-F	28,600	N/A	23,700	N/A	29,000	N/A	11,400	13,800	N/A	106,500
Sat	39,600	N/A	44,600	N/A	56,100	N/A	28,500	31,700	N/A	200,500
*Brisbane Metro - Includes Gold Coast and Sunshine Coast / Adelaide Metro - includes Mt Barker & Victor Harbor										
CBD	SYDNEY	CANBERRA	MELB	HOBART	BRISBANE*	T'VILLE	ADELAIDE*	PERTH	DARWIN	TOTAL
MON-FRI	6,100	N/A	2,800	N/A	3,800	N/A	3,000	2,100	N/A	17,800
SATURDAY	3,200	N/A	1,700	N/A	2,600	N/A	6,300	1,700	N/A	15,500
*Adelaide CBD Saturday figure - includes Glen Osmond run										
WISH	NSW	ACT	VIC	TAS	BRISBANE	T'VILLE	SA	WA	DARWIN	TOTAL
FRI	37,500	N/A	27,300	N/A	29,000	N/A	13,500	13,300	N/A	120,600
Last updated: May 2014										
National	NSW	ACT	VIC	TAS	BRISBANE	T'VILLE	SA	WA	DARWIN	TOTAL
TWAM	58,900	9,500	56,800	9,500	78,100	12,700	34,600	41,200	4,000	305,300
THE DEAL	37,900	5,900	28,400	3,600	36,300	5,400	13,300	16,200	1,700	148,700

Booking and cancellation

21 working days prior to publication date

NEWSPAPER - INSERTS

Inserts deadlines & conditions

Booking deadlines:

Availability should be checked as soon as a preferred date for insertion is available, at least 21 days.

Delivery deadlines:

Inserts must be delivered 10am, 10 working days prior to the date of intended publication. Additional charges will apply if delivery deadlines are not adhered to.

Cancellation:

Cancellation must be verified 21 days prior to deadline of booked publication date.

November/December cancellations must be verified 12 weeks prior to the booked publication date.

Publisher's conditions

All inserts are subject to approval of the publisher, who reserves the right to refuse any material considered unsuitable for publication.

Whilst every effort will be made to publish inserts as ordered, no liability can be accepted for misplacement or omission.

The publisher does not guarantee a level of response regarding an insert.

The advertiser undertakes that there is nothing misleading or deceptive in the insert material submitted for publication and that it does not contravene any Federal or State advertising laws or advertising industry codes.

Both the advertising principal and the accredited agency jointly and severally agree to indemnify News Australia.

Publications against any liability for any penalty, damages, costs or otherwise arising from publication of the insert.

The publisher reserves the right to abort insertion of products outside of specification if it disrupts production.

Commercial inserts may appear in any section within the booked day's publication.

Please note insert quantities will be updated quarterly.

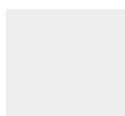
News Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses News Australia will give first right of refusal for insert berths to advertisers that book regular activity.

If you have any questions regarding inserts or for technical support please call our Inserts & Operations Manager on 02 9689 5304.

NEWSPAPER - INSERTS

Acceptable inserts

All paper weight specifications are the minimum acceptable. Please see following page for detailed information on acceptable sizes and stock weights.



Single sheet
390mm x 285 (180gsm)
200mm x 180 (135gsm)



Single fold
390mm x 285 (100gsm)
200mm x 180 (80gsm)

Acceptable folds



Unacceptable folds

No single spine. Uneven stack height will cause jamming.



Tabloid inserts

Four and eight page tabloid products, less than 100 gsm, must be quarter folded. Prior to acceptance tabloid products must be inspected to determine whether a quarter fold is required. Maximum size is 390mm deep x 285mm wide.

Card and envelope inserts

Cards and envelope inserts should be stacked flat in cartons with no turns. Packing should be used to fill gaps in rows. The weight of the carton should not exceed 15kg. The cartons should then be palletised and strapped as per palletising illustration.

Maximum insert thickness

The normal acceptable size (pagination) is 48 pages. Acceptance of inserts above this size will require consultation with the Publishing Manager.

Use of unsuitable products

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to clients for clearance prior to inserting.

Stapled inserts

Inserts less than 24 pages should not be stapled; a glued spine is the preferred option. Any insert that is stapled must have the staples firmly attached so they are not able to pull free and jam up the equipment. If staples are used they must not exceed the thickness of the product and be placed perfectly within the fold of the product.

Unusual inserts

Any card, envelope, perforated insert, stickers, part fold backs, index folds or steps, or other insert material of an unusual nature, will require a dummy sample of the product to be viewed by the Publishing Manager prior to acceptance.

Testing of unusual products may be required, a minimum of 500 samples will be required, 6 weeks in advance of intended publication date. Inserts containing metal or sharp objects, such as keys, coins, razor blades etc, will not be accepted. Clients are advised to seek assurance from printers that gloss surfaces will not be sticky or compacted into unmanageable bricks. Excessive slip may affect the insertion or retention of the insert into the paper.

Inserts with externally printed magazines.

Loose inserts

Minimum size of the insert must be no less than 75% of the height and width of the product which it is being inserted into. Maximum size of the insert must be 20mm smaller than the width (spine to foreedge) and 30mm smaller than the length (head to tail) of the product which it is being inserted into.

Bound inserts

Inserts which fall below the above loose insert specification bound-in inserts are the preferred option. Small bound inserts still present issues winding the host product onto disk and consultation with publishing management is required prior to approval. Bound insert specifications and guidelines will need to be coordinated with the commercial printer supplying the host product.

Inserting conditions

Whilst the specification table allows for some landscape shaped inserts it is preferred that the spine is the longest edge. Some high gloss inserts are difficult to insert and may require approval prior to insertion. Maximum size inserts (390mm x 285mm) run the risk of damage during the inserting and packaging processes.

Inserts below the winding capabilities (smaller than A4) will require direct (hopper) feeding into the publication and a surcharge may be applied to cover additional processing costs. No guarantee is given for full coverage of these inserts in the distribution areas.

NEWSPAPER - INSERTS

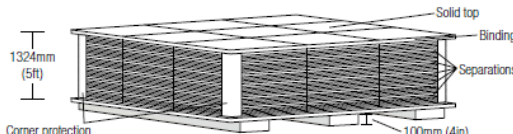
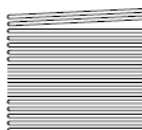
Inserts packaging and delivery

Packaging

- Full packaging and delivery instructions must be supplied to the commercial printer. Please provide printer's name, address and phone number to your News Limited representative.
- Inserts are to be turned so that the minimum turned height is 100mm (as per illustration). Spine of the insert to be packed all the one way within a bundle or turn.
- Bundles must contain a maximum of one turn with a maximum bundle weight of 10kg.
- Bundles may be strapped from top to bottom, single tie only (the wider the strapping the better). The tension of the strapping should not in any way damage the bundle.
- Boxes or cartons for packing should only be used at publishing managers request if neat bundles can not be achieved. If packed in cartons inserts should be stacked flat with no turns. The weight of the carton should not exceed 15kg.
- Pallets should be Australian standard size 1165mm x 1165mm and in good condition, without loose or broken timbers.
- Maximum height of pallet to be 1200mm including pallet runners and the maximum weight not to exceed 1000kg.
- If the pallet does not have a solid smooth base, a piece of wood or a substantial piece of cardboard should be placed over the pallet before stacking.
- The use of a sturdy piece of cardboard at even intervals throughout the stack will help keep the inserts flat, and avoid shifting during transportation. Gaps between bundles on the pallet should be kept to a minimum.
- A solid piece of wood, the same dimensions as the base of the pallet, should be placed on top of the stacked bundles to prevent strap damage.
- Inserts are to be stacked squarely on pallets with cardboard corners and shrink wrapped.

Pallet identification

min
100mm



- Outside edges should be vertically even and the inserts should be stacked so that they do not protrude beyond the limits of the pallet.
- The pallets should be strapped four ways as per the following illustration.
- The pallet should be wrapped in plastic with cardboard corner protection and shrink wrapped for further protection.
- The Publisher reserves the right to refuse inserts which have been damaged in the process of printing, packaging and transportation.

Deliveries

All deliveries must be accompanied by a delivery docket which must indicate the following details:

- The name of insert and key number or code if available.
- The total number of pallets for delivery.
- The total amount of copies on each pallet.
- The number of pallets on each vehicle.
- When more than one delivery is used the last docket is to be marked 'final'.

A product which has been delivered after deadline or does not meet the required specifications may not be inserted. Faulty products will be referred to client prior to inserting.

