

Direct Advertising Rates

Effective Jan 1, 2012

Otago Daily Times

Non-commission-bearing

Contacts

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Craig Page

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Classified Telesales (Direct line)

P: (03) 477-8000
F: (03) 474-7423

Circulation (Direct line)

P: (03) 479-3555
F: (03) 474-7424

Run of Paper Advertising Rates

Non commission bearing
*All rates exclude GST

Display Run of Paper: Casual Rate

Mon-Fri:	\$8.70 per col cm
Saturday:	\$9.20 per col cm

Guaranteed Positions:

- Section A, Business, Sport, Sits Vacant on Business, Reader Advert, TV Page (minimum 28x5, maximum 28x10)

Mon-Fri:	\$10.60 per col cm
Saturday:	\$11.25 per col cm

- Lugs

Mon-Sat:	Mono \$80.50
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Solus Positions:

- Front Page (60mmx380mm)

Mon-Fri:	\$1116 Colour included
Sat:	\$1170 Colour included

- Page 3 (minimum 100col cm - maximum 160col cm)

Mon-Fri:	Mono \$11.15 per col cm
Saturday:	Mono \$11.85 per col cm

Front of Section: (min size 14x10 - max size 20x10)

Regional, Business, Sport, Travel, Fresh, Arts

Mon-Fri:	\$10.95 per col cm
Saturday:	\$11.50 per col cm

Volume Discounts:

Actual Spend	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000	\$300,000	\$400,000	\$500,000
Discount rates	∨	∨	∨	∨	∨	∨	∨	∨	∨	∨	∨	∨
Mon-Fri:	\$7.70	\$7.65	\$7.60	\$7.55	\$7.50	\$7.40	\$7.30	\$7.20	\$7.00	\$6.60	\$6.20	\$5.80
Saturday:	\$8.10	\$8.05	\$8.00	\$7.95	\$7.90	\$7.80	\$7.70	\$7.60	\$7.35	\$6.95	\$6.50	\$6.10

Colour Loading: 40% flat rate. Minimum 8cm advert.

Deadlines:

- Bookings:

Booking and copy 2 working days prior to publication before 10am

- Complete Material:

Mon-Fri:	Material must be on site before 5pm day prior to publication
Saturday:	Material must be on site before 5pm Thursday prior to publication

Electronic Transfer of Material:

For all electronic transfer of material, please use our upload site:

<http://selfservice.alliedpress.co.nz>

Advert must comply with our mechanical specifications and column measures.

Cancellations:

If any booking is cancelled after 4pm 2 days prior to publication a fee of 50% of the total cost will apply. If advert is cancelled after 10am one day prior to publication, total cost will apply.

Classified Advertising Rates

Non-commission-bearing
*All rates exclude GST

Classified Display Set

Classified Motors, Property, Entertainment, Employment, Public Notices, Tenders, Farm Sales etc.

Casual Rate:	Mon-Fri \$10.60 per col cm
	Saturday \$11.25 per col cm

Colour Loading (Additional to black & white cost of ad)

Spot and Full Colour:	40% flat rate. Minimum 8cm advert.
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Lineage Rates (Minimum 3 Lines)

- For Sale, To Let, Public Notices, Employment etc.

Mon-Fri:	\$2.75 per line
Saturday:	\$2.95 per line

- Family Notices (Births, Deaths, Engagements)

Mon-Fri:	\$2.80 per line
Saturday:	\$3.20 per line

- Classified Set Rate per single column

Mon-Fri:	\$8.95 per cm
Saturday:	\$9.40 per cm

- Classified set with border

Mon-Fri:	\$9.80 per cm
Saturday:	\$10.30 per cm

Deadlines Classified Set

Mon-Fri:	Before 5pm day prior to publication
Saturday:	Before 1pm Thursday prior to publication

Deadlines Classified Display Set

Booking and copy 2 working days prior to publication before 10am

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Mechanical Details

Method of Printing:	Offset
Column Width:	Run of Paper 36mm, Classifieds 33mm
Column Length:	560mm
Page Width:	380mm
Number of columns:	Run of Paper 10, Classifieds 11
Acceptable Material:	Art Pulls - 200dpi

Electronic Transfer of Material

For all electronic transfer of material please use our upload site:

<http://selfservice.alliedpress.co.nz>

While all care will be taken, the company cannot be held responsible for material supplied that is outside of our specifications.

