

METRO MEDIA KIT

Effective March, 2017

ADVERTISING SALES

For advertising enquiries please contact your
News Corp Australia account manager or phone 07 3666 6988

The
Courier Mail
the
Sunday Mail

The
Courier Mail.com.au

The Courier-Mail and The Sunday Mail audiences are
more valuable than ever. They have a stable readership
at scale reaching 1,920,000 Queenslanders.

Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, All people 14+. Last four weeks net.

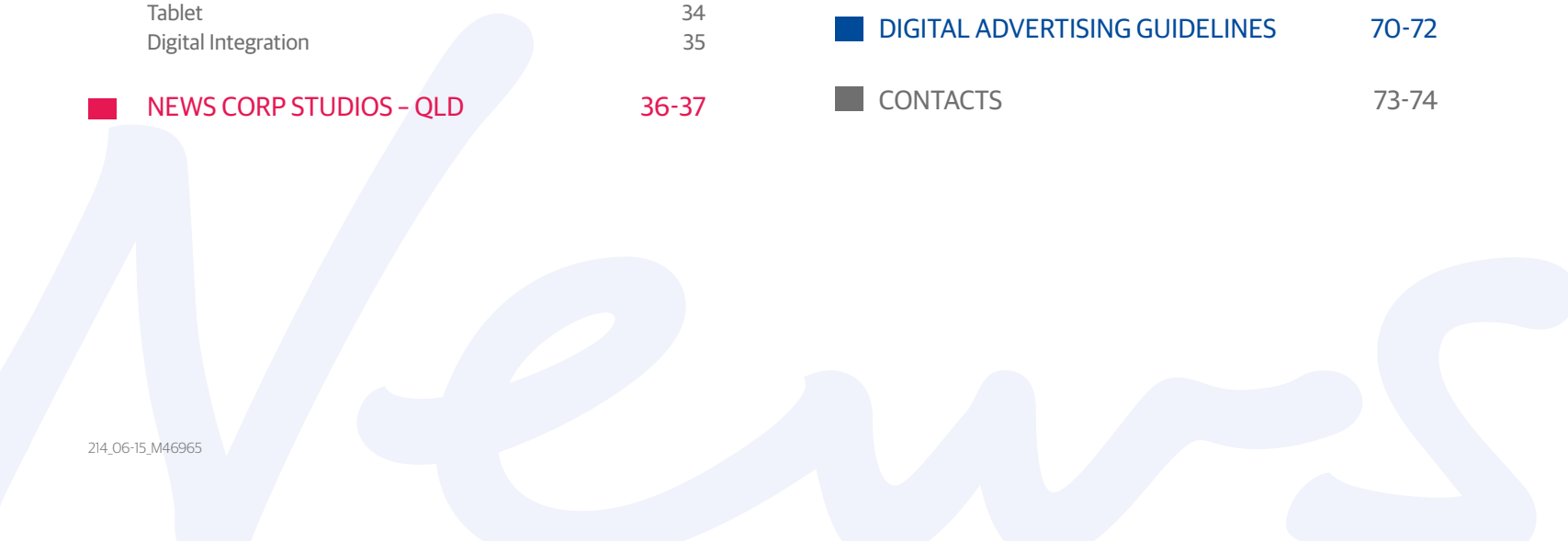


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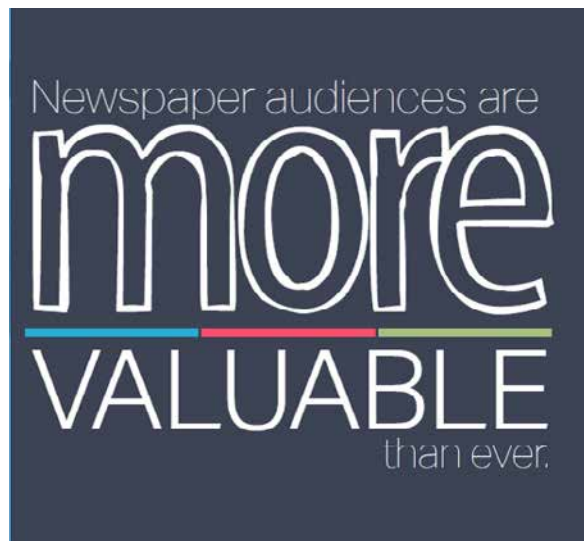
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Newspaper audiences are more valuable than ever

More Australians do more with us. We're part of their lives, their fun, work, relaxation, learning and hobbies. We're in homes, in kitchens, on coffee tables, on laps and in hands. We connect with more people across print, web, broadcast, mobile and tablet with more depth, breadth and purpose than any other media organisation - our brands play a key role in the lives of Australians.



Newspaper audiences are more valuable than ever. If it is **scale** you need, reach more than 3 million people who read The Courier-Mail or The Sunday Mail via print or digital platforms. That's 63% of the state (4 week readership*).

Newspapers are the MOST TRUSTED paid medium[^], offering your business an environment of **influence** to drive your advertising results. Newspapers are also great **team players**; case studies show newspaper advertising significantly drives better campaign results when added to TV campaigns - increasing call-to-action, recall and brand familiarity. Further, newspaper advertising drives further research and enquiries online.

We're constantly innovating to offer our readers and advertisers world-class products and solutions.

Talk to one of our News Corp Australia advertisers experts today for a tailored advertising solution across print, digital, social, video, integration or content.

influence teamwork scale

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Innovations

Our Brands

News

The **Courier Mail**.com.au The **Courier Mail** **SundayMail**

Sections by day

Sections	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
body + soul							✓
BUSINESS	✓	✓	✓	✓	✓	✓	
Careers with SEEK	✓	✓	✓	✓	✓	✓	✓
Carsguide	✓	✓	✓	✓	✓	✓	✓
Classifieds	✓	✓	✓	✓	✓	✓	✓
Escape							✓
Factor X							✓
Inspire		✓					
Hit				✓			
HOME GROUND				NRL season^			
moneysaverHQ	✓						
Money							✓
Prime Site					✓		
QConfidential	✓	✓	✓	✓	✓	✓	✓
Queensland taste.com.au		✓					
Sport	✓	✓	✓	✓	✓	✓	✓
Switched On			✓				
Travel (appears in Qweekend)						✓	
Weekend Extra					✓		
Weekend Shopper						✓	

Inserted Magazines	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
QBM (Queensland Business Monthly)					Last Friday monthly*		
Qweekend						✓	
Realestate & HOME magazine						✓	
Stellar							✓
TV Guide							✓

*QBM publishes on the last Friday of every month except December and January

^HOME GROUND publishes Thursdays weekly during the NRL season only.

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The Courier Mail

Letter from the Editor

THE COURIER-MAIL

Like a loyal family member, The Courier-Mail is at the heart of Queensland.

We're there for all the moments that matter, whether they make you cry, laugh or gasp in shock. And, importantly, we're always there to fight for Queenslanders.