The pallets must have shown on at least two sides, the following information:

- Clients name
- The name and address of the company and the publication concerned.
- The publication issue, insertion date or other details for further identification.
- The estimated weight of the pallet.
- Total supplied quantity
- Individual pallet quantity
- Total number of pallets in consignment

Inserts delivery address

Adelaide: Publishing Manager, Advertiser Newspaper Limited
Mile End Print Centre, 200 Railway Terrace, Mile End SA 5031
T: (08) 8206 3224

Brisbane: Publishing Manager, Queensland Newspapers
Cnr Creek & Lytton Roads, Murrarie QLD 4172
T: (07) 3666 7520

Melbourne: Publishing Manager, Herald & Weekly Times
Westgate Park, 127 Todd Road, Port Melbourne VIC 3207
T: (03) 9292 3444

Perth: Publishing Manager, Perth Print Pty Ltd
96-108 Bannister Road, Canning Vale WA 6155
T: (08) 9456 6090

Sydney: Publishing Manager, Cnr 2 Muir Road & Hume Highway
Chullora NSW 2190.
T: (02) 9288 1959 (Phone prior to loading dock)

Tasmania: Publishing Manager, 31 Innovation Drive
Dowsing Point TAS 7010.
T: (02) 6230 0790

Townsville: Publishing Manager, N.Q. Newspaper Company Ltd
623-243 Flinders Street, Townsville QLD 4810.
T: (07) 4722 4705

Darwin: Publishing Manager, NT News Loading Dock,
1 Printers Place, Darwin NT 0800.
T: (08) 8944 9782

NEWSPAPER - DEADLINES

All deadlines in this document refer to AEST.
Material must be received at The Australian's Sydney office by the designated deadlines.

A PLUS (INCLUDES MIND GAMES)

Days: Monday - Friday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

A PLUS WEEKEND

Day: Saturday

Bookings & Cancellation Deadline:

2pm Friday, 7 Business days prior

MATERIAL

10am, 6 Business days prior to publication

FOOD & WINE, GARDENING

Bookings & Cancellation Deadline:

2pm Friday, 7 Business days prior

MATERIAL

10am, 6 Business days prior to publication

RESIDENTIAL PROPERTY

Bookings & Cancellation Deadline:

2pm Friday, 7 Business days prior

MATERIAL

10am, 6 Business days prior to publication

PRESTIGE MOTORING

Bookings & Cancellation Deadline:

2pm Friday, 7 Business days prior

MATERIAL

10am, 6 Business days prior to publication

ARTS

Days: Monday - Friday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

AVIATION

Day: Friday

Bookings & Cancellation Deadline:

2pm, Wednesday prior

MATERIAL

10am, 1 Business days prior to publication

AUSTRALIAN IT

Day: Tuesday

Bookings & Cancellation Deadline:

12noon, Thursday prior

MATERIAL

10am, 2 Business days prior to publication

BUSINESS

Days: Monday - Saturday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

CLASSIFIEDS / TENDERS

Days: Monday - Saturday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

EGN / NEWS PAGES

Days: Monday - Saturday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

NEWSPAPER - DEADLINES

All deadlines in this document refer to AEST.
Material must be received at The Australian's Sydney office by the designated deadlines.

EXECUTIVE APPOINTMENTS

Day: Saturday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

HIGHER EDUCATION

Day: Wednesday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

MEDIA

Day: Monday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

LEGAL AFFAIRS

Day: Friday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

PERSONAL OZ

Day: Monday - Friday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

PRIMESPACE (COMMERCIAL PROPERTY)

Day: Thursday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

RECRUITMENT

WEEKEND PROFESSIONAL

Day: Saturday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business days prior to publication

NEWSPAPER - DEADLINES

All deadlines in this document refer to AEST.
Material must be received at The Australian's Sydney office by the designated deadlines.

REVIEW

Day: Saturday

Bookings & Cancellation Deadline:

2pm, Friday 6 Business days prior

MATERIAL

10am, 4 Business days prior to publication

SPECIAL REPORTS

Please contact your account manager or nearest office of The Australian for a content specific reports calendar

Days: Monday - Saturday

Deadlines may vary for preprinted reports

Bookings & Cancellation Deadline:

10am, 7 Business days prior

MATERIAL

12noon, 4 Business days prior to publication

SPORT

Days: Monday - Saturday

Bookings & Cancellation Deadline:

10am, 1 Business day prior

MATERIAL

10am, 1 Business day prior to publication

TRAVEL + INDULGENCE

Day: Saturday

Bookings & Cancellation Deadline:

4pm Friday, 6 business days prior

MATERIAL

4pm Monday, 5 business days prior

WEALTH

Day: Tuesday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business day prior to publication

WEEKEND INQUIRER

Day: Saturday

Bookings & Cancellation Deadline:

10am, 2 Business days prior

MATERIAL

10am, 1 Business day prior to publication

COMMERCIAL PROPERTY (WEEKEND)

Day: Saturday

Bookings & Cancellation Deadline:

10am, 3 Business days prior

MATERIAL

10am, 2 Business days prior to publication

NEWSPAPER INSERTED MAGAZINES

Newspaper inserted magazines can combine the best of both worlds, a high gloss quality environment for advertisements with the reach of being inserted inside a newspaper. The Australian has three quality publications with the ideal environment for advertisers to reach a wealthy and powerful audience.

The Weekend Australian Magazine – inserted weekly into The Weekend Australian it reaches our quality weekend audience with a mixture of in-depth articles and readers favourites.

Wish – inserted monthly into The Australian on the first Friday of the month, Wish reaches an audience interested in luxury and the best.

The Deal – inserted monthly into The Australian on the third Friday of the month, The Deal is our business magazine with in depth articles covering the current issues and the movers and shakers in the business world.



Net paid circulation
Mon-Fri average: 109,902
Weekend average: 232,243

The Weekend Australian Magazine circulation **233,243**
 The Deal circulation **88,163**
 Wish circulation **88,106**

Online – The Aus/BS/WSJ
Unduplicated monthly unique audience: 1,632,000

Tablet app
Daily domestic users: 11,044

Mobile – TA/BS
Daily domestic users: 106,238



Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2014. Nielsen Online Ratings June 2014. Audit Bureau of Circulations Apr–Jun 2014. Google Analytics, Apr–Jun 2014

THE WEEKEND
AUSTRALIAN **MAGAZINE**
JUNE 07-08, 2014



THE BODYGUARD

INSIDE THE ELITE UNIT THAT PROTECTS OUR LEADERS

By Trent Dalton

THE AUSTRALIAN

CAN'T BE IGNORED

TWAM -SPECIFICATIONS

Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
DPS	275 x 460	285 x 470	255 x 440
Full Page	275 x 230	285 x 240	255 x 210
1/2 Page H DPS	135 x 460	145 x 470	115 x 440
1/2 Page Horizontal	135 x 230	145 x 240	115 x 210
1/2 Page Vertical	275 x 113	285 x 123	255 x 93
1/3 Page Horizontal	88 x 230	98 x 240	68 x 210
1/3 Page H DPS	88 x 460	98 x 470	68 x 440
1/3 Page Vertical	275 x 73	285 x 83	255 x 53
1/4 Page Horizontal	65 x 230	75 x 240	45 x 210
1/4 Page	135 x 113	145 x 123	115 x 93

TWAM – SPECIFICATIONS/DEADLINES

Material specifications

Electronic ad delivery

Quickcut www.quickcut.com.au | Contact (02) 9938 7500

WebSEND www.globalmediamovers.com.au | Contact (03) 9642 2046

PDF Format

Max. file size: 10 megabytes

Compatibility: Acrobat 4.0

Version: PDF 1.3

Fonts: All fonts must be embedded

Images: 266dpi

Alterations will not be made to ads received via Electronic Delivery.

Please note, currently we cannot support the following:

- Adobe Illustrator 10+ elements
- Macromedia Freehand 10+ elements
- Adobe Photoshop 6+ colour management
- Adobe Acrobat 5.0+ level 1.4+ PDF/Postscript level 3 construct.
- Indesign non-flattened pdfs
- Unsupported smooth shade patterns in pdf
- PDFs generated from within an application (e.g Adobe Indesign, Illustrator) must comply with our specifications. Postscripting the file to Acrobat Distiller with the News Limited job options loaded is the preferred method. The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

If there are any other queries regarding material specifications, please call 1300 557 418.

Deadlines

Booking deadline: 12 days prior to publication date.

Material deadline: 11 days prior to publication date.

Cancellation deadline: 26 days prior to publication date.

Insert specifications

All inserts must conform with the maximum and minimum sizes shown below and the substance weight (gsm) should increase as the insert size increases. Please confirm all details before printing with your Advertising Manager as mentioned at the bottom of the page.

Insert sizes

Minimum Size: 150mm x 105mm

Maximum Size: 245mm x 210mm

Minimum Weight (1-2 pages): 150gsm

Maximum Weight (1-2 pages): 200gsm

Minimum Weight (4-6 pages): 80gsm

16 Page: by approval

All measurements are spine by width.

