Create your competitive advantage with Wellington’s daily newspaper

THE DOMINION POST

ADVERTISING RATECARD – March 2012
Wellington is more than New Zealand’s capital city. It is a vibrant and dynamic economic, cultural and social community. This concentration of energy is reflected in Wellington’s morning newspaper, The Dominion Post.

Every day on average 232,000 people aged 15+ read The Dominion Post.

Catering to the Wellington region and Central New Zealand, The Dominion Post provides thorough coverage of local and international news, as well as special features that inform, educate and entertain its readers. Employment, motoring, real estate, entertainment and special retail-living sections cater to the needs of readers and provide advertisers with a sound platform to communicate with their target consumer groups.

The Dominion Post top readership stats

<table>
<thead>
<tr>
<th>Segment</th>
<th>National</th>
<th>Wellington</th>
</tr>
</thead>
<tbody>
<tr>
<td>All People 10+</td>
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<tr>
<td>All People 15+</td>
<td>232,000</td>
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<tr>
<td>All People 40+</td>
<td>169,000</td>
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<tr>
<td>Males 20+</td>
<td>123,000</td>
<td>68,000</td>
</tr>
<tr>
<td>Females 20+</td>
<td>102,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Main Household Shopper 15+</td>
<td>112,000</td>
<td>63,000</td>
</tr>
<tr>
<td>Home Owners</td>
<td>174,000</td>
<td>97,000</td>
</tr>
<tr>
<td>NZ Socio-Econ Level 1-2</td>
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</tr>
<tr>
<td>Occupation Group 1-2</td>
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<td>27,000</td>
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<tr>
<td>Personal Income $50,000+</td>
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<td>52,000</td>
</tr>
<tr>
<td>Household Income $80,000+</td>
<td>105,000</td>
<td>61,000</td>
</tr>
<tr>
<td>University/Tertiary Graduates</td>
<td>83,000</td>
<td>49,000</td>
</tr>
<tr>
<td>Business Decision Makers $2,000+</td>
<td>62,000</td>
<td>33,000</td>
</tr>
<tr>
<td>Main Income Earner</td>
<td>138,000</td>
<td>77,000</td>
</tr>
</tbody>
</table>

NZ Socio-Econ Lvl 1-2: top professionals, business & public service professionals
Occupation Grp 1-2: professional or srn govt officials, business manager or executive
THE DOMINION POST

Sections & Features

DAILY FEATURES

News > Local, regional and national news from Dominion Post journalists and the Fairfax reporting team across New Zealand.


Politics > News and analysis from the Dominion Post and Fairfax’s press gallery team

Capital Day > An insider’s guide to Wellington

Entertainment > Daily TV listings, reviews and features, plus music and theatre reviews from the Dominion Post’s team of reviewers.

Opinion > Editorial cartoons from Tom Scott and Mike Moreu, plus a wide range of columnists including Linley Boniface, Joe Bennett, Karl du Fresne, Chris Trotter, Richard Long and Rosemary McLeod.


Infotech > Becomes part of the daily business coverage with a strong presence on Monday.

Sport > Daily news and features from Fairfax’s team of sports reporters across New Zealand and Australia. International sports news from Reuters, AP, AFP and selected international newspapers.

Weather > A full page of conditions and forecasts from the MetService

MONDAY

World > Extended International news section.

Infotech > Becomes part of the daily business coverage with a strong presence on Monday.

Sport Extra > Expanded sports section reviewing the weekend’s action.

TUESDAY

Commercial Property > News about the commercial property market – listings and sales.

TV Week (tabloid) > All the week’s TV programe listings, the best of TV movies, features, previews Hollywood news and Presto (inside TV Week) which includes puzzles, competitions and give-aways for children.

RSVP > Within TV Week, the people page has photos of local social events.

WEDNESDAY

Bumper Business Day > Wider, more in-depth business coverage, news, advice and opinion.

College Sport > A full page within the sports section of What’s happening on the secondary school sports scene.

Life (tabloid) > the best of fashion, food, well being and travel.

New His Life – power tools, gadgets and more

Job Market > Top vacancies plus advice on careers.

THURSDAY


Corporate Cuisine > Weekly restaurant guide on front of Business page.

Farming > NZ’s top farming business pages, including rural real estate. Rural drop on last Thursday of each month – additional 16,000 copies

FRIDAY

Friday Sports (liftout) > Weekly magazine liftout – with top sports writing and previews of the weekend’s action. RaceForm magazine liftout with racing news, features, fields and form.

