

Advertising Ratecard



Nelson Mail
your paper

THE LEADER
MOTUEKA GOLDEN BAY NEWS

po box 244 • 15 bridge street • nelson • telephone 03 548 7079

Coverage

We have 4 papers in the **Nelson Mail Group** -
The Nelson Mail our daily paper and our community papers **The Nelson Leader**, **The Richmond-Waimea Leader** and **The Motueka-Golden Bay News**, which all publish on **Thursday** every week

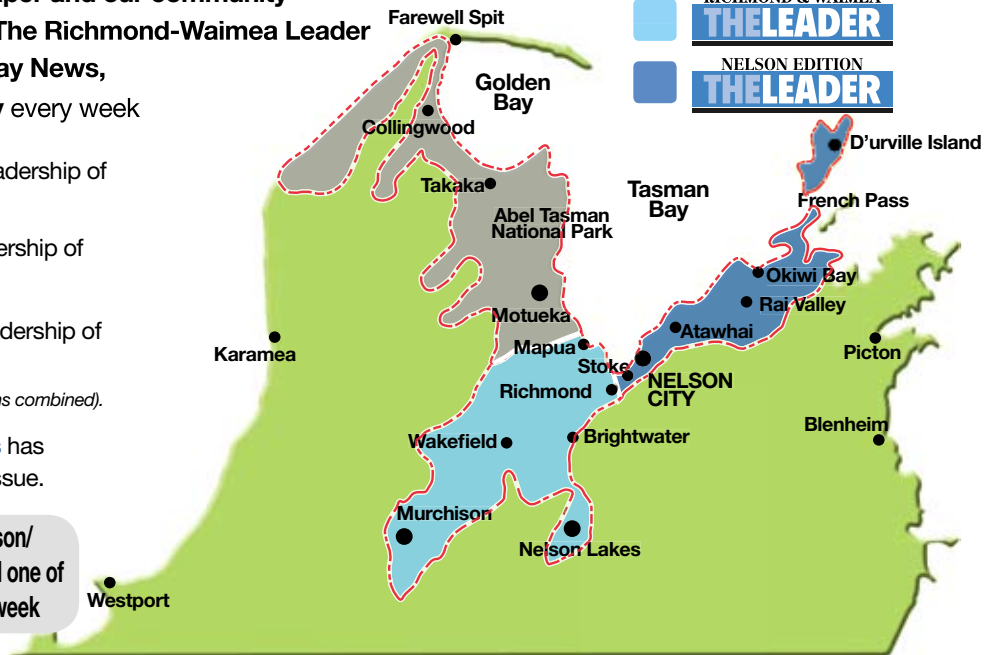
The **Nelson Mail** has a weekly readership of **48,000** people

The **Nelson Mail** has a daily readership of **38,000** people

The **Leaders** have a per issue readership of **48,000** people
(Nelson City and Richmond-Waimea editions combined).

The **Motueka-Golden Bay News** has **18,000** people reading per issue.

89% of people in the Nelson/Tasman region read one of our 4 papers every week



* Nielsen Media Two Year Regional Readership (2 years to Dec 10) average issue all people 15+

No other local media can give you this sort of coverage

Every week we deliver;

- Nelson Mail 93,888 copies (15,648 daily)
- Nelson City Leader 21,117 copies
- Richmond-Waimea Leader 10,653 copies
- The Motueka-Golden Bay News 10,044 copies.

'ABC 2010 Average Net Weekly Circulation'

Mechanical Details (Broadsheet & Tabloid have the same column widths)

Run of Paper	Broadsheet:	Acceptable sizes in multiples of 1cm. Minimum depth 4cm, up to 46cm then 54cm, 1-8 columns then 10 columns.
	Tabloid:	Acceptable sizes in multiples of 1cm. Minimum depth 4cm, up to 30cm then 36.5cm, 1-5 columns then 7 columns.
Classified	Broadsheet:	Minimum 3 lines for liners, display 2cm to 46cm deep then 54cm, 1-9 columns wide then 11 columns.
	Tabloid:	Minimum 3 lines for liners, display 2cm to 30cm deep then 36.5cm, 1- 6 columns wide then 8 columns.

Column Widths (mm)	ROP	Classifieds
1 column	34	32
2 column	72	66
3 column	110	100
4 column	148	134
5 column	186	168
6 column	224	202
7 column	262	236
8 column	300	270
9 column	338	304
10 column	376	338
11 column	(Classified only)	372

Electronic Advertising Material

The Nelson Mail Group prefers, where practical, **PDF** format for complete advertisements and **TIF** or **JPEG** format for pieces of artwork.

- All typefaces must be outlined i.e. converted to paths, or fonts embedded.
- All colour advertisements must be **CMYK**.

