



ADVERTISING RATES & INFORMATION 2016



Editor Jeremy Muir with managing director Michael Muir.

Welcome to The Gisborne Herald

The Gisborne Herald is a daily newspaper that has served the Gisborne and East Coast region since 1874. While the paper's strength is local news, The Herald also has extensive coverage of sport, national, international and business news, six days a week, as well as regular youth, motoring, farming and arts and entertainment sections. The Gisborne Herald is read daily by 46 percent of the region's population aged 15 years and over, and in any given week 73 percent of people will read at least one edition of The Gisborne Herald.

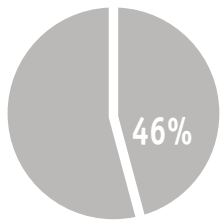
Readership
73% or 26,000 people in The Gisborne Herald circulation area read The Gisborne Herald in a typical week.
Source: Nielsen Consumer and Media Insights (2-Year Regional Database Q1 2014 to Q4 2015), people aged 15 years and over

Circulation
Average net circulation (Jan-Dec 2015) 6147
Source: NZ Audit Bureau of Circulation

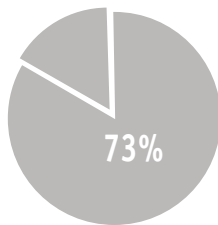
Distribution area
East Coast of North Island from Wairoa in the south to Hicks Bay in the north and as far inland as Motu.



The Gisborne Herald reaches the majority of Gisborne people ...

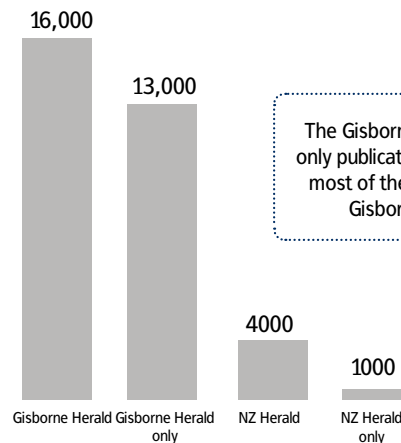


Daily (typical readership)
On an average day 46% of people aged 15 years and over will read The Gisborne Herald. That is 16,000 people.



Weekly (typical readership)
In an average week 73% of people in the Gisborne region aged 15 years and over will read at least one edition of The Gisborne Herald. That is 26,000 people.

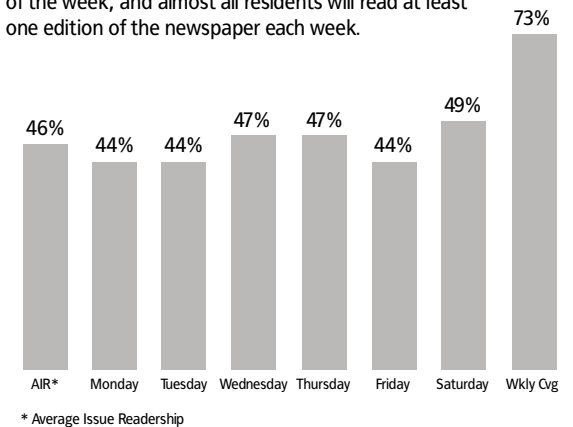
81% of our readers read no other daily newspaper



The Gisborne Herald is the only publication that reaches most of the people in the Gisborne region.

Strong readership every day

Readership at The Gisborne Herald is strong on any day of the week, and almost all residents will read at least one edition of the newspaper each week.



* Average Issue Readership

Advertising rates

news section

Casual rate: \$8.40 per column cm

All rates exclude GST

Rates

Gisborne Herald	Publishing Day	Front Page Solus	DPS	Full Page	Half Page	1/3 page	1/4 page	1/8 page	1/16 page
Black & White	Mon-Sat	\$649	\$3225.60	\$2688	\$1344	\$940.80	\$672	\$336	\$168
Colour	Mon-Sat	\$649	\$4515.84	\$3763.20	\$1881.60	\$1317.12	\$940.80	\$470.40	\$235.20

Loading

Page 3 MAX 1/4 PAGE	Page 5 MAX 1/2 PAGE	Page 7 FIRST RH FULL PAGE	All other placement
50% loading	25% loading	25% loading	20% loading

Weekly discounts

Weeks	1 to 5	6 to 11	12 to 23	24 to 35	36 to 47	48 +
Discount %	0%	10%	20%	30%	40%	50%

Frequency discounts Within 7 days (Must include Monday or Tuesday)

No. of ads	Two	Three	Four	Five	Six
Multiply x single insertion	1.25	1.5	1.75	2.0	2.25

Deadlines

Bookings are required by 10am three working days prior to publication. i.e. In the absence of a public holiday, booking deadlines are as follows:

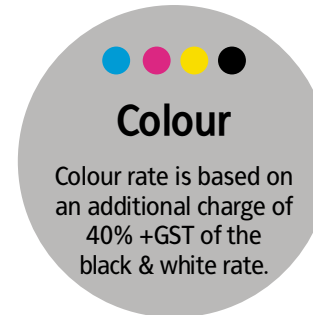
Publication date:	Booking deadline:	Copy for advertisements to be set in-house is required at 10am, 3 working days prior to publication. Complete material is required before 12 noon on the working day prior to publication.
Monday	10am Wednesday	
Tuesday	10am Thursday	
Wednesday	10am Friday	
Thursday	10am Monday	
Friday	10am Tuesday	
Saturday	10am Wednesday	

Technical specifications

- Compact newspaper printed web offset
- Full page 40cm (depth) x 26cm (width) (8 columns)
- Double page spread 40cm (depth) x 54cm (width) (image area only)

Column widths

Columns	1	2	3	4	5	6	7	8
Width (cm)	3.1	6.4	9.7	13.0	16.3	19.6	NA	26.2



Colour
Colour rate is based on an additional charge of 40% +GST of the black & white rate.



Prime positions

All rates exclude GST

Front page (full colour)	
4cm x 8 column	\$649 ⁰⁰

Page two	Casual	Special rate*
7cm x 2 column	\$155 ⁰⁰	\$98 ⁰⁰

*Minimum of 6 insertions over 6 consecutive weeks (price per insertion).

Back page	Casual	Special rate*
6cm x 8 column	\$649 ⁰⁰	\$549 ⁰⁰
10cm x 8 column	\$1079 ⁰⁰	\$749 ⁰⁰

*Minimum of 6 insertions over 6 consecutive weeks (price per insertion).

Insertions

All rates exclude GST

Full Run 7,200	Urban Only 6000	Rural Only 1200
\$612 ⁰⁰	\$510 ⁰⁰	\$127 ⁵⁰

Deadlines: Inserts are required to be on site three working days prior to insertion date

Specifications: Inserts may be no larger than 24 compact pages (40cmx26cm), unless prior agreement is obtained. Preferably, inserts should not be folded or stapled. Alternative sizes may be accepted by arrangement.

Advertisement specifications

Our preferred advertisement format is CMYK PDF, standard Postscript fonts only.

Gisborne Herald colour and PDF settings are vital for best print production/colour management, and they can be found on our website: www.gisborneherald.co.nz/advertising
All graphics and non-standard Postscript fonts must be embedded. Non-standard (True Type) fonts must be outlined or saved as curves.

Our preferred delivery of advertisements is Pagestore, more information about Pagestore can be found at www.quickcut.co.nz

Files can also be emailed to adservices@gisborneherald.co.nz (news section) or advertising@gisborneherald.co.nz (classified) but must not exceed 3MB. PDF format is preferred if emailing files. Alternatively, ads can be uploaded to Digiads – <http://www.digiads.co.nz/GH>

Advertising rates

classified section

All rates exclude GST

Space advertisements

Simple Type Set i.e basic advertisements: \$8.40 per col./cm

Display i.e including border or artwork: \$9.66 per col./cm

Minimum 3 cm for classified display advertisement.

Frequency discounts

Days per week	2	3	Daily
Discount %	20%	25%	40%

- Minimum 3 months
- Discount applies to full rate card rate only

or place your advertisement twice and get the third insert free on Monday, Tuesday or Friday

Line advertisements

All rates exclude GST

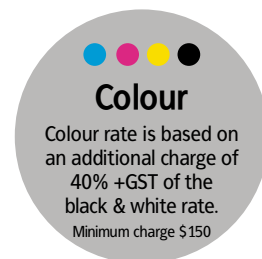
Line: \$2.73 per line

Minimum 3 lines.

Frequency discounts

Days per week	2	3	4	5	6
Discount %	10%	20%	30%	40%	50%

Advertisement must run on consecutive days. Discounts apply to full rate card rate only.



Web classifieds

Place a classified advertisement in The Gisborne Herald and go onto our website for an additional \$10+GST for 7 days.

Deadlines

Classified advertising bookings and copy are required before 2.00pm on the publishing day prior to publication.

Birth and death notices are accepted until 9am on the day of publication.



Advertising rates

website

The Gisborne Herald website is an excellent way of reaching Gisborne people not currently in the area but who hold the region dear to their hearts, and still have friends and family living here. Anyone thinking of moving to Gisborne or investing here is also likely to be looking up www.gisborneherald.co.nz. By placing an advertisement on the Gisborne Herald website, your business, product or service will gain valuable exposure to these

people. You can also then redirect them to your website.