We have a long and proud legacy of campaigning to make the state a better place for our readers. Today we do that in a bright, engaging and edgy manner in print, on tablet, mobile phone and desktop at every hour of the day.

With more journalists than anyone else in the state, we have the experience and quality to make a difference to lives and tell the stories that matter and lead the state every day. From uncovering the latest political scandal, to providing the best food reviews, and sometimes just telling the stories that bring a smile to your face, we are Queensland's favourite source for news, sport, lifestyle, culture and business.

That's why, every four weeks 3,013,000 people are reading The Courier-Mail and The Sunday Mail in print and online.

Lachlan Heywood
Editor of The Courier-Mail

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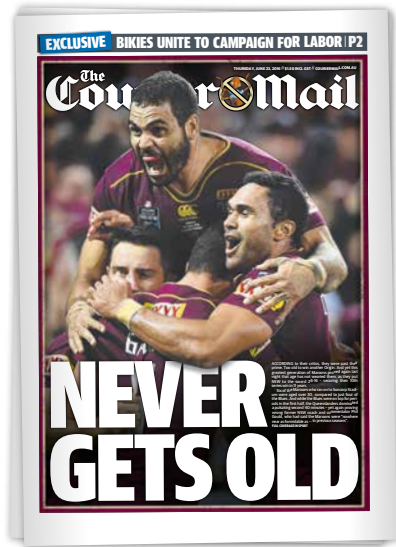
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Source: emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, Nielsen Digital Ratings June 2016, All people 14+





The Courier Mail

THE COURIER-MAIL

The Courier-Mail has long been the favourite newspaper of Brisbane and Queensland.

We deliver the latest breaking news that is driving the public agenda. Dedicated sections make it easy for our readers to navigate the latest breaking news, headlines and issues of the day with smart, savvy, affluent and relevant content.

This is because we share the aspirations and values of our readers, and a love for this city and state. With our fresh, clean, modern design, **The Courier-Mail** is better positioned than ever to deliver the best daily combination of news, sport, celebrity and business coverage, in printed and digital form.

Advertisers can connect with a large Queensland audience every day.

Leverage the power of our well-known and trusted brand to ensure your products reach our readers regularly, in a highly trusted environment.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Friday (Avg.)	147,122	603,000
	Saturday	179,149	589,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016. *ABC, Apr - Jun 2016.

COURIERMAIL.COM.AU

The essential part of any Queenslander's day.

Twenty-four hours a day, seven days a week, **couriermail.com.au** provides:

- Up to the minute, local, national and international news
- Expert analysis on local current affairs
- Direct access to Queensland's most respected journalists
- A rich news experience through video and picture galleries
- Lifestyle, shopping, fashion and entertainment news, activities and events, with online style gurus and bargain hunters

- An important voice for the community, with interactive polls and surveys, user blogs, comments, videos and picture galleries
- Extensive sports coverage, now powered by Fox Sports, including unique video and picture galleries

The audience on **couriermail.com.au** is engaged and active, and you can choose from a range of placements that enable specific targeting of your nominated market segment.

Unique Audience	Page Views	Page Views Per Person	Time Per Person
1,450,000	17,688,000	12	20:41

Source: Nielsen Digital Ratings, July 2016



The Courier Mail.com.au

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BUSINESS

Business news that matters.

The Courier-Mail **Business** section is for young, urban professional Australians who want to keep up with business, the economy, marketplace and workplace trends. The **Business** section provides readers with:

- Daily business news and information.
- Unique stories covering the companies you know and the brands you care about.
- Snapshots of key indicators and quick briefs on all news making headlines.

- Commentary and analysis on the marketplace by respected authorities.

Our unique content and business news helps readers to make sense of major economic and business trends. We arm our readers with the tools they need to make smart choices across investments, their careers and professional lives.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Friday	147,122	283,000
	Saturday	179,149	372,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, M-F net and Sat last 4 weeks. *ABC, Apr-Jun 2016.



CAREERS WITH SEEK

Helping Australians build better careers.

Careers with SEEK provides career as well as job hunting news, advice and trends to enhance the value and reading experience of employment advertisements in the classifieds section of The Courier-Mail. More than just jobs, editorial aims to inform and help job seekers achieve more in their career, including those who are happy in their jobs but are open to opportunities if they arise.

Careers with SEEK makes it easy to access potential employees via multi-channel recruitment touch-points to attract the best candidates for their roles. Available in both print via News Corp Australia's metropolitan papers and SEEK's online employment offering to reach the largest pool of job seekers.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Friday (classifieds)	147,122	264,000
	Saturday	179,149	370,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, M-F net and Sat last 4 weeks. *ABC, Apr-Jun 2016.

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CARSGUIDE

Where smart people buy and sell cars.

The *Carsguide* lift-out publishes every Saturday in The Courier-Mail, while the Carsguide section publishes weekly in the Sunday Mail. It is Queensland's most authoritative publication on new and used vehicles, focusing on manufacturers, car dealers (new, used and demonstrators) and luxury vehicles (new and used).

Expert editorial coverage of new cars, gadgets and gizmos,

advice, what's on, car reviews and industry issues are included every week in this informative, must-read publication.

Carsguide is the premier marketplace for Queenslanders looking to buy a new, used or luxury car.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Friday (classifieds) Saturday and Sunday	147,122 179,149	357,000 433,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, M-F net, Sat and Sun last 4 weeks. *ABC, Apr-Jun 2016.



INSPIRE

Igniting minds.

News Corp Australia is passionate about the education of children and our next generation of readers. Inspire aims to improve students' current events knowledge, critical thinking skills and reading comprehension via news of the world "always relevant" non-fiction topics.

The *Inspire* lift-out publishes every Tuesday in The Courier-Mail and throughout Queensland in all News Corp metropolitan and regional newspaper editions including Cairns Post, The Townsville Bulletin and Gold Coast Bulletin.

Designed to reach out to students, teachers, parents and the education community it is an ideal environment and excellent opportunity for advertisers seeking to create awareness or deliver a product to this market segment.



Format	Day of Publication	Circulation*	Readership^
4-page lift-out	Tuesday	147,122	562,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, host publication. *ABC, Apr-Jun 2016.

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HIT

If it's hot and happening, it's in Hit.

Hit keeps our readers in the loop, providing comprehensive coverage of what's on and what's big in entertainment. *Hit* entertains readers every Thursday in The Courier-Mail.

- *Hit* features the latest movie and music news and reviews.
- *Hit* conducts the best national interviews, showcases what's hot and who's topping the music charts.
- Information on the biggest touring bands and performers and in-depth coverage on the latest up and comers.

• A local gig guide, Hit is an ideal section for advertisers to engage with consumers interested in a wide variety of entertainment options.

Reach an audience who are in a decision making frame of mind and are actively searching for experiences to fill their leisure time.