Note: Minimum turn size is 50. Four and eight page tabloid products must be quarter folded. Prior to acceptance, all other tabloid products must be inspected to determine whether a quarter fold is required.

Unusual inserts

Any card, envelope, perforated insert or any insert material of an unusual nature or design must be viewed by our Inserts Manager prior to acceptance. For testing of unusual or unspecified products a minimum of 1,000 samples will be required.

Maximum insert thickness

The normal acceptable size (pagination) is 16 pages. Acceptance of inserts above this size will require consultation with the Category Manager on +61 (0)2 9074 6481. Weight limitations may apply.

Deadline & delivery

Booking & Cancellation: 16 Working days prior to publication.

Delivery: 10 Working days prior to publication.

Delivery address:

Hannanprint NSW

Attention: Insert Manager

Hannanprint Receiving Dock

Door 5, 23 Scrivener Street,

Warwick Farm NSW, 2170

+61 (0)2 9353 0000

Please indicate the name of advertiser, quantity, insert date and publication insert is for.

Note: Any Inserts outside the above specifications are by consultation only, and may not be acceptable.



WISH - SPECIFICATIONS

Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
DPS	330 x 540	340 x 550	310 x 520
Full Page	330 x 270	340 x 280	310 x 250
1/2 Page Horizontal	163 x 270	173 x 280	143 x 250
1/2 Page Vertical	330 x 133	340 x 143	310 x 113
1/3 Page Horizontal	106 x 270	116 x 280	86 x 250
1/3 Page Vertical	330 x 86	340 x 96	310 x 66

Note: Bleed is 5mm. Type area parameters are 10mm from both head and foot (depth) and 15mm from both spine and foreedge (width). The exceptions are in broken space instances where 10mm applies to horizontal ads from foot trim only and for the vertical ads 10mm applies for the spine and foreedge. Production can supply diagrams on request.

Plate change material

When different advertisements are required for distribution to certain states, a separate digital file is to be supplied with an individual distinguishable key number kept within the trim area.

File delivery and proofing requirements

Digital ad material will only be accepted in PDFv1 format via the Quickcut delivery system. This ensures files are created using the guidelines set out by the 3DAP committee, now the industry standard for digital file production. All digital ad files must be accompanied by their individual booking number when being sent via Quickcut.

A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your ad. News Magazines will only take responsibility for accurate colour reproduction when a 3DAP certified contract proof is supplied.

Please send hard copy digital proofs to:

PreMedia Production Wish Magazine, Level 2, 61-81 Kippax Street, Surry Hills, NSW, 2010, Australia.

WISH - SPECIFICATIONS

Layout considerations

Only headlines and baselines of very large type should be run across the gutter of a double page spread. Important live images and product shots should always clear the spine. Where possible type should be kept within the bounds of the type area parameters of the magazines. Very small type, keylines of no less than 0.25pt and small design elements should be reproduced in one ink colour only to avoid registration problems.

Image preparation and tone density

Printed heat set web offset in four process colours at 150 lines per inch. Images should be 300dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 320%. Dot gain compensation of 20% should be built into image separations. When using solid black backgrounds a 40%-50% Cyan stipple is recommended, do not use registration or a 4 colour black to reinforce solid black print result. Reversed out type should be no less than 8pt and fine serifs should be avoided.

Quality control

News Limited is committed to producing magazines of the highest calibre. Our expert team will ensure that your ad is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats.

Every ad received will be flight checked by our production team, colour checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

Insert deliveries to:

PMP Print

31 Heathcote Rd, Moorebank, NSW 2170

Loose insert specs:

Min Insert size: 148 x 105mm

Max Insert size: 300 x 255mm

Min paper weights:

Single sheet insert: 120gsm

4 page insert: 80gsm

8 page insert: 56gsm

12 page insert: 56gsm

Deadline

Booking & Cancellation: 23 working days prior to publication

Delivery: 18 working days prior to publication

Contact us

For more information or advice on specifications and file delivery, please call Mark Soulie on 02 9288 3735

Quickcut digital ad delivery system

Phone: 02 9949 0500

www.quickcut.com.au

WISH - DEADLINES

Publication Date	Booking Deadlines	Material Deadline	Cancellation Deadline
4 July 2014	11 June 2014	17 June 2014	2 June 2014
1 August 2014	9 July 2014	15 July 2014	30 June 2014
5 September 2014	13 August 2014	19 August 2014	4 August 2014
3 October 2014	10 September 2014	16 September 2014	1 September 2014
7 November 2014	15 October 2014	21 October 2014	6 October 2014
5 December 2014	12 November 2014	18 November 2014	3 November 2014
6 February 2015	14 January 2015	20 January 2015	5 January 2015
6 March 2015	11 February 2015	17 February 2015	2 February 2015
3 April 2015	11 March 2015	17 March 2015	2 March 2015
1 May 2015	8 April 2015	14 April 2015	30 March 2015
5 June 2015	13 May 2015	19 May 2015	4 May 2015
3 July 2015	10 June 2015	16 June 2015	1 June 2015

THE DEAL

MAY 2014

THE AUSTRALIAN
BUSINESS MAGAZINE



THE ADMAN
DAVID NOBAY

THE LOYALTY
CARD
BUSINESS

CHINA'S NEW FACES

WHAT THEY MEAN
FOR AUSTRALIA

THE AUSTRALIAN

CAN'T BE IGNORED

THE DEAL - SPECIFICATIONS

Page specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Size Depth x Width (mm)	Type Area Depth x Width (mm)
Double Page Spread	350 x 550	360 x 561	337 x 534
Full Page	350 x 278	360 x 289	337 x 262
1/2 Page Horizontal	180 x 278	190 x 289	167 x 262
1/2 Page Vertical	350 x 145	360 x 156	337 x 129
Third Page Vertical	350 x 101	360 x 112	337 x 85
Large Strip	123 x 278	133 x 289	110 x 262

Layout considerations

Only headlines and baselines of very large type should be run across the gutter of a double page spread. Important live images and product shots should always clear the spine. Where possible type should be kept within the bounds of the type area parameters of the magazines. Very small type, key lines of no less than 0.25pt and small design elements should be reproduced in one ink colour only to avoid registration problems.

Contacts

For more information or advice on specifications and file delivery, please contact Media Support on 1300 557 418
Quickcut Digital Ad Delivery System – 1300 768 988 – www.quickcut.com.au | Websend – 1300 79 89 49 – www.websend.com.au

File delivery and proofing requirements

Digital ad material will be accepted only in PDFv 1.4 format via the Quickcut delivery system or Websend. This ensures files are created using the guidelines set out by the 3DAPv2 committee, now the industry standard for digital file production. A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your ad. News Magazines will take responsibility for accurate colour reproduction only when a 3DAPv2 certified contract proof is supplied.

Quality control

News Limited is committed to producing magazines of the highest calibre. Our expert team will ensure that your ad is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats. Every ad received will be flight-checked by our production team, colour-checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

THE DEAL - DEADLINES

Publication Date	Booking Deadlines	Material Deadline	Cancellation Deadline
18 July 2014	27 June 2014	4 July 2014	20 June 2014
15 August 2014	25 July 2014	1 August 2014	18 July 2014
19 September 2014	29 August 2014	5 September 2014	22 August 2014
17 October 2014	26 September 2014	3 October 2014	19 September 2014
21 November 2014	31 October 2014	7 November 2014	24 October 2014
No December Issue			
No January Issue			
20 February 2015	30 January 2015	6 February 2015	23 January 2015
20 March 2015	27 February 2015	6 March 2015	20 February 2015
17 April 2015	27 March 2015	2 April 2015	20 March 2015
15 May 2015	24 April 2015	1 May 2015	17 April 2015

DIGITAL

The Australian website offers our audience the best of breaking news, in-depth analysis and content from our printed products, The Times (London), Wall Street Journal and the wider News Corp Australia group including content from Fox Sports.

For advertisers The Australian website has a dedicated audience including our digital subscriber audience who spend over 83minutes a week on our website. With a host of dedicated sections and advertising options, The Australian website has a solution for all advertisers. The Australian is also able to offer placement of advertisements on digital newsletters or sending a special message to our email database.