Column Widths (mm)

	1 column	2 columns	3 columns	4 columns	5 columns	6 columns	7 columns	8 columns	9 columns	10 columns	11 columns
Run of Paper	36	74	112	150	188	226	265	303	341	380	—
Classified	33	67	102	137	171	206	241	275	310	—	380

Double Page Spread (through gutter) 780mm

Tabloid Column Widths (mm)

	1 column	2 columns	3 columns	4 columns	5 columns	6 columns	7 columns	8 columns
Tabloid	31	63	97	130	164	198	232	265

Acceptable Sizes (cm) Multiples of 2cm. Page width: 380mm.

	1 column	2 columns	3 columns	4 columns	5 columns	6 columns	7 columns	8 columns	9 columns	10 columns
Run of Paper	4-56cm	4-46cm; 56cm	4-46cm; 56cm	4-46cm; 56cm	4-46cm; 56cm	4-46cm; 56cm	10-46cm; 56cm	10-46cm; 56cm	10-38cm; 56cm	10-40cm; 56cm

Online advertising rates

Otago's largest news and information website, connecting with 500,000 unique readers every month, and delivering over 10 million page impressions per month.

ODT.CO.NZ

Above the fold:		Weekly impressions:
760 x 120	\$20cpm	2,500,000
300 x 600	\$45cpm	
300 x 250	\$25cpm	
Below the fold:		Weekly reach:
300 x 250	\$15cpm	125,000
300 x 100	\$10cpm	
160 x 600	\$15cpm	

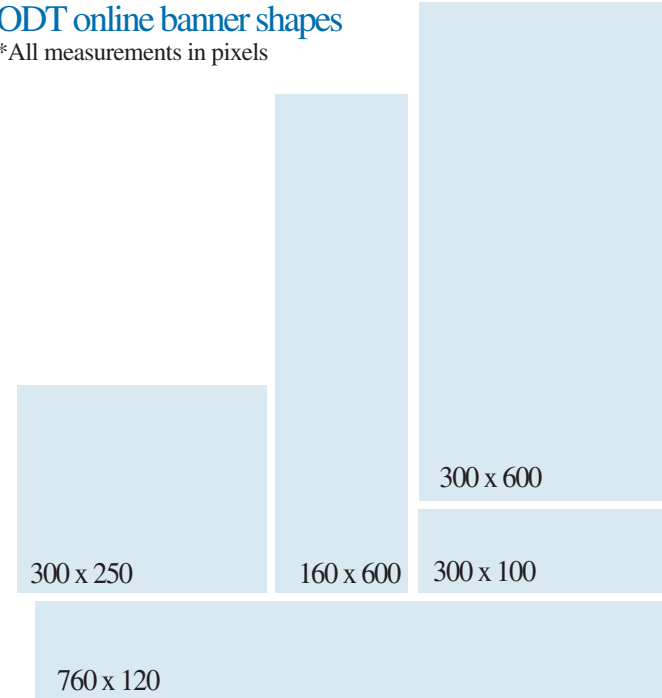
*cpm: cost per thousand impressions

Allied Press online channels

www.drivesouth.co.nz	Drivesouth
www.jobs.odt.co.nz	Jobs
www.thestar.co.nz	The Star
www.thenews.co.nz	The News
www.theensign.co.nz	The Ensign
www.thetimarucourier.co.nz	The Timaru Courier

ODT online banner shapes

*All measurements in pixels



- All rates based on cost per thousand impressions.
 - All rates exclude GST
 - ODT Online rates are all non-commission-bearing
- All impressions sourced from Google analytics Dec 2011

Digital Media Technical Details

Technical Specifications

Regular formats:

- JPEG
- Animated GIF
- Adobe Flash (SWF) including back up GIF

Regular Rich Media formats:

Contact us if you would like to discuss other formats.

- HTML
- Javascript

Accepted third-party re-directs:

Creative files must be included in third-party tags.