Print

Format	Day of Publication	Circulation*	Readership^
Newsprint	Thursday	147,122	271,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.



HOME

Queensland's best new developments.

HOME is a dedicated section for new developments and House and Land of every kind and reaches more than 400,000 potential buyers every 4 weeks. This fresh, colourful and easy to read lift-out is situated on the flipside of the popular Realestate magazine inserted in The Courier-Mail (Saturday).

The content is targeted to engage readers whether they are actively in the market for new property, or simply feeding their interest in a new development or House & Land.

Editorial opportunities are available to support coverage of the development to further engage and motivate the reader and our front covers feature homes built by Queensland builders and showcase the latest trends and designs that keep readers informed about what is available.



Print Web Tablet Mobile

Format	Day of Publication	Circulation*	Readership^
Newsprint	Saturday	179,149	415,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

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MONEYSAVERHQ

Be your own financial advisor.

moneysaverHQ is the largest single Australian media brand focused on money in Australia. With a distinctive and straightforward tone, it helps readers decipher current domestic, business, economic and small business finance issues in a jargon-free, friendly style.

It also brings the best deals across a whole range of financial and other services, such as credit card costs, home and car insurance, private medical insurance and power bills. Leading our team is Network Seven's David Koch, the

country's leading personal finance expert, and our national Cost of Living Editor, John Rolfe.

"*moneysaverHQ* is not just about informing and educating on money matters, it's also about action. To get those deals done to benefit everyone." *David Koch*

moneysaverHQ appears every Monday in The Courier-Mail.



Print Web Tablet Mobile

Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday	147,122	289,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.



PRIME SITE

The prime site for commercial property.

People with a genuine interest in commercial and industrial property turn to *Prime Site* every Friday for the latest market insights plus updates on major property sales, with coverage of important infrastructure issues such as roads, rail, freight and the potential for future development.

through to Mum and Dad investors perhaps looking for a warehouse or a shopping strip as part of their superannuation plan.

100% focussed on the Queensland market, the *Prime Site* audience varies from multi-million dollar buyers and sellers



Print

Format	Day of Publication	Circulation*	Readership^
Newsprint	Friday	147,122	206,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

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QUEENSLAND BUSINESS MONTHLY (QBM) Queensland's premier business publication.

The Courier-Mail's Queensland Business Monthly (QBM) is **Queensland's premier business publication.**

QBM is a premium, stitched and trimmed newspaper magazine inserted into The Courier-Mail, **providing advertisers with valuable audience connections and engagement in an influential environment.**

QBM is dedicated to covering all aspects of the Queensland economy, and provides in-depth coverage and fascinating stories on successful businesses and business people in Queensland.

QBM delivers trusted content, engaging readers with stories

on the movers and shakers, as well as covering the big issues facing key Queensland sectors including resources, agriculture, and tourism.

From securing exclusive interviews with chief executives and business leaders, to exploring emerging trends and celebrating success and innovation - **QBM** has all sectors of Queensland business covered.



Print

Format	Day of Publication	Circulation*	Readership^
350mm Newspaper Magazine	Last Friday monthly ¹	155,090	50,000

^emma™ conducted by Ipsos MediaCT, 12 months ending Sept 2016. *ABC, Apr-Jun 2016. ¹QBM publishes on the last Friday of every month except December and January.

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QCONFIDENTIAL

QConfidential knows all the celebrity secrets.

QConfidential in The Courier-Mail is Brisbane's answer to all things hot and happening in showbiz. Appearing Monday-Friday in The Courier-Mail, **QConfidential** provides our readers with up-to-the-minute celebrity news and entertainment.

QConfidential offers advertisers a great environment to connect with a highly engaged, fashion forward and stylish female audience. Use this ideal section to effectively present your entertainment, dining and fashion offerings.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Friday	147,122	270,000
	Saturday	179,149	434,000
	Sunday	318,830	628,000

^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, M-F net, Sat and Sun last 4 weeks. *ABC, Apr-Jun 2016.

QUEENSLAND TASTE

Whether you are eating in or out you deserve to eat well.

Queensland taste in The Courier-Mail is Queensland's # 1 recipe and food lift-out. With mouth-watering content and tantalising tips and tricks, **Queensland taste** is sure to get tummies rumbling. **Queensland taste** is the perfect platform to reach a wide audience interested in food. Providing ideas, tips and inspiration, **Queensland taste** gives expert editorial advice to everyone from the novice family cook to the fastidious foodie.

Queensland taste stimulates our readers' minds and tastebuds by giving them access to Queensland's most experienced food writers and it celebrates the best local talent representing Australian food culture. Everything that is exciting and refreshing about food and cooking and all that the modern chef wants right now is delivered every Tuesday - all thanks to **Queensland taste**.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Tuesday	147,122	509,000

^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.



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QWEEKEND

Aspirational and irresistible.

Qweekend is an aspirational read that delivers the best and latest every time. A relaxed but engaging magazine that inspires, intrigues and indulges readers interest, ambition and sense of achievement.

Qweekend delivers a highly-engaged audience that values quality brands and experiences. With all the in-depth stories Queenslanders love plus new sections on the arts, movies, music and books, an expanded travel section, and specialist correspondents covering motoring and technology, our *Qweekend* audience will be spending a lot of time in your company.

Inserted in The Saturday Courier-Mail weekly as a 350mm stitched and trimmed newspaper- magazine, *Qweekend* is a superior reading experience.

Make your advertising work harder by investing in *Qweekend*, reaching a highly engaged audience of affluent, culture-loving Queenslanders who aspire to the better things in life.



Format	Day of Publication	Circulation*	Readership^
350mm newspaper magazine	Saturday	179,149	306,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

REALESTATE

Attract more buyers and investors with South-East Queensland's most trusted property guide.

A house is the biggest investment most people make in their lives. Before making such an important commitment, they need information about what's on the market, what's open for inspection, price trends and the profitable suburbs to buy in.

The Courier-Mail's *Realestate* magazine is the essential property buying and selling resource for Queenslanders - a powerful marketing platform essential for selling your property for the best possible price. With a fresh new-look on a premium quality, bright-white stock, this real estate

magazine showcases your property for sale with exceptional visual representation in Queensland's most trusted property guide.

DID YOU KNOW?

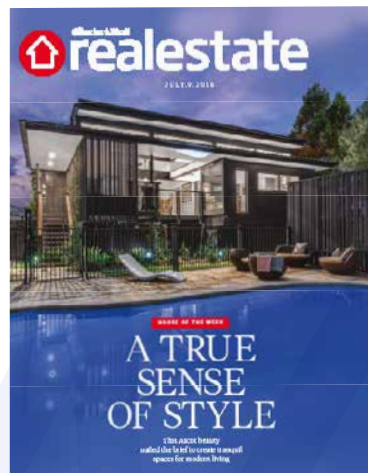
- Our readers are 31% more likely to intend to purchase a property in the next 12 months than the general Queensland population.