Net paid circulation
Mon-Fri average: 109,902
Weekend average: 232,243



The Weekend Australian Magazine **circulation 233,243**
The Deal circulation 88,163
Wish circulation 88,106



Online – The Aus/BS/WSJ
**Unduplicated monthly
 unique audience:
 1,632,000**



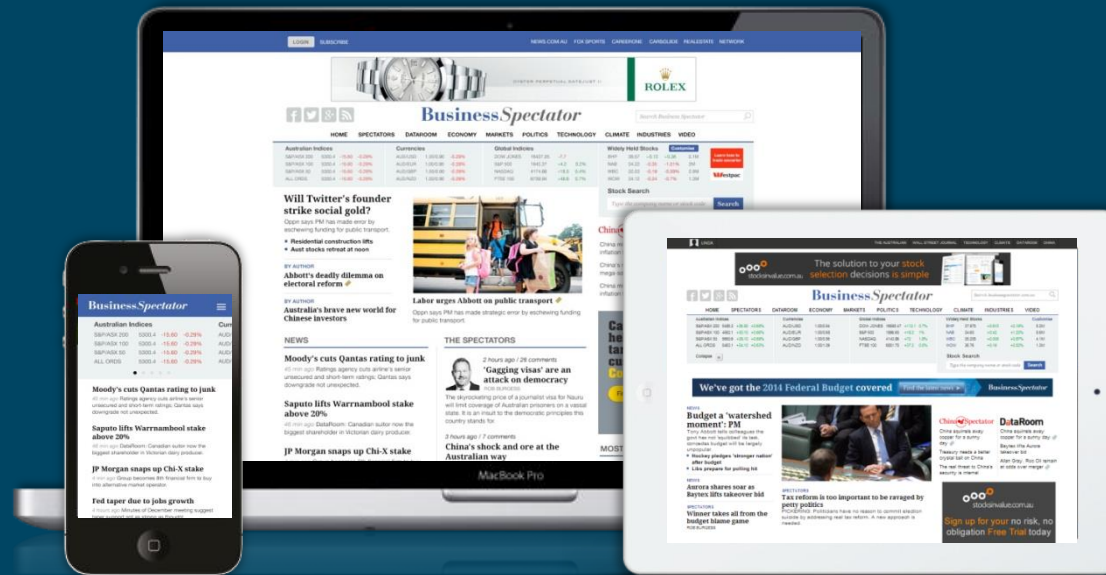
Tablet app
**Daily domestic users:
 11,044**



Mobile – TA/BS
**Daily domestic users:
 106,238**

Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2014. Nielsen Online Ratings June 2014. Audit Bureau of Circulations Apr–Jun 2014. Google Analytics, Apr–Jun 2014

Business Spectator



For a full list of products and rates for The Australian, please contact your digital advertising representative to discuss opportunities.

THE AUSTRALIAN

CAN'T BE IGNORED

THE AUSTRALIAN



For a full list of products and rates for The Australian, please contact your digital advertising representative to discuss opportunities.

THE AUSTRALIAN 

CAN'T BE IGNORED

DIGITAL - SPECIFICATIONS

Standard display ads

Standard display ads refer to site-served Flash/GIF/JPG creatives and non-rich media 3rd party served creatives. For executions where larger file sizes are required, creatives must be served using a polite download method through an approved 3rd party rich media ad server.

Ad Format	Dimensions	MAX file size Flash/Image	Notes
Leaderboard	728 x 90	50 kb/40 kb	Required for all CPC/CPA performance Medium Rectangle 300 x 250 40 kb campaigns
Medium Rectangle	300 x 250	50 kb/40 kb	
Half Page	300 x 600	50 kb/40 kb	
Text Link	—	—	Character limits (incl. spaces & punctuation) Heading: 25, Body: 70 Required for all CPC performance campaigns, not required for CPA
Banner	468 x 60	20kb	Email display ad buy-outs only
Double Column Block	480 x 195	40kb	News.com.au
Ticker	650 x40	20kb	News.com.au, Carsguide & selected Masthead home pages only
Carsguide inline banner	460 x 65	20kb	Carsguide search listings only. Can be 3rd party served
Ticker - Moshtix	960 x 40	30kb	Moshtix only
TrueLocal tile	138 x 100	15kb	Image only, cannot be 3rd party served
Microbar	88 x31	5kb	Taste Recipe Collection sponsorships
Humdinger	970 x 250	40kb	IGN and AskMen

DIGITAL - SPECIFICATIONS

Rich media: RMX, Gallery pre-roll & Video lightbox

Individual components cannot be 3rd party served. 3rd party click and impression tracking is supported.

Ad Component	Header	Video Player	Creative Spots (choice of 2 options)	Backup Image
300 x 600 RMX	300 x 85 Max file size: 10kb GIF/JPG/PNG accepted	300 x 225 frame size 4 : 3 aspect ratio Max duration: 90 seconds Max source video file size: 20mb MPEG/AVI/MOV accepted	300 x 84 (x3) Max file size 10kb each GIF/JPG/PNG accepted	300 x 600 Max file size 40kb GIF/JPG/PNG accepted
			300 x 250 Max file size 40kb GIF/JPG/PNG/SWF accepted SWF must be supplied in Flash ver 8	
300 x 250 RMX / Gallery Pre-Roll	—	300 x 225 frame size 4 : 3 aspect ratio Max duration: 90 seconds Max source video file size: 20mb MPEG/AVI/MOV accepted	—	300 x 250 Max file size 40kb GIF/JPG/PNG accepted
300 x 250 Video Lightbox	—	640 x 360 frame size 16 : 9 aspect ratio Max duration: 90 seconds Max source video file size: 20mb MPEG/AVI/MOV accepted	—	300 x 250 Max file size 40kb GIF/JPG/PNG accepted






Additional guidelines

- No action script required in SWF creatives .
- FLA and other source files (eg: fonts) must be supplied if SWF creatives are submitted.
- Source video will be re-encoded by The Australian. Video assets larger than 2mb should be submitted through FTP or alternate file delivery method.
- 300x250 Video Lightbox: Click to Expand call to action handled by The Australian Rich Media.

DIGITAL - DEADLINES

Ad submission guidelines

Please note the following creative and campaign setup/turn-around times, commencing from receipt of all required and correct creative materials. Failure to provide creative within these SLAs may result in delays in campaign commencement.

Creative Type	Description	Setup / Turn-around Time	Approved 3rd Party Ad Serving Vendors
Standard creatives	Site-served image / flash, non-rich media 3rd party redirects	2 full working days	 
Complex creatives	Large volumes (eight or more) of standard creatives, 3rd party rich media expanding/polite redirects	3 full working days	
Advanced creatives	OTPs, in-stream video, all The Australian Rich Media, iPad device HTML5 ads, Solus emails	5 full working days	
Custom integration	Advertorials, bespoke content integration, half-page minisites	Available on application	

3rd Party ad serving guidelines & creative acceptance policies

- All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency.
- Should you wish to utilise a vendor not listed here, please contact your Campaign Manager as early as possible to arrange testing/certification and provide detailed publisher trafficking instructions. Vendors who do not provide the ability for The Australian to track clicks through DFP will not be certified.
- The Australian reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.

Additional guidelines

- The Australian may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.
- The Australian reserves the right to remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.
- The setting of 3rd or 4th party cookies on News Limited sites for re-targeting or any other user tracking purposes is not permitted without prior approval from The Australian. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation. Creatives can be returned to rotation once unauthorised connections have been removed.

CREATIVE OPPORTUNITIES

The Australian is able to offer more to advertisers than a medium strip ad in paper or a medium rectangle to run on the website. From offering non standard advertising shapes across the different platforms to creating a bespoke piece of content for an advertiser The Australian is able to offer different options to compliment an existing campaign or to help launch a new one.

Talk to your advertising representative for an understanding of exactly what can be created with The Australian.

Options include:

- Custom publishing
- Creative shapes
- Newsprint wraps
- AdNotes
- AccessOne
- Digital opportunities
- Partnerships



CREATIVE OPPORTUNITIES – CUSTOM PUBLISHING

The Australian can assist in creating and providing custom content and products, from producing a tabloid printed product to be inserted into the newspaper, a special two page advertising feature through to creating and hosting content within a special micro site on The Australian website.

Custom publishing can be used as part of a wider campaign and can also assist in transferring in-depth information to our wealthy and powerful audience.

Custom publishing can also be used collaboratively with events to add impact and promote an event, with content to run before, during and after the event.

To find out more details regarding costs and for further information, talk to your advertising representative. Custom publishing subject to editorial approval and availability.



Custom tabloid content



CREATIVE OPPORTUNITIES – CREATIVE SHAPES

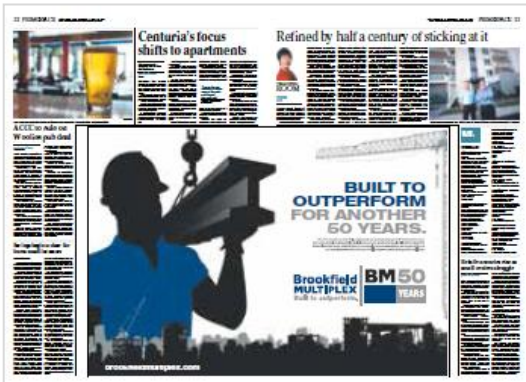
We can go beyond a medium strip advertisement in newspaper or a medium rectangle digital advertisement on the website.