SATURDAY

Green Zone > Weekly section on energy sustainability, climate change and conservation. Packed with news and practical consumer advice.

Insight > A section dedicated to investigative reporting and analysis of the big local issues and personalities

Bumper Business Day > Wider, more in-depth business coverage, news, advice and opinion.

Commercial Property > News about commercial property market, listing and sales.

Sports > Expanded sports section - big events and top sports personalities.

Your Weekend (magazine) > A mix of in-depth features on national issues, people and trends served up with just the right combination of lifestyle columns and information.

Job Market > Top vacancies plus advice on careers.

Motoring Section > Car reviews, features and best buys.

www.dompost.co.nz/advertising

complete up to date information about advertising with The Dominion Post

www.dompost.co.nz/advantage

sign up to our ADVantage e-newsletters so that we can keep them informed on developments plus regular chances to win great prizes
## Advertising Rates

### COLOUR

<table>
<thead>
<tr>
<th>Colour</th>
<th>(MTTF)</th>
<th>(WS)</th>
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<tbody>
<tr>
<td>1</td>
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<td>5</td>
<td>$75,000</td>
<td>$25.67</td>
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<td>6</td>
<td>$100,000</td>
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<tr>
<td>16</td>
<td>$1,000,000</td>
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Black & white col/cm rate is 25% less published colour rate.

Display advertising rates exclude GST.

Booking guidelines:
For all packs including Run-ons, purchase must be specified at the time of booking to ensure pack prices are applied. If not specified placements will be charged at the relevant Single Buy rate.

Packages may not be used in conjunction with any other special rate agreements including packages confirmed via the Newspaper Advertising Bureau.

### RUNON

<table>
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<tr>
<th>Runon</th>
<th>Per line (excl GST)</th>
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<tr>
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<td>2</td>
<td>$10,000 $5.23</td>
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<tr>
<td>12</td>
<td>$600,000 $4.90</td>
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Colour rates for run-ons 10%. Minimum colour non-display $160.00

### SPECIAL POSITIONS

#### FRONT PAGE

6.0cm x 9 col
6.0cm (d) x 33.8cm (w)

Contract rate plus 100% loading
Cancellation within 10 working days has a 100% penalty

#### LUG SPACES

2.8cm (d) x 4.6cm (w)

$169.00

#### INSERTS

Mon to Fri only
(effective 1 Feb 2012)

1-8 pages $60 per thousand
9-16 pages $80 per thousand
17-24 pages $100 per thousand
25+ pages by arrangement

Inserts 90,000 per issue.
Minimum inserts 64,000 per issue
Material deadline – 4 working days prior

Rural drop on last Thursday of each month – additional 16,000 copies

#### DOUBLE TRUCKS

The gutter is recognised as a column for all double trucks.
Full colour and position loadings apply.

#### GUARANTEED POSITIONS

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>MTTF</td>
<td>40% loading</td>
</tr>
<tr>
<td>WS</td>
<td>50% loading</td>
</tr>
<tr>
<td>Page Specific &amp; Solus</td>
<td>15% loading</td>
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</table>
The Dominion Post provides guidelines for the make up of Reader Advertisements to advertisers and to ensure our readers do not complain that they believed a paid advertisement was editorial.

We ask the following design elements be adhered to when you are creating a Reader Advertisement:
1. The advertisement must be entirely contained in a ruled border, which is a thickness of not less than five (5) point.
2. The Dominion Post news font Zócalo cannot be used in any Reader Advertisement to ensure we avoid any confusion on the source of the information and who has placed it.
3. The word ‘ADVERTISEMENT’ must be set in 14 point capitals, in BOLD, and placed inside the border in the top left-hand corner or centred at the top of the advertisement.
4. Reader advertisements can be placed on any page other than the first five pages of our broadsheet newspapers, and on any of our tabloid pages.