Format	Day of Publication	Circulation*	Readership^
350mm Newsprint magazine ¹	Saturday	179,149	488,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

¹Please refer to The Courier-Mail Realestate & HOME Synergy Specifications document, effective from 9th July, 2016.



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SPORT

Accessing thousands of sport fanatics every day.

The Courier-Mail offers unparalleled coverage of Queensland and national sport in our dedicated **Sport** section Monday to Saturday. Our in-depth coverage, news and analysis ensures a loyal and highly engaged audience.

Sport creates a strong connection through:

- Comprehensive coverage of all sporting codes.
- The latest in breaking sports news.
- The best analysis of sport's biggest issues led by chief sports writer Robert 'Crash' Craddock.

- Behind the scenes insights into what makes our sporting stars tick.
- Expert columns from a host of former greats including Darren Lockyer and Mal Meninga (NRL), Laura Geitz (netball).

Sport is a lucrative environment for advertisers to access an engaged audience of predominantly males who are an increasingly difficult audience to reach.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Friday	147,122	439,000
	Saturday	179,149	543,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, M-F net, Sat and Sun last 4 weeks. *ABC, Apr-Jun 2016

HOMEGROUND

HOME GROUND is the home of rugby league in Queensland.

Queenslanders love their sport!

Here in Queensland, we are a very passionate state, especially when it comes to our sporting teams. Our expert coverage of the rugby season in the HOME GROUND lift-out offers advertisers valuable audience connections with Queensland league fans and footy tippers in a trusted and influential environment.

league team will produce the must-have 8-12 page lift-out for the state's huge NRL fan base.

Every Thursday, The Courier-Mail has an attentive audience of scale, engaging 582,000 Queenslanders who spend an average of 40 minutes daily deeply engaged with our content. Of which, 153,000 are men aged 25-54 years who love their sports and 242,000 are supporters of either the Broncos, Titans or Cowboys!

Returning March 2nd, 2017, each Thursday for the 30-week duration of the NRL season, The Courier-Mail's expert rugby



Format	Day of Publication	Circulation*	Readership^
Newsprint	Monday - Saturday	144,788	582,000

Sources: ^emma™ conducted by Ipsos MediaCT, 12 months ending September 2016, readership based on Thursday edition of host publication, The Courier-Mail. *ABC, Apr-Jun 2016, circulation based on Mon-Fri avg.



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SWITCHED ON

It's tech, but not technical.

Switched On in The Courier-Mail every Wednesday, is for Queenslanders who want credible, current news about the latest technology trends and digital culture. The **Switched On** team write about science, gadgets, games and geek culture with our tongues firmly in cheek.

We provide an entertaining and sometimes controversial take on the news of the day. Appearing every Wednesday,

Switched On targets a largely male audience aged between 20-34.

Switched On provides advertisers the ideal place to target media-savvy consumers thinking about buying electronic products or deciding what to watch on television.



Print

Format	Day of Publication	Circulation*	Readership^
Newsprint	Wednesday	147,122	311,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.



WEEKEND EXTRA

The weekend starts here.

Queenslanders love their weekends, and when it comes to planning what to do across these two special days, they just love their **Weekend Extra**.

Weekend Extra on Friday is the guide to what's on over the weekend; indoors, outdoors, across the city and beyond. With the resources of Queensland's biggest newsroom behind it, **Weekend Extra** is always bang-up-to-date on the things that Queenslanders want to know about, from cultural performances, festivals and free activities, through to great shopping buys. It's a real 'lucky dip' of surprising things to see

and do, and that's what keeps more readers coming back for more. There's even a food section, perfect for chilling out and staying in once the weekend pace starts to slow.

Weekend Extra in The Courier-Mail on Fridays is a must-read for the weekend, and a great place to reach a 'captive audience' with any kind of product or brand advertising.



Print

Format	Day of Publication	Circulation*	Readership^
Newsprint	Friday	147,122	572,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

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the SundayMail

Letter from the Editor

The Sunday Mail

According to EMMA research, our readership is now at 794,000.

This is a great result for the team and testament to the professionalism and high standards we set for ourselves. The Sunday Mail is Queensland's biggest newspaper and with that comes enormous responsibility.

We are part of the community, an integral part of any given Sunday for so many Queenslanders. Our aim is to provide compelling, agenda-setting content, complemented by wonderful photographs, a lively sports section and something for everyone.

If you want to plan your holiday there's Escape, use body+soul to get fit or just relax with Sunday's newest inspirational lifestyle magazine, Stellar.

For advertisers, our penetration and reach is irresistible. We've tweaked the Sunday Mail over the past few months, with hard-hitting new opinion columnists and the best finance reporters in the country.

It's a mix of quality journalism and informative reporting that makes us a must-read on that one day of the week where people want to be entertained, and they have the time to do so.

Peter Gleeson
Editor of The Sunday Mail

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THE SUNDAY MAIL

Sunday, a day for family, for friends and for relaxation.

The Sunday Mail understands the unique nature of a Sunday and complements this in its editorial mix. *The Sunday Mail's* commitment to news never wavers, it is about keeping readers informed by providing them with Queensland's most reliable and respected news coverage, on a day they can relax and engage with us.

The Sunday Mail understands the concerns that are important to Queenslanders – from roads and transport, to the environment, to our health and education systems – and offers credible insights and opinion.

We lead the agenda – driving issues for our state. We understand our readers' concerns and address them. We cover everything from health to

education – answering our readers' most burning questions.

We pack *The Sunday Mail* with our readers' favourite sections – including **body+soul**, **Escape**, **tv guide**, **Factor X** and **Stellar**.

Advertisers can leverage the power of Queensland's most popular paper and engage with an audience who are actively dedicating their Sunday time to us.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Sunday	318,830	794,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2015. *ABC, Apr-Jun 2015.

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BODY + SOUL

Australia's home of health and happiness.

Australia's #1 health and wellness brand, **body+soul**, allows more Australians to realise their health and well-being goals today. With the easy, accessible, actionable news and expert information in **body+soul**, people can read it on Sunday and put it into action on Monday to 'make it happen now'.

With four key content areas including Fitness, Lifestyle, Wellbeing and Beauty, **body+soul** delivers expert, engaging and inspiring content every week.

The new-look food section offers readers Donna Hay and

Taste.com.au tried and tested nutritious recipes, while the revamped workout and fitness pages can be easily acted upon by our readers each week with content lead by Australia's first couple of fitness, Michelle Bridges and Commando Steve.

Reach readers with your brand message when they're planning for the week ahead and ready to 'make it happen now'.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Sunday	318,830	861,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.



ESCAPE

Escape inspires and ignites readers' passion to travel.

Escape is Australia's #1 media travel brand – an opportunity for brands and businesses to connect with a premium, mass-scale travel audience.