The Australian can also offer shapes and placements which can be used for impact, to compliment the content of the advertisement or just to be a bit different to the norm.

Talk to your advertising representative for an understanding of exactly what can be done with The Australian or for more ideas visit www.news corpora australia.com/ad-specs



Inverted shape



Fireplace



The onion



CREATIVE OPPORTUNITIES – SPECIFICATIONS

Print creative options overview

Designed to deliver dominance on any platform, our wide range of creative options is a great way to take your brand to market and raise your company profile. A specially designed package can be created to fulfil your business objectives within budget.



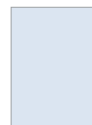
6X10 COVER WRAP



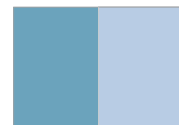
PLATINUM WRAP



HALF PAGE GATEFOLD



PAGE COLOUR TINT



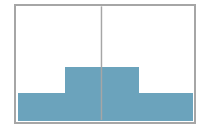
TRANSPARENT WRAP



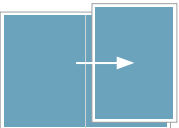
ADNOTE



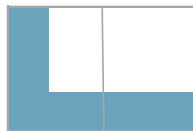
TRAM TRACKS



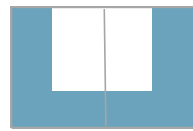
PODIUM



SLIDE



L-SHAPE



U-SHAPE



INVERTED SHAPE



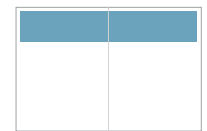
SPINAL TAP



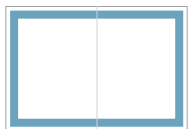
SPINAL GAP



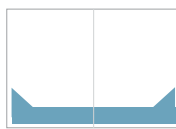
STRAP & STRIP



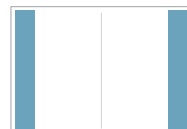
TOP SHELF



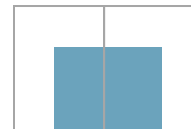
FRAME



CORNERS



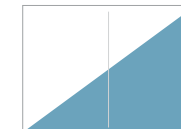
BOOKENDS



FIREPLACE



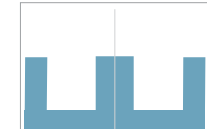
CONTOUR/INTRUSIONS



DIAGONAL



STEPS



W-SHAPE

Please note:

- Subject to availability at time of booking.
- The Australian reserves the right to cancel any execution if deemed inappropriate.
- Page positioning will not be guaranteed.
- Limited to one execution per issue or at the discretion of The Australian General Manager - Sales/Editor.
- Creative shapes may be limited to certain sections so please check with your account manager.

CREATIVE OPPORTUNITIES – WRAPS

The Australian can offer a number of different options when it comes to using a wrap as a creative option. A wrap can be used to enclose the front page of The Australian newspaper or to cover a section, can completely cover a page or only half a page and can be placed on every single copy of the newspaper or with limited runs to just airport lounges.

A wrap can also be used as part of a section takeover, available with certain sections of The Australian in print.

Talk to your advertising representative for an understanding of exactly what can be created within The Australian.



CREATIVE OPPORTUNITIES – ADNOTES

The adhesive AdNotes format provides advertisers with yet another advertising solution – with a range of creative options to engage and elicit responses from The Australian’s readers.

AdNotes has proven to be a highly effective solution across a number of categories both internationally and here in Australia.

AdNotes solutions can be tailored to a variety of full colour formats to meet a clients needs and maximise consumer interaction.

- Standard Notes with backside printing
- Tear Off Coupon
- Die cut shaped notes
- Loyalty Cards
- 4, 6 or 8 Page Mini book
- Scratch Off, Scratch and Sniff
- Variable Data, Barcode Printing, Consecutive Numbering
- Magnets
- Large Format

Please note: Minimum 3 week lead in time required to produce and run adnote. Editorial approval is required for all AdNotes.

Please contact your advertising representative for more details or go to www.newsspace.com.au/adnotes



NEWSLETTERS/EDM

The Australian delivers a number of daily and weekly newsletters to our highly engaged subscribers, they cover a wide range of industries including climate, education, property, business headlines, technology and more. Highly anticipated by recipients, your brand message can be seen beside the best commentary and latest news specifically of interest to your target audience.

Talk to your advertising representative for an understanding of exactly what can be created within The Australian.

- The Australian – Business Briefing
- The Australian – PrimeSpace Daily Deals
- The Australian – Today's Headlines
- The Australian - Capital Circle
- The Australian – Executive Living
- The Australian – First Draft
- The Australian – High wired
- The Australian – Ping IT
- Business Spectator - KGB Dossier
- Business Spectator - Technology Spectator
- Business Spectator - Climate Spectator
- Business Spectator – China Spectator
- Business Spectator – Family Business
- Event Marketing
- Solus eDMs

*Exclusivity over the ad unit in each daily send.

CREATIVE OPPORTUNITIES – ACCESSONE

Publication	Ad Size	Ad name
The Australian & The Weekend Australian		
	M17x8	Full Page/Double Page Spread
	M9x8	Half Page horizontal
	M4 X16	Quarter Page
	M12x6	Portrait
	M6X8	Large Strip
	M17x4	Half Page Vertical
Review/Travel /A Plus		
	M12x6	Full Page/ Double Page Spread
	M6x6	Half Page horizontal
Wish/TWAM/The Deal		
		Double Page Spread
		Full Page



Liftover

Ad material provided for print edition will be lifted over to the tablet edition for the same day

Optimise

Through our partnership with Oomph, we'll optimise your print ad material for tablet using set templates

BYO

Advertisers can now provide their own full page tablet material when they buy an eligible ad size in print

CREATIVE OPPORTUNITIES – DIGITAL OPPORTUNITIES

The Australian's group of digital assets are no longer limited to traditional standard display. We are able to offer advertising solutions on multiple platforms to showcase your message and product features; including ownership or sponsorship of particular sections, bespoke advertising solutions, audience targeting, rich media, video and other interactive functionalities. Our experienced team is also here to help devise the best marketing plan to ensure optimised exposure for your brand to reach your key audience.

Talk to your advertising representative for an understanding of exactly what can be created within The Australian.

Audience targeting



Captivate



Lumberjack



Homepage buyout



CREATIVE OPPORTUNITIES – PARTNERSHIPS **OUR SCOPE**



THE AUSTRALIAN AND NEWS CORP AUSTRALIA

News is Australia's leading publisher, selling 10.4 million newspapers each week, and distributing an additional 6.7 million commuter and community titles. We publish seven of the top ten newspapers sold across the country including the highest selling weekday and Sunday papers.

Our digital sites have a monthly unique audience of more than 8 million. We also have the biggest mobile news network in the country, plus a portfolio of world class mobile and tablet apps. We are multiplatform leaders in food, health, parenting and style and property. Our lifestyle brands reach over 7.5 million Australians every month.

Adding The Australian to one of many News Corp Australia properties can help extend the reach of a campaign, compliment these properties and also reach an powerful, exclusive audience that only The Australian can reach.

Combining Business Spectator with The Australian allows an advertiser to reach an audience interested in the latest business news and analysis, while adding Eureka Report allows unrivalled reach into those actively maintaining Superannuation and other investments.

Information about our print and digital products can be found on www.newscorpaustralia.com



ADVERTISING TERMS AND CONDITIONS

1. General

1.1. These terms and conditions apply to every booking made with News Limited or any of the wholly owned subsidiaries listed in clause 21 ("Publishers") by any means (including through use of an insertion order, booking form or over the phone) by an Advertiser for the publication in or distribution of an Advertisement with, on or in a print or digital property of any Publisher. Publishers may use as an agent the services supplied by any other entity including News Limited under the brand News Australia Sales.

1.2. Each reference in these terms and conditions to Publisher is a reference to the relevant Publisher and, where there is more than one relevant Publisher, to each of them severally.

1.3. Where a Publisher acts as an agent in selling advertising inventory for an entity which is not listed in clause 21, these terms will apply in addition to the terms imposed by the relevant publishing entity.

1.4. Where an Advertiser is an agency, and places an Advertisement for publication under these terms and conditions, it agrees to these terms and conditions as principal and as agent for its client.

1.5. Publisher has the right to amend these conditions at any time. Notification of amendment shall be deemed to have been given to all Advertisers immediately upon publication of rate cards with the amended conditions or other written notice, which shall apply to all advertising received after the date of that publication (except where there is an express written agreement between the Publisher and Advertiser that those amendments will not apply to particular advertisements).