We are happy to provide any further information if and when required. Please contact your Dominion Post Representative Wellington 04 474-0000, Fairfax Media Auckland 09 970-4000 or Fairfax Media Wellington 04 474-0479
BROADSHEET COLUMN WIDTHS

<table>
<thead>
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<th>Width (mm)</th>
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TABLOID COLUMN WIDTHS

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ROP Advertising – 370 mm*

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ROP Advertising – 266 mm

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The Dominion Post – Classified Advertising

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<tr>
<td>Material format</td>
<td>disk, e-mail, FTP or Page Store</td>
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The Dominion Post – Display Advertising

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<td>JPEG, PDF, EPS</td>
</tr>
<tr>
<td>Material format</td>
<td>disk, e-mail, FTP or Page Store</td>
</tr>
</tbody>
</table>

Acceptable Sizes

Minimum depth display is 2cms, then in increments of 1cm to 50cms, then to 54cms. Advertisements more than three columns wide must have a maximum depth of either 50cms or 54cms.

Page Depths

- Broadsheet – 54 cm ad image +0.5cm folio +.05cm for ad stack – Total 55cm
- Tabloid – 37cm ad image +0.5cm folio +.05cm for ad stack – Total 38cm

Special sizes and positions are subject to negotiation.

All measurements pertain to material as placed in page before printing.

Our special technical specifications booklet, for advertisement production and delivery, is available on request.

Deadlines

Please contact your sales representative on:
- Wellington: (04) 474 0000
- Auckland: (09) 970 4000

All advertising material should be sent to:
- Design Centre, Level 1, 40 Boulcott Street, Wellington New Zealand

Email addresses to send your material to:
- Display Advertising: display@dompost.co.nz
- National Advertising: national.ads@dompost.co.nz
- Classified Advertising, Classified Non Display Advertising: emailads@dompost.co.nz

Material address for bookings placed by Accredited Advertising Agencies: national.ads@dompost.co.nz

Unacceptable Formats

Word documents, Excel, Publisher, PowerPoint.
These conditions apply to all advertising in this publication unless we have agreed other terms in writing with the advertiser ("you").

1. In accepting an advertisement for publication, and in publishing it we are doing so in consideration of and relying on your express warranty, the truth of which is essential:
   a) That the advertisement does not contain anything that:
      (i) is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986;
      (ii) is defamatory or indecent or which otherwise offends against generally accepted community standards;
      (iii) infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights;
      (iv) breaches any provision of any statute, regulation, by-law or other rule or law, and
   b) 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
   c) Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us.

2. Your agrees to indemnify us against all losses or costs arising directly or indirectly from any breach of those warranties above and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.

3. By supplying or placing an advertisement for publication you 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.

4. Where you utilise any aspect of our creative services in the design or production of an advertisement (including photographic or design work) you 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.

5. We may refuse to publish, or withdraw an advertisement from publication without having to give a reason.

6. We may publish the advertisement on the next available day if there is an error or delay in publication of the advertising as booked.

7. We may correct or amend advertising to conform to style or for other genuine reason as long as we do so using reasonable care.

8. All DVDs, blue-ray disks and videos, and any other restricted publications advertised for sale must include its Classification as determined by the NZ Classification Office and may be advertised only in accordance with the conditions imposed by the Classification Office. We may require written evidence of New Zealand Classification ratings and Classification Office conditions for each DVD, video or any publication.

9. We may take orders for advertising in specific spaces (space orders). The space may be used only by you for advertising of the advertiser’s usual business and may not be transferred by you to another person.

10. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where you acquire goods and services from us for the purpose of a business.

11. You 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.

12. To cancel an advertisement a cancellation number must be obtained from us at least three days prior to publication. Cancellations, which occur inside of the three-day working period, may incur a 100% penalty.

13. The charge for an advertisement will be in accordance with the published ratecard applying at the time for the publication, unless we agree otherwise in writing. Rates for space orders apply for the whole space and are not reduced if the whole space is not used. Rates confirmed in advertising volume agreements will be honoured over the period of that agreement if all other conditions of the agreement have been met by you.

14. 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.

15. If payment on a commercial account is not made by due date (which is the 20th of the month following invoice, unless we specify otherwise) you will be liable for interest at market rates and all costs of recovery, commissions and collection fees.

16. All casual advertising must be prepaid prior to publication. Payment by credit card for casual advertising is accepted.

17. We may provide guidelines to be followed where you include internet addresses in advertising.
General Advertising Conditions

Advertising Contracts
Contracts are calculated according to the dollars spent by an advertiser. This includes colour and preferred loadings, etc. The advertising dollar spend will not include re-charges for work performed outside of The Dominion Post and charges for advertising in other newspapers.