- backclick - iframetags
- Facilitate
- Eyeblander

Macromedia Flash Specifications:

- ❑ Embedded URLs in Flash files (where the URL is named in the file itself) are to be avoided, as no click-through data will be generated
- ❑ Click-through URL should not be named in the Flash file. In place of the URL reference is to be made a variable 'clicktag'.
- ❑ Must be targeted to a new window (_blank).
- ❑ Frame rates should not exceed 18 frames per second.
- ❑ Full site specifications for Flash designers and developers can be obtained by contacting our online team: online.odt@alliedpress.co.nz

Delivery

Deadline:

At least 3 working days before start date

Destination:

online.odt@alliedpress.co.nz

General guidelines

- ❑ Creative placements must conform to outlined standards. Elements not meeting the specifications will be returned for revision, which may delay launch.
- ❑ ODT is not responsible if the landing page of the creative is down, unreadable or not ready at time of launch

Conditions of Rates

- ❑ Rates are effective Jan 1, 2012, and exclude GST.
- ❑ All rates are non-commission-bearing.
- ❑ Rates are in New Zealand dollars and do not include any form of exclusivity
- ❑ Rates do not include any third-party ad-serving charges, including DoubleClick or Eyeblander.
- ❑ Rates are for standard banner formats only. Please contact us for prices on non-standard ad formats.
- ❑ GIF banners are \$75 each. Flash banners are \$150 each.
- ❑ For campaigns longer than one consecutive week multiples of creatives may be required.
- ❑ Rates are based on demand and are subject to change.
- ❑ 30% discount off all rates if booked with a print advertising campaign.

Major Features

Other ODT publications

Baby Times	Tabloid 38x8	Jul
Christmas All Wrapped Up	Tabloid 38x8	Nov
Education	B-sheet 56x10	Jan, May, Oct
Design for Living	B-sheet 56x10	Jun, Oct
Focus on Farming	B-sheet 56x10	Mar, Oct
Holiday Guide	Tabloid 38x8	Nov, Dec
iD Dunedin Fashion Week	Tabloid 38x8	Mar
Smart Business	B-sheet 56x10	May
Southern Snow	Tabloid 38x8	Jun
Summer Fashion	Tabloid 38x8	Sept
Wedding Guide	Tabloid 38x8	Aug
Winter Fashion	Tabloid 38x8	Apr
Winter Warmth	B-sheet 56x10	Apr, May, Jun, Jul, Aug

The Star <i>Dunedin</i> Circulation: 46,500 Thurs (weekly)	P: (03) 477-4760	F: (03) 474-7426
Southland Express <i>Southland</i> Circulation: 35,000 Thurs (weekly)	P: (03) 218-4818	F: (03) 214-4179
The News <i>Central Otago & Lakes District</i> Circulation: 22,500. Thurs (weekly)	Alexandra P: (03) 440-0030 F: (03) 440-0047	Queenstown P: (03) 442-6157 F: (03) 442-9439
Southern Rural Life <i>Otago & Southland rural box-holders</i> Circulation: 20,000 Wed (fortnightly)	P: (03) 479-3505 ext 8585 F: (03) 479-3581	
The Ensign <i>Eastern Southland</i> Circulation: 12,000 Wed & Fri (weekly)	P: (03) 208-9280	F: (03) 208-8949
Timaru Courier <i>South Canterbury</i> Circulation: 26,000 Thurs (weekly)	P: (03) 687-9228	F: (03) 688-1753
Ashburton Courier <i>Mid-Canterbury</i> Circulation: 14,700 Tues (weekly)	P: (03) 308-7664	F: (03) 308-4500
Hurunui News <i>North Canterbury</i> Circulation: 24,300 Thurs (fortnightly)	P: (03) 314-8335	F: (03) 314-8071

Specifications:

Before we can accept an order, we need to approve a sample or accurate mock-up of the intended insert. In any event, the mechanical specification guidelines are:

Multiple Sheet Insert Dimensions:

- ❑ Maximum - 400mm x 289mm when folded
- ❑ Minimum - 148mm x 150mm

Single Sheet Inserts:

- ❑ Minimum size - 148mm x 150mm
- ❑ Maximum size - 297mm x 210mm (A4)
- ❑ Minimum weight of stock - 120gsm

Folded Inserts:

- ❑ Substance weight minimums for any folded insert must equate to 120gsm. For example, 60gsm stock when folded equals 120gsm

Maximum Insert Thickness:

- ❑ This will be influenced by the overall dimensions of the insert. As a rule of thumb, the design of the insert should not be such that it impedes the rolling of the completed newspaper for home-delivery purposes.

Tabloid:

- ❑ If you elect to use 4-and 8-page tabloid inserts, they must be folded once - i.e.: in half.

Broadsheet:

- ❑ Two-page (or single) broadsheets and four-page (double) broadsheets must be folded into quarters. Six or more pages must be folded once - i.e.: in half.