1.6. Every Advertisement must comply with and is subject to these terms and conditions as well as other relevant terms including those which form part of relevant rate cards (as available at www.newscompastralia.com), space or insertion orders (or other written agreements between the parties including any Advertising Expenditure Agreements), Additional Relevant Terms as listed in clause 21 and any relevant laws, regulations or codes of conduct. To the extent of any inconsistency between the various relevant terms, the following order of priority will be applied:

- a. these terms,
- b. any terms or conditions separately agreed in writing including any Advertising Expenditure Agreements,
- c. the rate card for the relevant publication; in order to eradicate any inconsistency.

2. Process

2.1. Each publication and Publisher has different process requirements for placing or booking of advertisements. There is no binding agreement for the publication of an Advertisement however until the relevant processes for the particular Publisher have been completed by the Advertiser.

2.2. Bookings which are in any way conditional will not be accepted.

2.3. Advertiser authorises Publisher to dispose of any materials supplied to Publisher relating to an advertisement (including illustrations, copy, photographs, artwork, press-ready PDF digital files) following publication of an advertisement. Publisher is not required to retain or return to Advertiser any such materials.

3. Publisher rights and discretions

3.1. Every Advertisement submitted for publication is subject to Publisher's approval. Publisher may at its absolute discretion at any time:

- a. refuse to publish or distribute any advertisement without giving any reason (in which case, no charge to Advertiser will be incurred);
- b. cancel a campaign (in which case, no charge to Advertiser will be incurred for the unpublished portion of the campaign); or
- c. head an advertisement 'Advertisement'.

3.2. Publisher owes no duty to Advertiser to review, approve or amend any Advertisement and no review, approval or amendment by Publisher will affect Advertiser's responsibility for the content of the Advertisement.

3.3. Publisher may, but is not obliged to, under pressure of deadline and without prior consultation or notice to Advertiser, amend any Advertisement in any terms whatsoever, if Publisher perceives it to be (i) in breach of any law of Australia or of any state (whether civil or criminal), (ii) in breach of any pre-existing publishing agreement entered into by Publisher, (iii) defamatory, (iv) in contempt of court or parliament, (v) otherwise likely to attract legal proceedings of any kind, (vi) offensive. Should Publisher so amend the Advertisement, the agreed price shall not be reduced.

3.4. Publisher has the right, and the right to permit other persons, to republish any Advertisement in any print, electronic or digital form for any purpose using any media and in any part of the world.

4. Positioning, Placement and other Advertiser requests

4.1. The positioning and placement of an Advertisement is at the discretion of Publisher except where expressly agreed in writing by Publisher. Publisher will attempt to position Advertisements, in accordance with the Advertiser's request if the Advertiser has agreed to pay any relevant preferred position loading charges. If Publisher fails to publish the Advertisement in accordance with Advertiser's requests, then subject to clause 14.1, Publisher's liability will be limited to refunding the relevant position loadings paid.

4.2. Where colour loading charges are separately levied by Publisher and paid by Advertiser, Publisher will attempt to publish Advertisements in colour, in accordance with the Advertiser's request. If Publisher fails to publish the Advertisement in colour in accordance with Advertiser's requests, then subject to clause 14.1, Publisher's liability will be limited to refunding the relevant colour loadings paid.

4.3. If an Advertisement is to be published in a digital publication, Publisher may vary the placement and/or format of Advertisements across the relevant digital media. Publisher will endeavour to notify Advertiser of such changes. Advertising space in a digital publication may be filled on rotation with various Advertisements from various Advertisers.

4.4. If any Advertisement is specifically accepted for publication in a specific advertising category (including classified category or particular section) of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the Advertisement anywhere

TERMS AND CONDITIONS

within the category at its discretion, unless a specific placement has been agreed in writing, (ii) reposition that category within the publication, (iii) alter the date of publication of that category. Case (i) and (ii) will not mitigate Advertiser's liability to pay. In case of (iii), if Advertiser did not agree to the altered date prior to publication, then if within 5 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of those adverse effects, the Advertiser will incur no charge for that particular Advertisement.

4.5. If an Advertisement is specifically accepted for publication in a particular advertising supplement of a publication then, without prior consultation with Advertiser, Publisher may: (i) position the Advertisement anywhere within the supplement at its discretion, unless a specific placement has been agreed in writing, (ii) alter the date for publication of that supplement, (iii) cancel the supplement. Case (i) shall not mitigate Advertiser's liability to pay. Case (ii) will not mitigate Advertiser's liability to pay unless Advertiser did not agree to the altered date prior to publication and within 5 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects of a substantial nature which were directly caused by the altered date of the publication and Advertiser provides to Publisher clear evidence of those adverse effects, in which case the Advertiser will incur no charge for that particular advertisement. Should (iii) occur Advertiser shall incur no charge.

5. Deadlines & Specifications

5.1. Publisher imposes various deadlines (including for the provision to the Publisher of bookings for Advertisements and material for Advertisements, changes or variations to Advertisements) and specifications (including for size). All deadlines and specifications must be met by Advertiser. Publisher is under no obligation in relation to material or information received after relevant deadlines or not in accordance with the relevant specifications.

5.2. It is the Advertiser's responsibility to ascertain the relevant deadlines and specifications for the relevant publications for each publication or insertion date as deadlines and specifications may be changed at any time by Publisher. All deadlines and specifications are available at www.news corpora australia.com.

5.3. Publisher accepts no responsibility for any error when instructions or copy have or has been provided over the telephone unless Publisher receives written confirmation of the instructions or copy before the deadline.

5.4. It is the responsibility of the Advertiser to notify Publisher of any error immediately it appears. Unless so notified, Publisher accepts no responsibility for any recurring error or any Loss relating to that recurring error.

5.5. Cancellations by the Advertiser must be made, in writing, prior to deadlines. Failure to do so will relieve the Publisher of any obligation to comply with the cancellation request and, if Publisher proceeds with the publication of the relevant Advertisement, then Publisher will be entitled to charge the Advertiser accordingly.

6. Advertisements produced by Publisher

Publisher owns and retains all copyright and other intellectual property rights in relation to any Advertisements produced by Publisher or any materials provided by Publisher for use in an Advertisement. Advertiser obtains no rights in relation to those advertisements produced by any Publisher or in relation to content from any Publisher. This clause does not in any way derogate from Advertiser's obligations or liabilities in relation to such Advertisements.

7. Proofs

7.1. Publisher may agree to provide proofs but only where so requested by Advertiser prior to relevant deadlines.

7.2. Colour shown on any proof is an indication only. Final print colours may vary with the print process and stock variations.

7.3. Where Publisher fails to provide a requested proof in accordance with clause 7.1, and the published advertisement substantially conforms to the copy provided by the Advertiser, then Advertiser is liable to pay the full cost of the Advertisement.

8. Inserts

8.1. Publisher reserves the right to distribute inserts for more than one Advertiser at any time.

8.2. All materials to be inserted into a publication must be delivered to Publisher in accordance with all requirements of Publisher including delivery address, deadlines, packaging and bundling requirements.

8.3. Publisher, including its agents and contractors, may delay the distribution of inserts, if they reasonably believe that the quality or delivery of the relevant publication is likely to be jeopardised by the inclusion of the insert.

8.4. Additional charges may need to be agreed between the parties where:

- a. insert materials are to be held by the Publisher at the premises of the Publisher (or its distributors) for more than two weeks; or
- b. insert materials are to be re-consigned or require additional packing or handling.

8.5. Risk in the insert materials remains with the Advertiser at all times.

9. Sampling

9.1. Every proposal for the distribution of sample material is subject to Publisher's approval and Publisher may at its absolute discretion at any time refuse to distribute any sample material without giving any reason.

9.2. Sample material must not contain alcohol.

9.3. Risk in the sample materials remains with the Advertiser at all times.

9.4. When providing samples to the Publisher for approval, any special handling requirements (including requirements of refrigeration or heating) must be made clear.

9.5. Every proposal for sampling requires the prior approval of the Publisher and possibly third parties involved in or permitting the distribution of the relevant publication. Samples must therefore be provided to Publisher in sufficient time to allow for consents to be sought and granted. No representation or warranty is provided that such consent will be granted.

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9.6. Advertiser must deliver to Publisher the sample materials, in accordance with all requirements of Publisher including delivery address, deadlines and bundling of sample material.

9.7. Publisher may, without prior notice to Advertiser, refuse or cease to distribute any sample material, if Publisher reasonably perceives such material to be:

- a. in breach of any applicable law or regulation,
- b. likely to attract legal claims or proceedings of any kind; or
- c. offensive.