The Dominion Post contract will be for a twelve month period starting from the first day of the month in which the contract is signed with discounts applicable from the first day of receipt of signed contract within that month. To reflect any increase or proposed increase in dollars spent, the contract can be varied at any time during the contract period. Backdating of contract level or rebates will not apply. The performance of the contract will be reviewed six monthly. If the nominated spend is not fully used during the contract period, The Dominion Post reserves the right to adjust the charges for the period to the appropriate charges for the actual dollars used.

Payment of Accounts
Terms of Trade: Accounts are due for payment within 20 days of date of statement. If payment of the account is not made by the due date the advertiser may be liable for all costs of recovery and collection fees.

Advertising Variations
Information on advertising variations not included in the ratecard can be sought through an office of The Dominion Post.

Commission
PMAA Accredited Advertising Agencies are entitled to 20% commission on display advertising only charged at the casual or contract dollar rates published on this ratecard. The commission will reduce to 15% if payment is not received by 2:00pm on the last working day of the month following publication.

Agencies will lose entitlement to all commission if payment is not received within 15 days of the due payment day.

When camera ready/complete copy is not supplied, a setting fee of $3.00 extra per col/cm will be charged.

Reader Advertisements
1 Reader advertisements must be entirely contained within a ruled border of a thickness not less than five point.
2 The text matter may be set in ordinary news type.
3 The word “ADVERTISEMENT” must be set in 14 point capitals, and in bold, and must be placed inside the border at the top left-hand corner of the advertisement or centred at the top of the advertisement.
4 Reader advertisements can be placed on any page other than the first five pages in any of our broadsheet newspapers.
5 Minimum point size for reverse block and colour 8pt.

Inserts
1. We reserve the right to decline a loose insert that does not meet our specifications. We also reserve the right to stop inserting during a run if we are experiencing difficulty with loose insert material. A full insert run will still be charged.
2. If damaged inserts arrive we will advise of this and reserve the right to charge for the run size that has been booked.
3. There is a 100% cancellation penalty for inserts that do not arrive due printing or freight errors or delays.

Advertising Contacts
Advertising Director – The Dominion Post
Level 1, The Dominion Post Building
40 Boulcott Street, Wellington.
P.O. Box 3740, Wellington.
Tel: Display and Classified: (04) 474-0555
Fax Display: (04) 474-0490
Fax Classified Display: (04) 474-0539
Fax Classified Non-Display: (04) 474-0582

BRANCHES
FAIRFAX NZ ADVERTISING NETWORK AUCKLAND
Tel: (09) 970-4000
Fax: (09) 970-4013
Fairfax NZ House, Level 2, 110 Customs St West
Viaduct Harbour, Auckland.
PO Box 90471, Auckland.

HASTINGS
Tel: (06) 870-7800 or 0800 505 090
Fax: (06) 870-7150
102 Russell St, Hastings
PO Box 596, Hastings

PALMERSTON NORTH
Tel: (06) 351-1720 or 0800 505 090
Fax: (06) 350-0728
57-64 The Square, Palmerston North
P O Box 17, Palmerston North

AUSTRALIA - The Media Company
Sydney 02 9004 7879
Melbourne 03 9225 5222
dompost.co.nz provides update coverage of local, national and international news as well as exclusive competitions, blogs, and video and audio features.

In February 2012, dompost.co.nz generated 2.74M page impressions* and 334,840 unique visitors*.

On an average day in February, 24,567 unique individuals came to dompost.co.nz

Channel traffic:
- Homepage: 1,041,076
- News: 1,175,023
- Business: 136,536 (hampered a little by the short working month)
- Sport: 182,096 (buoyed by the Sevens)
- Rest of Site: 207,494

Our top 5 stories this month:
- Wellington-Sevens-fans-gallery: 41,801 PI's
- Eateries-named-and-shamed: 33,384 PI's
- All-Wellington-bus-routes-to-change: 20,935 PI's

KEY STATS – PAGE IMPRESSIONS & UNIQUE VISITORS

Page Impressions (thousands)

Unique Visitors (thousands)

Omniture Weekly Reports - Dominion Post Domestic Audience

Page Impressions (Trend): +18% growth
6 months ending Feb 2012

Source: Omniture SiteCatalyst (Omniture Weekly Reports - Dominion Post Domestic Audience)

* Omniture Site Catalyst February 2012 (domestic page impressions / unique visitors)

Week Beginning (2011 / 2012)
Creative Specs
http://www.stuff.co.nz/about-stuff/online-advertising-technical-specifications/

Website URL
Advertisers must provide the (URL) to which they want their ad linked.