Updated daily with news, sport, photographs, family notices, classified advertising and features, the website allows those outside our circulation area to still benefit from the extensive news coverage provided by The Gisborne Herald, while also contributing to the paper by encouraging more feedback and allowing people to vote on topical issues.

Web advertisements

All rates exclude GST

Banner Package

Above masthead	Week	Month
Banner 940 x 200px	\$450 ⁰⁰	\$1200 ⁰⁰
Includes a Right Rail (300 x 250px) & Mobile banner (reduced in size to fit 740 x 200px)		

Guaranteed at least 1/4 share — which means we can have up to 4 advertisers on this package at any one time.

Rail	Week	Month
Right rail 300 x 250px	\$200 ⁰⁰	\$600 ⁰⁰
Super rail 300 x 600px	\$350 ⁰⁰	\$1050 ⁰⁰

Bottom of home page	Week	Month
Marketplace Tile 200 x 80px	\$25 ⁰⁰	\$75 ⁰⁰

Wallpaper	Week
Side panels 160 x 1500px Banner 960 x 150px	\$1200 ⁰⁰

Creative rates	
Gif banner	\$75 ⁰⁰
Flash banner	\$150 ⁰⁰

20% discount

if booked with ROP advertising

www.gisborneherald.co.nz



Supplied advertisements to be in Flash format.

Deadline for advertising bookings and advertisements is one week prior.

Maximum of four advertisements available per size (these are rotated on a timer/click/page refresh basis). We are also able to supply monthly statistics on the number of views of your advertisement.

Business Directory

All internet advertisers receive free ongoing membership to the Business Directory section of the Gisborne Herald website, including a link to your website and Google map location.





General Terms & Conditions for Advertisements

THE Gisborne Herald Co. Ltd. ("The Gisborne Herald" or "we") accepts all advertisements (including notices) for publication on the following terms and conditions:

1. **Warranties:** The Advertiser warrants and undertakes to The Gisborne Herald that:
 - a. the advertisement does not contain any material:
 - that is or is likely to be misleading or deceptive or otherwise breaches the Fair Trading Act 1986; or
 - that is defamatory, infringes a copyright, trademark or otherwise infringes any intellectual or industrial property rights; or
 - otherwise breaches any provision of any statute, regulation, by-law or other rule or law; and
 - b. the material complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand; and
 - c. publication of the material will not give rise to any liability on the part of The Gisborne Herald or in a claim being made against us in New Zealand or elsewhere.
2. **Indemnity:** The Advertiser acknowledges that The Gisborne Herald relies on the warranties set out in clause 1 and agrees to indemnify The Gisborne Herald against all losses or costs arising directly or indirectly from publication of the material, and from any costs incurred in our making corrections or amendments in accordance with these terms and conditions.
3. **Right to Alter or Refuse:** We reserve the right to alter, abbreviate or refuse to publish any advertisement if, in our sole opinion, it would be undesirable to publish it. We may adjust material to conform to our technical specifications or for other genuine reasons as long as we do so using reasonable care.
4. **Notification of Errors:** It is the responsibility of the Advertiser to advise The Gisborne Herald as soon as possible (and in any case within three days of the date the advertisement appeared or should have appeared) of any error or omission in an advertisement placed by the Advertiser. After three days, any claim is deemed to have been waived by the Advertiser.

5. **Disclaimer of Liability:** We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission in material published, or for failure to publish, whatever the reason for the error. If we are found to have any direct liability to an advertiser or third party in any circumstance that liability is limited to the cost of the advertising space. We accept no responsibility for any error in advertisements placed by any telecommunications method. We will not be liable for errors or omissions arising from the advertiser having given us incorrect instructions, or in any circumstances where a proof has been submitted and approved by the Advertiser.
6. **Placement:** While we will make reasonable efforts to place advertisements in the positions requested, we cannot guarantee positions unless a guaranteed position loading charge is agreed and paid.
7. **Late Material:** If material does not arrive prior to the copy deadline the booking is deemed to be cancelled and will attract a cancellation fee of 50% of the total advertising charge.
8. **Cancellation:** Cancellation of advertisements after the booking deadline will attract a cancellation fee of 50% of the total advertising charge.
9. **Consumer Guarantees Act Exclusion:** The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the Advertiser acquires, or holds himself out as acquiring, goods or services from The Gisborne Herald for the purpose of a business.
10. **Payment:** Unless otherwise agreed in writing, payment for advertising is to be made in full by the 20th of the month following the date of the invoice or statement. If payment is not made by due date the Advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees. In some cases payment is required in advance of publication.
11. **Property Rights:** All advertisements created or set and published by the Gisborne Herald remain the property of The Gisborne Herald.

Terms and conditions may be subject to change without notice.