9.8. Publisher may change the date of the sampling exercise for any reason and at any time without incurring any liability to Advertiser or other persons.

9.9. Publisher makes no representation or warranty as to the number of the relevant publication to be distributed on any particular day or that every copy of the relevant publication will be provided with a sample but will take reasonable steps to ensure that the sample and the relevant publication are distributed together.

9.10. Without limiting clause 15.2, Advertiser warrants that the sample material which it provides to Publisher for distribution with a publication:

- a. matches the samples approved by Publisher;
- b. is fully and properly sealed; and
- c. is packaged and labelled and complies in all other respects with all relevant laws and regulations.

Without limiting clause 15.2, Advertiser warrants that the distribution of the sample material by Publisher as contemplated by the Advertiser and Publisher under any agreement between them is lawful and will not give rise to any claims against or liabilities of Publisher, its directors, employees, contractors or agents.

10. Advertising Expenditure Agreements

10.1. Maximum period of any Advertising Expenditure Agreement is one year. In the absence of any valid Advertising Expenditure Agreement, including if an Advertising Expenditure Agreement has expired, casual rates will be charged by Publisher.

10.2. Publisher reserves the right to cancel or suspend any Advertising Expenditure Agreement at its absolute discretion. Advertising rates (but not percentage discounts) quoted in an Advertising Expenditure Agreement are subject to any increase or decrease notified by Publisher, which may occur during the period of the Advertising Expenditure Agreement.

10.3. Failure to receive, rejection or omission of an advertisement by Publisher does not affect the obligations of Advertiser in relation to total spend through the term of an Advertising Expenditure Agreement under that Advertising Expenditure Agreement.

10.4. If at any time Advertiser is not incurring advertising expenditure in the proportion that the part of the Advertising Expenditure Agreement up to that time bears to the entire Advertising Expenditure Agreement, Publisher reserves the right to either:

- a. adjust the percentage discount to the level

which would normally be allowed by Publisher to a customer incurring advertising expenditure at that rate; or

b. terminate that Advertising Expenditure Agreement.

10.5. At the expiry of an Advertising Expenditure Agreement, Publisher will determine Advertiser's actual advertising expenditure during the period of the Advertising Expenditure Agreement and:

- a. if the actual advertising expenditure is less than the agreed level as stipulated within the Advertising Expenditure Agreement a surcharge may be payable by Advertiser to Publisher to reflect the percentage or other discount which would have been provided by Publisher to an advertising customer incurring that level of advertising expenditure; and/or
- b. Where a surcharge is applicable the percentage discount will be adjusted to the level which will be normally allowed by Publisher to an Advertiser incurring advertising expenditure at that rate.

11. Rates, invoices and GST

11.1. Advertisers agree to pay accounts rendered by the Publisher in accordance with its standard payment terms. Accounts will be rendered by Publisher on the basis of the casual rate applicable at the date of publication of the advertisement (regardless of the rates which were applicable when any advertising expenditure agreement was entered into), less any percentage discount agreed in writing between the parties.

11.2. Casual rates are as printed in the rate card of the relevant publication (see www.news corpora australia.com) and may be varied by

Publisher at any time, effective from the time nominated by Publisher and such varied rates will apply from that nominated date including in relation to then current Advertising Expenditure Agreements (unless otherwise expressly agreed by the parties in writing).

11.3. Advertising expenditure will be calculated inclusive of loading values but exclusive of production charges.

11.4. If Publisher has quoted a rate to publish advertising for a client and that rate is different from that included in published rate cards, that quoted rate only applies to that specific client where the advertising is booked directly with Publisher and without the involvement of any advertising, media buying or other agency (unless otherwise specifically agreed in writing by the Publisher).

11.5. Where the Publisher changes the basis on which advertising is charged by Publisher during the term of any Advertising Expenditure Agreement or between the booking and placement of any Advertisement Publisher will endeavour to provide Advertiser with at least 28 days notice prior to the change taking effect. Advertiser will be entitled to terminate the Advertising Expenditure Agreement or bookings affected (prior to the cancellation deadline for such affected bookings) within 14 days of such notice from Publisher.

11.6. Any dispute the Advertiser has with an invoice must be raised with Publisher promptly and no later than 45 days after the invoice date. After that time, Advertisers will be deemed to have accepted that the full amount set out in the issued invoice is due and payable by Advertiser.

11.7. All rates and charges are expressed in the rate card as GST inclusive (except where

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otherwise made clear on the rate card). Publisher will issue a valid tax invoice in relation to any supply of advertising or related services under these terms which are subject to GST. 11.8. Advertiser agrees to pay any GST liability arising in relation to the provision by Publisher of advertising services under these terms. 11.9. The GST component does not count towards overall advertising expenditure agreements or rate card discount levels. 11.10. Surcharges or rebates on advertising which is subject to GST will have the GST component recalculated. Calculations made by Publisher of any surcharge or rebate will be deemed to be conclusive and binding on Advertiser unless a manifest error is brought to the attention of Publisher by Advertiser within 14 days of notification to Advertiser. Surcharges or rebates only apply to Advertising Expenditure Agreements signed by both parties.

12. Commercial Credit

12.1. All advertising agencies are required to complete the News Limited Commercial Credit Application for Accreditation of an Advertising Agency and are then subject to the related assessment and processes. 12.2. If accreditation is not available to an Advertiser (including under clause 10.1), then the News Limited Commercial credit facilities may be available. The availability of any credit facilities is subject to Publisher's approval and conditional on lodgement of a written application. Any credit provided will be on specific terms made available as part of the application process. Where no credit application has been approved, upfront payment

may be required for all advertising. 12.3. Where an Advertiser fails to pay an account by the due date or fails to comply with any relevant terms and conditions, any Publisher may, at their absolute discretion cancel or suspend any booked advertising or refuse to accept any further advertising of the Advertiser. 12.4. In the case of the transfer of an advertising account from one accredited advertising agent to another accredited advertising agent during the currency of an advertising or online listing order, both advertising agents shall immediately inform the relevant Publisher in writing. Accounts will only be transferred or accessed by agencies when Publisher is satisfied that the client in question has provided its express written permission.

13. Linked Advertising Expenditure Agreements to an Advertising Agency

13.1. A linked Advertising Expenditure Agreement with related companies is only available where an Advertiser and its subsidiaries, franchises or branch offices are linked together for the purpose of an Advertising Expenditure Agreement and where subsidiaries fall within the definition of that term in the Corporations Act 2001. Where that is the case, and subject to Publisher's approval which may be granted or withheld in its absolute discretion, the customer is entitled to combine its advertising expenditure with those subsidiaries, franchises and branch offices and receive the relevant discount. 13.2. Where an Advertiser wishes to establish a linked order, the following must be provided to

Publisher in order to seek Publisher's approval for a linked order (which may be granted or withheld in its absolute discretion):
a. a list of all subsidiaries, franchises and branch offices; and
b. any other information that Publisher may in its discretion require to satisfy itself that Advertiser is entitled to place a linked order.

14. Limitation of liability

14.1. Nothing in these terms and conditions excludes or varies any rights or remedies under the Australian Consumer Law in the Competition and Consumer Act (2010) (Australian Consumer Law) which cannot be excluded, restricted or modified. However, Publisher excludes all rights, remedies, guarantees, conditions and warranties in respect of goods or services from an Advertiser's use of or acquisition of or in relation to the ordering or booking of any advertising services (including under an Advertising Expenditure Agreement) from the Publisher whether based in statute, common law or otherwise to the extent permitted by law. To the fullest extent possible and subject to News' liabilities and obligations under the Australian Consumer Law, the remaining provisions of this clause 14 shall apply.

14.2. Subject to clause 14.1, Publisher makes no representation or warranty of any kind and in particular makes no representation or warranty:
a. in relation to the continued production of any publication, in print or digital form;
b. in relation to the final placement, positioning or date of publication or distribution of an advertisement;
c. that there will be one and only one copy

of each insert or sample distributed in each relevant publication;
d. that distribution of a publication will occur on a specific date, by a specific time, to a specific number of consumers or readers or within a specific geographic area;
e. in relation to the number of visitors to its websites or the number of impressions at any site; or
f. exclusivity. 14.3. Subject to clause 14.1, the Advertiser acknowledges that distribution of a relevant publication may be suspended or ceased at any time for any reason. 14.4. Subject to clause 14.1, Publisher is not liable to Advertiser for any direct or Indirect Loss of any nature including where arising from the total failure of Publisher, whether negligent or otherwise, to publish an Advertisement or from the failure of Publisher to publish an Advertisement in the form prescribed or from publication of the Advertisement with errors or omissions or in any way relating to the distribution or lack of distribution of the relevant publication. 14.5. Subject to clause 14.1, where any of the circumstances set out in clause 14.4 arise:
a. Advertiser shall incur no cost where the Advertisement has not been published at all or where the error or failure has arisen solely due to the negligence of a Publisher or any of its employees, or agents; and
b. in all other circumstances, and subject to the other applicable terms, the agreed rate shall be reduced according to circumstances. In no circumstances will the Publisher's liability be greater than:

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i. in relation to the failure to provide any placement, position or other benefit in relation to which a specific loading charge was paid by the Advertiser, the amount of that loading charge; or

ii. otherwise, republication of the relevant advertisement, or payment of the cost of republishing the relevant advertisement, at Publisher's discretion.