Escape is bold, contemporary, fresh and engaging, guiding readers on where, how, why and when to travel. With a new-look modern design, new story styles and sections, **Escape** is the #1 media travel brand Australians go to each week across our print and digital assets. As Sunday's #1 print travel brand, **Escape** publishes weekly across News Corp Australia's print metro titles, with The Sunday Mail hosting Queensland's edition.

Escape chronicles travel hotspots and guides readers to help

make their journeys as seamless as possible. The brand is recognised as the most powerful tool available for travellers seeking to maximise their time away from home or the office.

The section offers its audience unique, inspirational storytelling and audience generated content that cover destinations and travel experiences. The consistent story flow each week helps to improve reader engagement, production flow and ad sales opportunities for our commercial partners.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Sunday	318,830	900,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

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SPORT

Accessing thousands of sport fanatics every week.

Queensland's only dedicated **Sport** lift-out in The Sunday Mail offers unparalleled coverage across a wide spectrum of sports. Our in-depth coverage, news and analysis ensures a loyal and engaged audience that drives powerful results for advertisers.

Sport creates a strong connection through:

- Comprehensive coverage of all codes.
- The latest in breaking sports news.
- In-depth analysis of all the matches and previews of upcoming games.
- Players profiles.

- Expert columns from a host of former greats including Gordon Tallis (NRL), Andrew Slack (rugby), Alastair Lynch (AFL) and Ian Chappell (cricket).

Sport is a lucrative environment for advertisers to access an engaged audience of predominantly males who are an increasingly difficult audience to reach.



Format	Day of Publication	Circulation*	Readership^
Newsprint	Sunday	318,830	702,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, M-F net, Sat and Sun last 4 weeks. *ABC, Apr-Jun 2016.

STELLAR

Sundays just got that much brighter.

Sundays just got that much brighter with the launch of News Corp Australia's new weekend magazine - **Stellar**.

Jam-packed with surprising stories, entertainment and lifestyle content alongside 10-pages of food content from delicious., **Stellar** is not only a comprehensive Sunday read, but also Australia's biggest glossy magazine, distributed to the Eastern Seaboard of Australia.

Stellar delivers an entertaining mix of news and celebrity features, lifestyle content assembled by Australia's best fashion and beauty team, and then a second-to-none section catering to all things food.

Stellar features editorial from some of News Corp Australia's best news breakers, feature writers and investigative reporters from across the country such as Claire Harvey and Jordan Baker (NSW), Frances Whiting and Matt Condon (QLD) and Patrick Carlyon, Andrew Rule and Ruth Lamperd (VIC).

Further, **Stellar** features a broad range of respected contributors and content across the key pillars of lifestyle, food, home, design and style.



Format	Day of Publication	QLD Circulation*	Readership^
Inserted magazine	Sunday	318,830	Expected approx. 400,000 in QLD

Source: *ABC, Apr-Jun 2016; ^Estimated readership in QLD. ¹ Please contact your News Corp Australia account manager for the Stellar magazine ad specs and material requirements.



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TV GUIDE

The ultimate seven-day viewing guide.

The Sunday Mail's **tv guide** is a section that is highly valued by our readers, providing them with a dedicated guide to television programming.

The **tv guide** is Queensland's only television guide lift-out designed to be in living rooms over the course of a week, **tv guide's** long shelf life offers advertisers an unrivalled opportunity to connect with a captured audience.

This ensures repeat viewing of advertisements in **tv guide** by multiple people in the home over 7 days.

DID YOU KNOW?

- Every four weeks, the **tv guide** helps 887,000 Queenslanders decide what to watch over the week, even the 79,000 who didn't watch any TV in the previous 7 days!
- The **tv guide** reaches out to those who are responsible for purchasing groceries and preparing the household meals.



Print

Format	Day of Publication	Circulation*	Readership^
Magazine	Sunday	318,830	887,000

Source: ^emma™ conducted by Ipsos MediaCT, 12 months ending June 2016, last 4 weeks. *ABC, Apr-Jun 2016.

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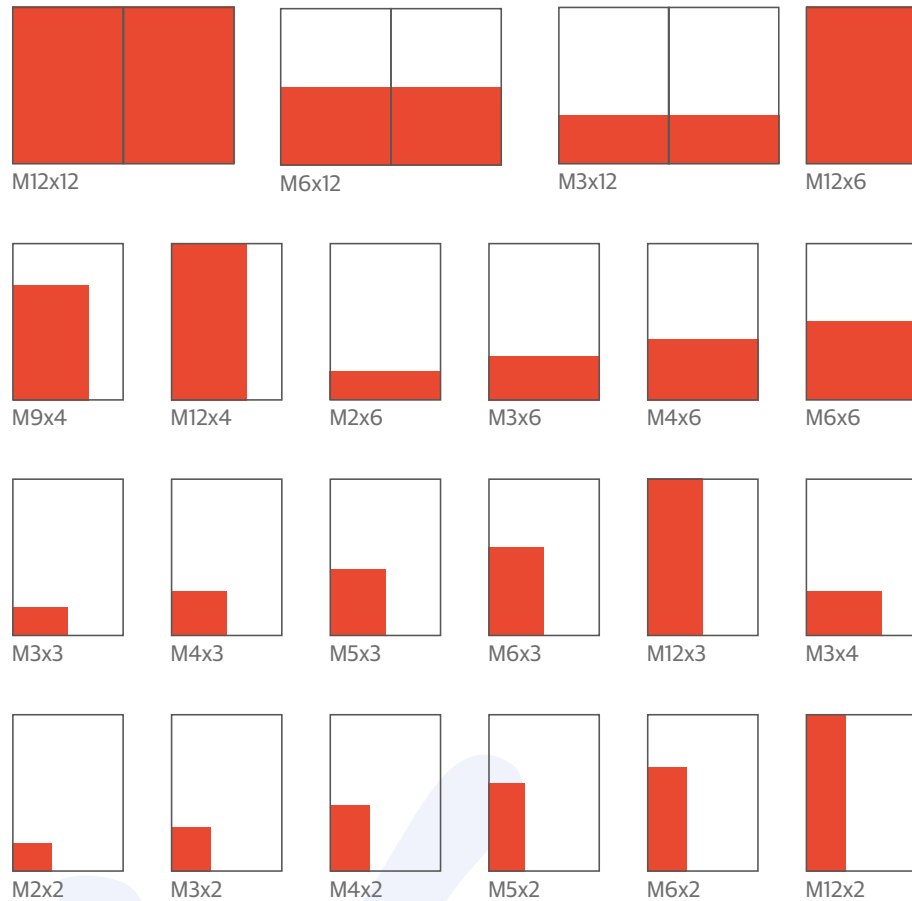
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Print Advertising Options

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Print Shapes

Transforming the shape of print advertising

We have a new streamlined cross platform publishing system that enhances our powerful brands with contemporary new editorial layouts and content sharing + reinvigorated advertising opportunities.