Binding:

- ❑ Multiple-page inserts below 24 pages should be gummed rather than stapled. Where staples are used they must be of thin wire, and must also be accurately placed in the fold of the insert.
- ❑ Above 24 pages, the size of staple is not as critical.

Rate per thousand:

1-8 Pages	A4	\$61.50 per thousand
9-16 Pages	A4	\$67 per thousand
17-24 Pages	A4	\$73 per thousand

Deadlines (Delivery):

Three working days prior to publication date. Material received after the deadline may not be inserted. Minimum number of inserts is 20,000.

Delivery address:

52 Lower Stuart Street,
Dunedin

Conditions:

Tabloid above 8 pages by negotiation. Minimum size A4. 43,000 required full print run. Inserts on newsprint not acceptable, must be printed full-process colour. No Envelopes.

Though every care will be taken to ensure the insertion is in accordance with scheduled instructions, no liability is accepted for any loss occasioned by omission or misplacement, whether through mechanical failure or other causes. Any insert which the management considers unsuitable for distribution will be rejected.

A penalty payment may be charged if less than 48 hours notice of cancellation or alteration is given.

For more information:

Contact Kirsty Myhill:

Telephone (03) 479-3567

Circulation

Maps of the Otago Region and the Dunedin Retail Hot Zone

OTAGO REGION



The Otago Daily Times is the only daily newspaper circulating throughout the whole Otago province.

Average daily circulation breakdown

Dunedin Urban	24,500
North Otago/South Canterbury	5,500
Taieri Plains/South Otago	4,355
Central Otago	7,250
West Otago	987
Other: Postal, Canterbury and Wellington	883

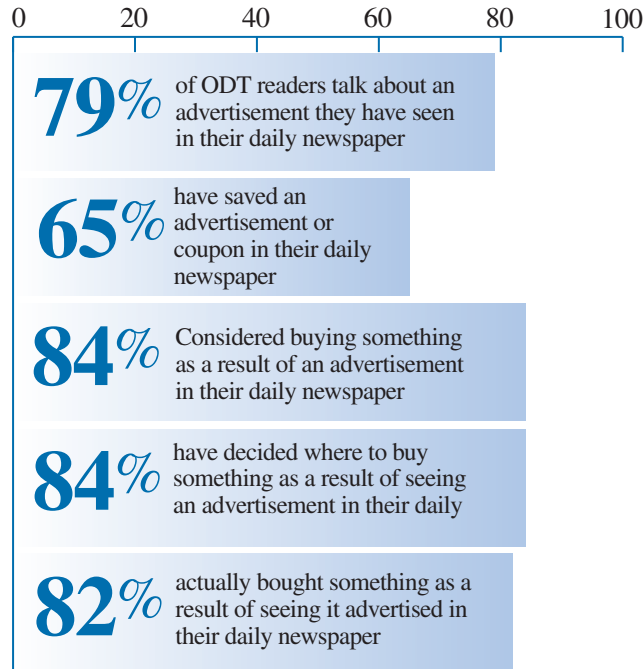
DUNEDIN RETAIL HOT ZONE AREAS



Otago Daily Times

Readership

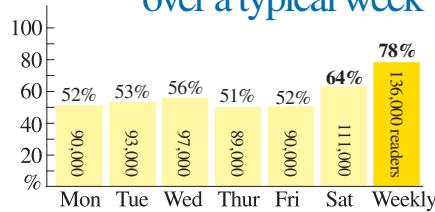
Consumer Action shows how well newspapers work – getting people talking about the ads (spreading the word) and taking action as a result of the advertising they have seen.



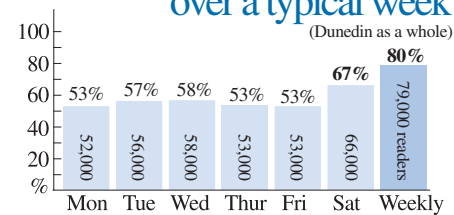
These are stronger than the other main media . . . TV and radio.

Daily readership of the *ODT* is 103,000.
160,000 people read a copy of the *ODT* every week.

Daily readership - Otago over a typical week



Daily readership - Dunedin over a typical week (Dunedin as a whole)



Source: Nielsen CMI Q3 10 – Q3 11 All 15+ read ODT, listened to any radio or watched television, in last 7 days

For more information on readership, contact
Alana Jamieson: (03) 479-3586

Advertising Terms

These terms apply whenever you ask us, Allied Press Limited, to publish an advertisement in any of our publications. When we refer to "advertisement", it includes public and family notices, and anything else you ask us to publish.