14.6. Subject to clause 14.1, Publisher's liability for a breach of a term or guarantee implied by law is limited at Publisher's discretion, to the supply of the service again or payment for the cost of having the service supplied again.

14.7. Subject to clause 14.1, Publisher has no responsibility or liability to Advertiser in relation to:

a. Publisher exercising its rights under these terms; or

b. any failure of telecommunications services or systems which affect the receipt by Publisher of any material, a notice or communication of any kind or the publication of an advertisement or campaign.

15. Warranty & Indemnity

15.1. Advertiser warrants that it will only use the advertising space which it acquires to advertise its own brands, goods or services and may not sell or otherwise deal with that advertising space. Where Advertiser is an advertising agency the space may only be used by the client for which the space was initially acquired or booked.

15.2. Advertiser warrants that the advertisement complies with all relevant laws and regulations and that its publication in accordance with these

terms will not give rise to any claims against or liabilities of Publisher, its directors, employees or agents. Without limiting the generality of the above, advertisers and or advertising agencies warrant that neither the Advertisement nor its publication breaches or will breach the Competition and Consumer Act 2010, Privacy Act 1985, Copyright Act 1968, Fair Trading Act 1985 or defamation, or infringes the rights of any person.

15.3. Advertiser indemnifies Publisher its directors, employees and agents against all claims, demands, proceedings, costs (including solicitors and own client costs), expenses, damages awards, judgements and any other liability whatsoever arising wholly or partially, directly or indirectly, from or in connection with the publication of the Advertisement. In particular and without limitation, Advertiser indemnifies Publisher its directors, employees and agents against any claims arising from allegations that the Advertisement contains material which constitutes:

a. defamation, libel, slander of title;

b. infringement of copyright, trademarks or other intellectual property rights

c. breach of trade practices / competition, privacy or fair trading legislation; or

d. violation of rights of privacy or confidential information.

16. Privacy Statement

Publisher and News Limited (News) collects personal information about Advertiser, including for example Advertiser's name and contact details which you provide when registering or using our services as well as information

from data houses, social media services, our affiliates and other entities you deal or interact with for example by using their services. We collect and use that information to provide you with our goods and services, to promote and improve our goods and services, to provide you with targeted advertising based on your online activities, for the purposes described in our Privacy Policy and for any other purposes that we describe at the time of collection. We may disclose your information to our related companies, including those located outside Australia. Any of us may contact you for those purposes (including by email and SMS) at any time. We may also disclose your information to our service and content providers, including those located outside Australia. The policy also explains that if you do not provide us with information we have requested from you, we may not be able to provide you with the goods and services you require. Further information about how we handle personal information, how you can complain about a breach of the Australian Privacy Principles, how we will deal with a complaint of that nature, how you can access or seek correction of your personal information and our contact details can be found in our Privacy Policy at www.newsaustraliaprivacy.com

17. Cookies

Advertiser warrants that it does not and will not collect personal information or tracking information in relation to users of Publisher's services and further warrants that material provided by or on its behalf for publication by Publisher does not contain:

a. third party cookies intended to retarget Publisher's users or their browsers; and
b. any code, technique or mechanism, to track or in any way identify users of any of Publishers' properties, unless it has the express prior written consent of Publisher.

18. Jurisdiction

These terms and conditions are governed by the laws of the relevant state or territory listed in the table at clause 21 and each party submits to the exclusive jurisdiction of that relevant state or territory. Where Advertiser is making a single booking through a News Limited business (including News Australia Sales) with more than one Publisher, the relevant jurisdiction will be New South Wales.

19. Other conditions

Every advertisement submitted for publication must comply with and is subject to additional terms and conditions referred to in the table at clause 21 of these terms and at www.newsaustralia.com including those relating to creative requirements and technical specifications.

20. Definitions

a. Advertisement includes any material in any form lodged for publication or other distribution as an advertisement (including as a published advertorial, insert or sampling exercise).

b. Advertiser means each advertiser and or advertising agency who seeks to have Publisher publish or otherwise distribute an advertisement.

LIST OF PUBLISHERS AND ASSOCIATED DETAILS

c. Advertising Expenditure Agreement is a written agreement (in soft or hard copy form), which is signed or, in the case of a soft copy, otherwise agreed to in a mutually acceptable form, by or on behalf of both the Advertiser and the Publisher, detailing:

(i) the percentage discount from the casual rate,
 (ii) any applicable adjustments in rate card loadings,
 (iii) any applicable positional agreements, and
 (iv) any agreed minimum spend commitment by the Advertiser which is the basis for the benefits to be provided by Publisher as described in (i)-(iii) above, to apply between that Publisher and that Advertiser for a specified period (not to exceed 12 months) and for a specific market and/or Publication(s).
 Loss means direct and indirect loss of any nature. Indirect loss includes the following: loss of profit, loss of business opportunity, loss of goodwill and payment of liquidated sums or damages under any other agreement.
 Publisher means any of the entities listed in section 21 below.

21. List of Publishers and associated details.

Additional relevant information can be found at www.newsspace.com

Last amended: 12 March 2014

Publisher	If limited, then in relation to:	Jurisdiction
News Limited	News Australia	New South Wales
Nationwide News Pty Ltd	The Daily Telegraph The Sunday Telegraph The Australian MX	New South Wales
Nationwide News Pty Ltd	The Sunday Times	Western Australia
Nationwide News Pty Ltd	Quest Publications	Queensland
Nationwide News Pty Ltd	News Local	New South Wales
Nationwide News Pty Ltd	NT News	Northern Territory
Leader Associated Newspapers Pty Ltd		Victoria
Messenger Press Pty Ltd		South Australia
News Digital Media Pty Ltd		New South Wales
The Herald & Weekly Times Pty Limited		Victoria
Advertiser Newspapers Pty Limited		South Australia
Davies Brothers Pty Limited		Tasmania
Gold Coast Publications Pty Limited		Queensland
News Life Media Pty Limited		New South Wales
Queensland Newspapers Pty Limited		Queensland
The Cairns Post Pty Limited		Queensland
The Geelong Advertiser Pty Limited		Victoria
The North Queensland Newspaper Company Pty Limited		Queensland

CONTACT US

National advertising sales office

Adelaide

3rd Floor, 31 Waymouth Street
Adelaide SA 5000
GPO Box 339 Adelaide SA 5001
Telephone (08) 8206 2332

Brisbane

28 Mayne Road
Bowen Hills QLD 4006
GPO Box 2145 Brisbane QLD 4001
Telephone (07) 3666 7418
Facsimile (07) 3666 7474

Hobart

Hutchison Media
8 Mitah Crescent
Sandy Bay TAS 7005
Telephone (03) 6225 1049
Facsimile (03) 6225 1050
E: graeme@hutchisonmedia.com.au

Melbourne

Level 4, HWT Tower
40 City Road
Southbank VIC 3006
PO Box 14999 Melbourne City MC
VIC 8001
Telephone (03) 9292 2353
Facsimile (03) 9292 2912

Perth

34 Stirling Street
Perth WA 6000
GPO Box D174, Perth WA 6001
Telephone (08) 9326 9805
Facsimile (08) 9326 9801

Sydney

Head Office
Level 4, 2 Holt Street
Surry Hills NSW 2010
GPO Box 4245 Sydney NSW 2001
Telephone (02) 9288 3333
Facsimile (02) 9288 3021

Departmental contacts

The Weekend Australian Magazine and Wish Advertising Department

Level 2, 2 Holt Street
Surry Hills NSW 2010
Telephone (02) 9288 2791

The Australian Editorial

Level 2, 2 Holt Street
Surry Hills NSW 2010
Telephone (02) 9288 2317
Facsimile (02) 9288 2250

The Australian Advertising Production

142-154, Macquarie Street
Parramatta NSW 2150
Telephone (02) 9689 5582 / (02) 9689 5586

International contacts

New Zealand

Associated Media Representatives
PO Box 38 -268 Howick, Auckland, New Zealand
Telephone (64) 9 307 8082
Facsimile (64) 9 537 4507
Email steve@amrmediareps.co.nz
For all International media inquiries,
please email TheAustralian.sales@news.com.au

Or visit www.newscorpaustralia.com.au