You can UPLOAD your complete artwork directly onto the link provided or alternatively email it to:

e-mail: prepress@nelsonmail.co.nz

Any questions regarding acceptable file formats or applications can be put forward to:

Stuart Hague on (03) 546 2756

Nelson Mail

your paper

THE LEADER

MOTUEKA GOLDEN BAY NEWS

Booking Deadlines

Nelson Mail

- Monday**
4pm Thursday
- Tuesday**
4pm Friday
- Wednesday**
4pm Monday
- Thursday**
4pm Tuesday
- Friday**
4pm Wednesday
- Property Weekly (Friday)**
2pm Monday
- Saturday**
4pm Thursday

The Leader Group

- Display advertising**
4pm Friday
- Classifieds**
12noon Tuesday

Specialist Charges

- Property Weekly Supplement**
Printed on 54GSM paper special conditions and rates - available on application
- Photographic charges**
\$10 per photo
- Inserts.**
\$60 per thousand.
Min \$300
- Art department charges**
\$50 per hour logo design and tonal drawing.
- E-mail Fees**
\$20 per e-mail, for Nelson Mail created logos, artwork, photographs, or advertisements.
- Copyright Fee**
\$50 per item for Nelson Mail created logos, artwork, photographs, or advertisements for use in another publication.
- Cancellation fee**
Cancellation of booking after the deadline will incur a 50% charge

All prices per column centimetre & GST exclusive

	ROP Colour	Classified Colour	Classified B&W
The Nelson Mail	\$8.75	\$9.62	\$6.73
Nelson Leader	\$6.75	\$6.75	\$4.73
Richmond Leader	\$5.35	\$5.35	\$3.75
Motueka-Golden Bay News	\$5.35	\$5.35	\$3.75

* Black and white ROP rates = 30% discount

* Guaranteed positions + 40%

CLIENT DISCOUNTS

* Off standard advertising rates listed above

\$2,500	10% Discount	\$15,000	17.5% Discount
\$5,000	12.5% Discount	\$25,000	20% Discount
\$10,000	15% Discount	\$50,000	22.5% Discount

MULTI PAPER BUYS

- * One booking of same ad within 7 day period.
- * Applies to above space rates and discounts only.

Any 2
25%

Any 3
35%

Any 4
40%

SPECIAL OPTIONS

(* Multi paper buy and client discounts do not apply.)

	Nelson Mail	Nelson Leader	Richmond-Waimea Leader	Motueka/Golden Bay News
Front page colour	\$650	\$395	\$395	\$395
Back page 3x2 Lugs	-	\$40	\$40	\$40
Community Calendar 5x2	-	\$25	\$25	\$30
Inserts per 1000	\$60	\$60	\$60	\$60
Communities Colour page	\$36*	\$19	\$15	\$15

* Nelson Mail classified colour is \$36 when placing in all 4 papers

Special Features



Advertising Features



Are you looking for a **cost effective** way to promote your business, group or organisation to our 66,000 readers across the Nelson Tasman region?

The Nelson and Richmond Leaders, Motueka Golden Bay News and Nelson Mail have a most successful, professional and effective product for such requests - **Advertising features**. In this way you get a full page or more in full colour to get your message across. This is paid for by your supporters and/or suppliers advertising on your page meaning limited or no cost to you. Advertising features are an informative and very successful means of promoting products, businesses, concepts, events and more.

Get editorial credibility, with The Nelson Mail Group. Let people know where you are going, why you are celebrating or what you have been up to... at limited or no cost to you!

TERMS AND CONDITIONS OF ADVERTISING

ADVERTISING RATES - The charge for an advertisement will be in accordance with the published rate card applying at the time for the publication, unless we agree otherwise in writing. Advertising rates are subject to periodic review. Advertising is billed on the basis of total space including a portion of white space outside of advertisement and is calculated and measured on the page/advertisement image area prior to printing. Actual space may be reduced during printing.

COPYRIGHT - By supplying or placing an advertisement for publication the advertiser grants us a perpetual, royalty free license to reproduce the advertisement in any print or electronic advertising media we offer advertisers now or in the future. Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.

ERROR - The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any direct liability for any circumstance that liability is limited to the cost of the space of the advertisement. 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 us for the purpose of a business.

GENERAL - We may refuse to publish, or withdraw an advertisement from publication without having to give reason. We may publish the advertisement on the next available day if there is an error or delay in publication of the advertising as booked. We may correct or amend advertising to conform to style or for other genuine reason as long as we do so using reasonable care. To cancel an advertisement a cancellation number must be obtained from us. GST Advertising placed by advertisers who are not New Zealand residents will be zero-rated for GST purposes. GST will be applied at the standard rate to advertising placed by non-resident agents acting for New Zealand resident principals. INDEMNITY In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:

- That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986, that is defamatory or indecent or which otherwise offends against generally accepted community standards, that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights, that breaches any provision of any statute, regulation, by-law or other rule or law, and
- That the advertisement 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
- Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.

The advertiser agrees to indemnify us against all losses or costs arising directly or indirectly from any breach of those warranties by the advertiser and from any costs incurred in our making corrections or amendments in accordance with these terms.

PAYMENT OF ACCOUNTS - If payment for advertising is not made by due date (which is the 20th of the month following invoice, unless we specify otherwise) the advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees. Advertising, newspaper sales and sundry charges will be charged by Fairfax Media.

SPACE ORDERS - We may take orders for advertising in specific spaces (space orders). The space may be used only by the advertiser for advertising of the advertiser's usual business and may not be transferred by the advertiser to another person. Rates for space orders apply for the whole space and are not reduced if the whole space is not used. The maximum term for any space order is 12 months. In the event of any rate change, notice of no less than 28 days will be given. In the event that an advertiser does not meet, or elects not to meet the agreed volume, then the applicable rate for the volume used will be applied by way of a surcharge. In the absence of a current space order, casual rates will apply.

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