Placing Advertisements by Telephone:

1. When you telephone to ask us to publish an advertisement, our records of telephone numbers, addresses, the dates of insertion, the number of insertions and the advertisement copy are conclusive after the instructions and the advertisement have been read back by us and confirmed by you. If you do not wish to have us read these back to you, then our records are conclusive.

Costs and Payment Terms

2. The size and cost of an advertisement is calculated from our standard layout form prior to printing. We can give only approximate estimates of cost and therefore our estimates are not binding.
3. We will give you an account relating to each advertisement you ask us to publish. It will state a due date for payment. You must pay us by that date. If you do not do so, we may charge you all costs of recovery, including commissions and our legal costs on a solicitor and client basis.

Classifications

4. We will classify each advertisement under the heading which we believe is appropriate for our readers.
5. We may alter, abbreviate or omit any advertisement which we believe is out of proportion or upsetting to the layout, balance or general appearance of the publication.
6. An advertisement that redirects our readers to alternative media, e.g. the internet, may not be accepted for publication.

Special Terms For Family Notices

7. Engagement notices must be signed by the two persons concerned.
8. Birth notices must be signed or be able to be confirmed. If two surnames are used, two signatures are required.
9. Death notices must be signed or transmitted by a person acceptable to us. Death notices will not be accepted unless they are supported by a notice from a recognised funeral director, or are otherwise authenticated to our satisfaction.

Special Terms For "Otago Daily Times" Reply Numbers

10. Replies to an advertisement carrying an "Otago Daily Times" reply number may be collected from our offices in Stuart Street, Dunedin, during our normal office hours. Replies will only be released on production of the reply-number voucher. Out-of-town advertisers may have replies posted to them on payment of our covering charge. We accept no liability for any loss or delay in posting these replies.
11. We accept no liability for "Otago Daily Times" number replies. We will keep replies for two months after receipt and then we may destroy them.
12. An advertisement carrying an "Otago Daily Times" reply number must not contain a request for money, stamps, photographs or original references. We are not responsible for the return of any enclosures in uncollected replies to an advertisement.

Intellectual Property Rights and Re-use

13. We may reproduce an advertisement on the internet or in any print or electronic advertising media we offer.
14. Where you use any aspect of our creative services in the design or production of an advertisement, we own the copyright in that work.

Your Assurances

15. When we accept an advertisement for publication, we rely on your assurance that the advertisement:
 - a. is not misleading or deceptive or otherwise in breach of the Fair Trading Act 1986, is not defamatory and does not offend against generally accepted community standards;
 - b. does not infringe anyone else's intellectual property rights, or breach any other applicable law;
 - c. complies with all relevant advertising codes of practice; and
 - d. will not give rise to any liability on our part or to a claim being made against us.You must indemnify us against all loss suffered and liability incurred by us arising out of any breach of these assurances and from any costs we incur in making corrections or amendments in accordance with these terms.
We may amend, abbreviate or refuse to publish any advertisement if it appears to contravene the law, is objectionable, or for any other reason.

Our Liability

16. We take every care with each advertisement you ask us to publish, however, you are not entitled to compensation of any sort if, for any reason, an advertisement is incorrect, wrongly classified, published early or late, or not published at all.
17. Where an advertisement is incorrect due solely to our error, you must tell us immediately after the advertisement is published and we will publish it again at our cost. If it is a repeat advertisement, we will only do this if you tell us about the error immediately after the advertisement is first published.
18. Where we fail to publish an advertisement for any reason, whether or not it is within our control (including strike or equipment failure), we will allow you to reschedule the advertisement in the next available issue on the same terms and at the same price.
19. If you ask us to publish an advertisement for the purposes of a business, the Consumer Guarantees Act 1993 does not apply. Otherwise, the Act applies and these terms do not limit any rights you have under that Act.
20. Except as set out in clauses 17-19, we exclude all liability we may have to you. We are not liable to you for anything else caused by or resulting from anything we do or do not do, or delay in doing. This exclusion applies whatever you are claiming for (including loss of profits or business) and however liability arises or might arise if it were not for this clause.

These Terms

21. These terms are prominently displayed in our offices, and are included regularly in our publications. We can change all or any of these terms at any time.