As a publisher we have become much easier to deal with and booking ads across our metro and local titles has been simplified, advertiser costs have been reduced and platform campaigns are easier to integrate.

Our new publishing system features a simplified modular rate card with 22 modular advertising sizes and offers flexible advertising solutions that will provide greater creativity across our media suite.

We will also continue to offer integrated opportunities for advertisers who want to work with us in partnerships that extend beyond the page.

To find out more speak to your dedicated Field Sales Account Manager.

Benefits

- Simplified modular rate card with 22 new modular sizes available
- Flexibility to combine modules in new creative formats
- Streamlined product sizes resulting in reduced creative production
- Enhanced print layouts with contemporary new designs
- Increased opportunities for deeper engagement with our audience
- Simplification of planning, buying and booking media with us

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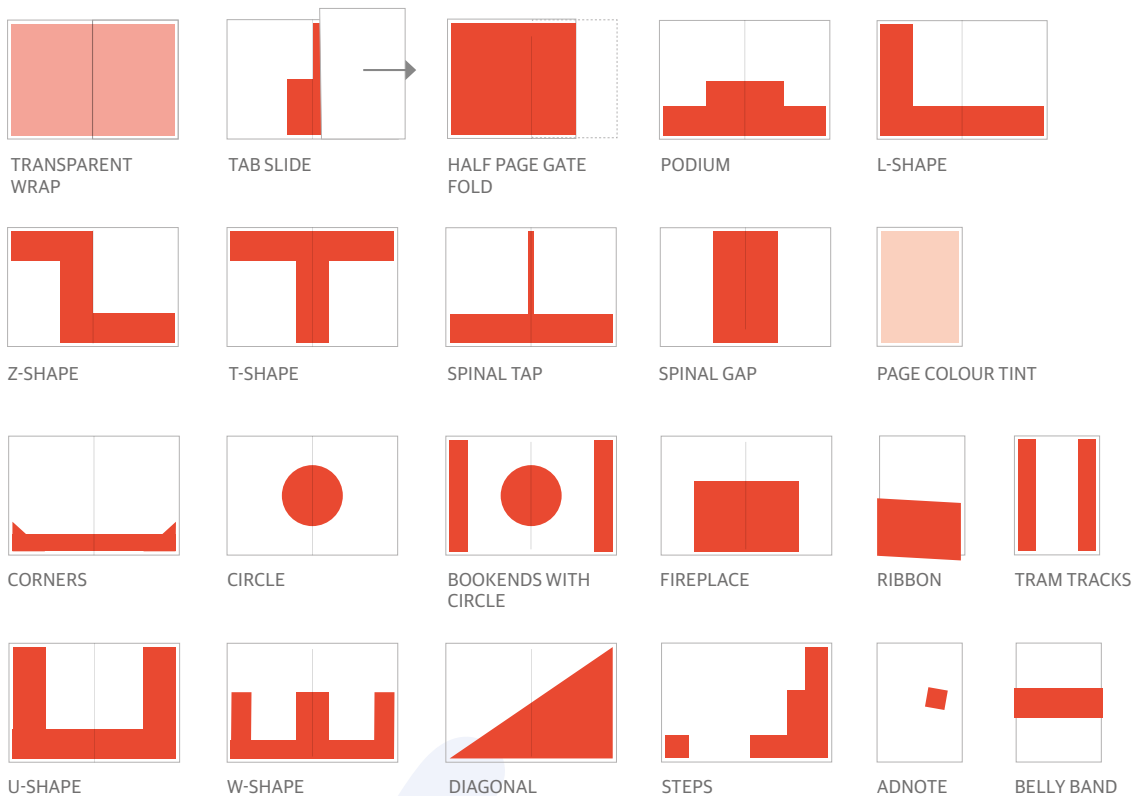
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Creative Shapes

There are a variety of exciting creative executions that can make your product really stand out in print.

Please contact your field sales account manager to request an in-depth presentation on the available options.

Note: Bookings are subject to availability & approval of the publisher. Additional loads & limitations may apply.

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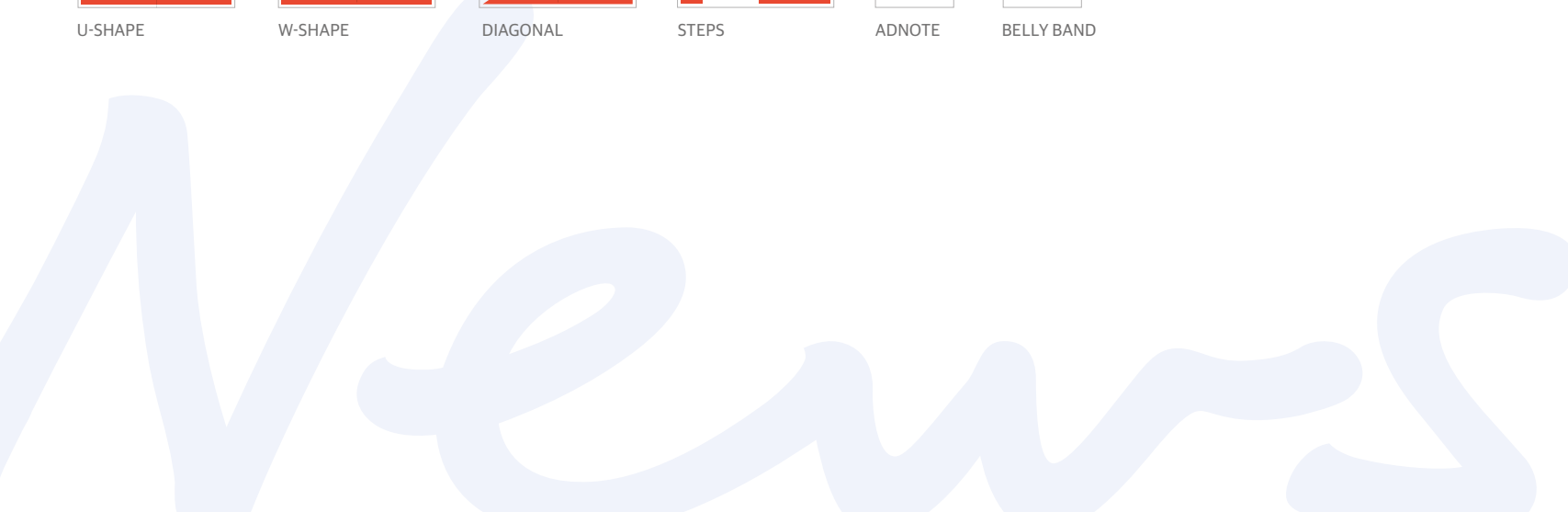
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High Impact Print Advertising Options

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Inserts

REACHING YOUR AUDIENCE WITH THE POWER OF NEWSPAPER INSERTS

Make sure your catalogues investment is not wasted or lost in the clutter, by **utilising the scale and reach of The Courier-Mail and Sunday Mail to deliver your catalogues to engaged readers.**

In the last week nearly 900,000* Queenslanders read an inserted catalogue in a newspaper, and 634,000* had a "No Junk Mail" sign. By-pass the 'No Junk Mail' signs, and get into homes by inserting into The Courier-Mail and The Sunday Mail where people are investing their time and money to read our premium content.