Client Supplied Creative
• File Formats - All files must be Windows compatible in Animated GIF, JPEG, PNG or SWF format.
• MAX Animation length for GIF/JPG/SWF : 30
• TOTAL loops for GIF/JPG: no limit
• Flash Version: 9 or lower
• MAX File Size: 40k
• Border: none
• Looping Restrictions: no limits
• If submitting a FLASH ad, please be sure to include both swf and fla files. (we must have the fla files so we can embed click counting code and your hyperlink.)

DomPost Creative Production
• Please supply hi res logos and images in the following formats: GIF, JPG, PNG
• Allow minimum 3 days turnaround for production of static ads

Top banner (760x120)
Half Page (300x600)
SkyScraper (160x600)
Medium Rectangle (300x250)
Booking Deadlines:
For campaigns with client supplied creative:
Minimum 5 working days prior to the campaign start date

For campaigns with Dominion Post created artwork:
Minimum 7 working days prior to the campaign start date

Cancellation Policy
30 days prior to campaign commencement date
– No cancellation fee

8-29 days prior to campaign commencement date
– Cancellation fee of 50% of the total campaign cost

1-7 days prior to campaign commencement date
– Cancellation fee of 75% of the total campaign cost

On or after campaign commencement date
– Cancellation fee of 100% of the total campaign cost

Creative Deadlines
Client Supplied Creative
• Must be with Dominion Post minimum 3 working days prior to campaign start date.

Dominion Post Creative Production
• Brief and assets must be supplied to your account manager 7 working days from campaign start date.
• Final creative approval required 3 working days from campaign start date.
Online Ratecard and Ad Format Options

For more packages, please contact your Fairfax Account Manager

Direct Sales:
Penny de Borst – Multimedia Account Manager
Email: penny.deborst@dompost.co.nz
Address: Level 2, 40 Boulcott Street
PO Box 2595,
Wellington 6140, New Zealand
Phone: +64 4 474 0154
Mobile: 027 5090352

Agency Sales:
Fairfax Media Network - Auckland
Email: info@fairfaxmedia.co.nz
Address: Level 2, Fairfax House,
110 Customs Street West,
Viaduct Harbour,
Auckland, New Zealand
Phone: +64 9 970 4000
Fax: +64 9 970 4059

Fairfax Media Network- Wellington
Denelle Joyce - Media Consultant
Email: denelle.joyce@fairfaxmedia.co.nz
Address: Level 1, 40 Boulcott Street
PO Box 2595,
Wellington 6140, New Zealand
Phone: +64 4 474 0456
Mobile: 027 2231596

Hamish Stenhouse - Media Consultant
Email: hamish.stenhouse@fairfaxmedia.co.nz
Address: Level 1, 40 Boulcott Street
PO Box 2595,
Wellington 6140, New Zealand
Phone: +64 4 474 0487
Mobile: 027 2430586

Rates effective 1 December 2011
All advertising bookings are subject to availability.

Flat rate $20 per thousand impressions delivered (CPM)
* Geographic, Channel and Behavioural Targeting options available. Loading applies.
* Ad formats available: 300 x 250 Medium Rectangle, 760x120 Top Banner, 160x600 Skyscraper, 300x600 Half Page.
  (Note: Homepage only carries Medium Rectangle ad format)
* Day and Section buyout pricing available on request

<table>
<thead>
<tr>
<th>Typical monthly total page impressions</th>
<th>Homepage 1,000,000</th>
<th>News 1,100,000</th>
<th>Business 200,000</th>
<th>Rest of Site 400,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended minimum PI for 1 month campaign</td>
<td>100,000</td>
<td>110,000</td>
<td>20,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Cost</td>
<td>$2,000</td>
<td>$2,200</td>
<td>$400</td>
<td>$800</td>
</tr>
<tr>
<td>Recommended minimum PI for 1 week campaign</td>
<td>25,000</td>
<td>27,500</td>
<td>5,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Cost</td>
<td>$500</td>
<td>$550</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>
In these conditions “we” are Fairfax New Zealand Limited and subsidiary companies, and the employees and agents of those companies, and “Customer” is the person or company placing material for publication on our website.

1. In accepting any material including electronic material or data for publication, and in publishing it we are doing so in consideration of and relying on the Customer's express warranty, the truth of which is essential:
   a. That the material 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 right of privacy or confidentiality
      * that breaches any provision of any statute, regulation, by-law or other rule or law, and
   b. That 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;
   c. Publication of the material will not give rise to any liability on our part or in a claim being made against us in New Zealand or elsewhere; and
   d. The material does not contain any cookie, tracking tag or other tracking device unless we have provided our prior written consent to such inclusion, to the extent we consent to you collecting information relating to our users, (“User Information”), you may only use such information for your internal statistical purposes and solely in respect of the advertising campaign the subject of the insertion orders. For the avoidance of doubt, you must not disclose any User Information to any third party, and must not use any User Information in connection with any advertising campaigns on any third party properties or websites. If you are a representative of an advertiser, this does not prevent you from disclosing the User Information in summary format only to the advertiser, provided you procure that the advertiser only uses such information in accordance with this paragraph d, and without limiting our rights or remedies, we may immediately remove any advertisement without liability in the event of any breach by you (or the Advertiser) of this paragraph Any such termination will not affect your obligation to make payment .

2. The Customer agrees to indemnify us 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 the terms that follow.

3. We must receive creative information from the Customer in an acceptable form including a click-through URL no later than five (5) working days prior to commencement of a campaign. Any late delivery of creative material resulting in the delay of a campaign is the responsibility of the Customer. The campaign will be deemed for invoicing purposes to have begun on the original start date specified in the booking.

4. We may refuse to publish, or withdraw material from publication without having to give a reason.

5. We may publish the material at a time different from that originally booked if there is an error or delay in publication of the material as booked.

6. All creative submissions are subject to reasonable approval by Fairfax Media. We may require that material is corrected or amended to conform to style, or for other genuine reasons.

7. The positioning or placing of any material within the particular website is at our discretion except where specifically agreed in writing.

8. We may take orders for advertising material in specific placements. Placements may be used only by the Customer for advertising of the Customer’s usual business and may not be transferred by the Customer to another person.

9. The Customer must tell us as soon as possible if there is an error or omission in any material the Customer has placed.

10. Campaign advertising impressions will be counted and recognised by Fairfax Digital’s ad-serving engine. A third party ad serving engine may also be used but its impression count won’t be recognised unless we agree otherwise in writing.

11. Cancellation policy
   The Customer agrees to the following terms and conditions:
      * All cancellations must be made in writing to Fairfax Digital.
      * If the cancellation is made giving 30 or more days notice the Customer will incur no penalty.
      * If a cancellation is made giving 8 - 29 days notice, the Customer agrees to pay 50% of the campaign cost.
      * If a cancellation is made giving 1 - 7 days notice, the Customer agrees to pay 75% of the campaign cost.
      * If a cancellation is made on or after the campaign commencement date, the Customer agrees to pay 100% of the campaign cost.

12. The charge for advertising material will be in New Zealand dollars and in accordance with the applicable rate card applying at the time for the publication, unless we agree otherwise in writing. Rate card adjustments will apply to space orders with effect from advertising appearing 28 days after the rate adjustment is published on our rate card. Rates for space orders apply for the whole space and are not reduced if the whole space is not used.

13. Advertising placed by Customers 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.

14. If payment for advertising is not made by due date the Customer will be liable for interest at market rates and all costs of recovery, commissions and collection fees.

15. Fairfax excludes all implied conditions and warranties from these terms except to the extent that they cannot be excluded at law. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the Customer acquires, or holds himself out as acquiring, goods or services from us for the purpose of a business.

16. The Customer acknowledges that it has not relied on any representation made by or on behalf of Fairfax in connection with the advertising.

17. 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 our customer in any circumstance that liability is limited to the cost of the advertising space for the relevant material in the website.

18. Customers will indemnify Fairfax and all its officials and employees, contractors and agents against any costs, expense, losses, damages and liability it suffers or incurs arising from customers breach of the terms and any negligent or unlawful act or omission of Customer in connection with the advertising.

19. Fairfax Digital has the right at any time to provide Nielsen Online (NO) with advertising data (including but not limited to the Client's advertising rate card spend on an aggregated basis only) for publication by NO as part of Fairfax Digital's membership of the Interactive Advertising Bureau New Zealand. In these conditions "we" are Fairfax New Zealand Limited and subsidiary companies, and the employees and agents of those companies, and "Customer" is the person or company placing material for publication on our websites.