As the most TRUSTED medium¹, newspapers provide the ideal environment to "host" your catalogues.

You're Welcome!

Your newspaper inserts investment with The Courier-Mail and Sunday Mail will;

- Deliver scale
- Get past 'No Junk Mail' signs
- Be a part of an actively consumed and paid medium
- Have your inserts viewed as a 'bonus' to the newspaper
- Get out of the letterbox clutter to deliver cut through
- Keep your insert safe and increase longevity with quality delivery without fear of weather damage or wastage

For more information or to book your package, please contact your News Corp Australia account manager.

Note: There are limitations to insert size, shape, placement, ink weight and minimum quantity booked. Bookings are subject to availability and approval of the publisher.

Sources: *Sweeney Research 2006-2009. *emma™ conducted by Ipsos MediaCT, 12 months ending June 2015, all people 14+; ¹Nielsen Global Trust in Advertising Report, September 2015, Australian data only.

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Mini Book

This innovative advertising format knows no creative boundaries. Mini books are the ideal medium for getting your message out when you have a lot to say. They encourage creative flair and express your point of difference.

Use mini books to drive a sale or promotion. They're the perfect environment for sale events, grand openings and retail campaigns.

Available in either 8-page or 16-page versions, Mini Books are about 3 quarters of the size of the host publication and can currently run in Home, Best Weekend and Escape*. Mini books must be section-relevant and can either wrap the host section or be stitched inside the book.

Please speak to your Field Sales Account Manager for further details and an overview of all publisher conditions. For Mini Book advertising specifications and sizes please call Quality Control Support on 1300 557 418

Note: Bookings are subject to availability & approval of the publisher. Limited ad units are available within Mini Book. Please refer to the Advertising Specifications section for more details.

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Ad-Notes

Ad Notes allow advertisers to secure premium front cover positioning, guaranteeing your ad will be seen. Achieve cut-through and enhance your brand recognition, call to action or trial.

Readers naturally and instinctively reach for Ad Notes as they lift them off the page. They are retained, acting as reminders.

Ad Notes are a brilliant way to engage creatively with an active audience who are keen to receive specials & offers.

There are numerous creative ways you can use this medium from special shapes, scratch & sniff, tear off coupons plus many more.

Please speak to your Field Sales Account Manager for further details and an overview of all publisher conditions.

Note: Bookings are subject to availability & approval of the publisher. There are limitations to the placement of Ad Notes and minimum quantity booked.

Ad-Note examples



examples not to scale

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High impact print

Ribbons Wrap

Make an impact on readers as they navigate the paper with ribbons. These refer to four horizontal 1/2 or 1/4 pages inserted between standard pages in the 'News' section and corresponding pages at the back of the paper. It's a great way to achieve cut-through and reinforce your message about your product offering, sale or brand.

Belly Bands

Wrapped around the body of the paper, belly bands are the first things readers see when they pick up a copy. They provide a powerful opportunity to get noticed at the point of sale, and engage readers who must peel away the band to open the paper.

This niche advertising solution is ideal for store launches, special events, coupons, retail driver, or brand-building.

Belly bands are available Monday to Sunday for a maximum of 5000 copies, with an investment of only \$10,000.

*Fixed price, booking subject to advertising, editorial, and circulation approval.

Neon & Metallic Inks

Brave and bold creative has an even greater opportunity to make a statement with the option of neon and metallic inks.

Please speak to your Field Sales Account Manager for further details and an overview of all publisher conditions.

Note: Bookings are subject to availability & approval of the publisher. There are limitations to the booking of Ribbons, Belly Bands & Neon & Metallic Ink.

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Contours

Challenge readers' expectations with a unique ad shape. Contours blur the lines between ad space and editorial, with advertising content used to shape the ad.

They will make your ads instantly eye-catching and engaging.



Bookends

Frame the page with bookends to make a bold statement.

Bookends are ideal for events and product-launches, and can be used to tell a story as readers follow them from left to right.

Note: Bookings are subject to availability & approval of the publisher. Additional loads & limitations may apply.

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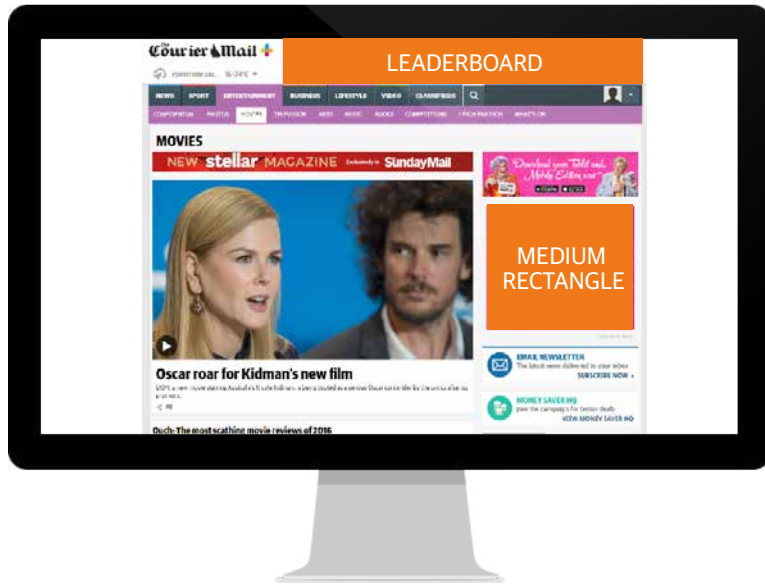
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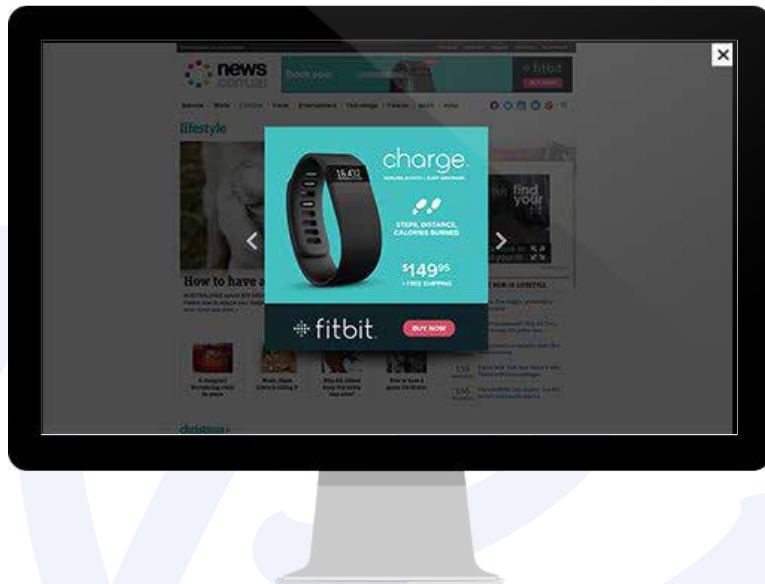
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Standard Ad Sizes



Creative Example:
3DCube
(Expanded example)



Desktop Advertising

Drive powerful campaign results by extending your print advertising to desktop solutions on couriermail.com.au. With ample advertising solutions from standard ad sizes, to innovative rich media execution such as the Lumberjack, desktop advertising will drive deeper engagement through interactivity and is highly measurable.

Desktop advertising benefits:

- Ability to audiences-target using News Connect, which provides an 'always on' connection to our digital readers' preference and intent towards brands and products.
- Contextually relevant placements by section
- Reach your customers 24/7
- Advertising online can assist with build brand recall, awareness and preference
- Digital advertising enables consumers to take action, visit your website and read about your products and services which can result in vastly increased "stickiness" of your marketing message.

Contact your News Corp Australia account manager for a custom solution.

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Standard Mobile Ad Units

Standard Banner



High Impact Ad Units

OTP Banner



Spot Expander



Mobile overview

With the shift to mobile, it's more important than ever to deliver messaging across multiple platforms. Audiences are constantly on the go, and mobile offers them exactly what they need - compact and readable content that covers news, entertainment, business and sport. Our market-leading mobile ad solutions offers standard and rich media solutions, ideal for connecting with this audience.

Site Sub Sections:

News, Breaking News, Queensland News, National News, World News, Weird News, Opinion, Galleries, Lifestyle, Weather, Sport, NRL, Business News, Money, Travel, Entertainment, Technology, Video.

Mobile advertising opportunity

Smartphones are changing the game for mobile advertising as they lend themselves to a greater number of, and more engaging, advertising formats. Over The Page (OTP) Banners and Spot Expanders are highly effective mobile advertising opportunities that engage and interactive with our audience. High impact ad units give advertisers the ability to be more creative with their messaging and drive stronger engagement for the brand.

Please speak to your Account Manager for an in-depth presentation on mobile advertising opportunities.

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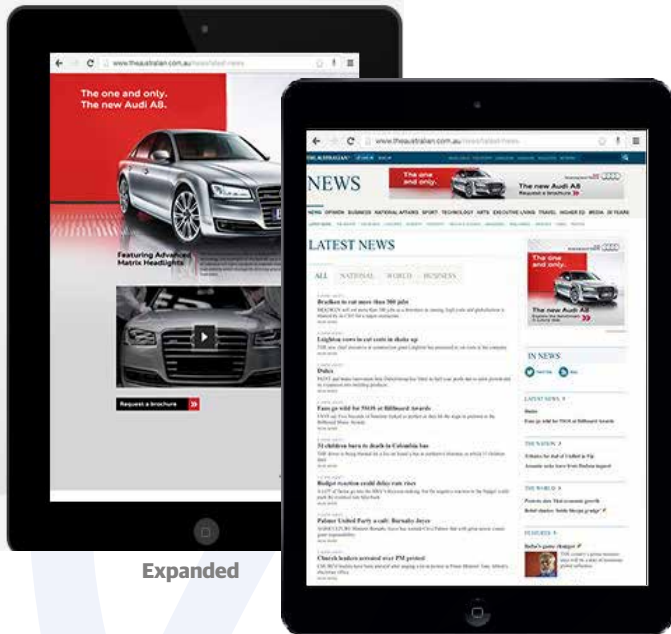
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RMX Half Page



Tablet Full-Page Interstitial



Expanded

Collapsed

Tablet overview

Leverage the brand equity of any News Corp Australia masthead to engage with an affluent and connected audience with a high level of discretionary spending behaviour. Advertising opportunities on tablet are the same as what's available on desktop, with the addition of an interstitial which is unique to the tablet.

Around 2.8 million Australians accessed a News Corp Australia network site on a tablet device in July 2016, and internal tracking shows our tablet app traffic of 83,850 unique visitors a week. In July 2016, a strong number (284,000) of readers accessed The Courier-Mail on a tablet device and internal tracking shows our tablet app traffic of 11,128 unique visitors a week.

Advertising opportunity:

The same as what's on desktop, with the addition of an interstitial which is unique to the tablet.

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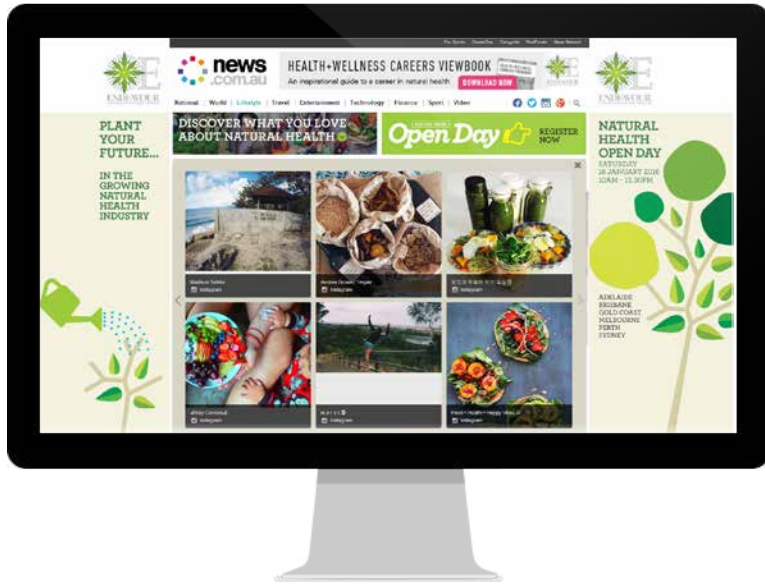
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Social Lumberjack execution (Endeavour College example)



Digital Integration

News Corp Australia extends our creative advertising solutions beyond ad placements. Our innovative team can produce digital integration solutions for your brand, creating unique executions using our digital platforms. This solution enables your brand story to be delivered seamlessly alongside editorial content, achieving brand synergy through deeper engagement with our audience.

How does it work?

We custom integrate your advertising solution within our content management system for our digital news platform of choice.

Advertising opportunity:

Some examples of standard integration include:

- Integrated Header & Side Skins
- Sponsored Content Module/Video
- Social Lumberjack (standard/multimedia)
- 'Bought to you by' logo

Custom integration solutions:

Please contact your News Corp Australia account manager to discuss a custom digital integration solution. We can integrate advertorial, competitions, vision scroll and vision wall, bespoke Lumberjacks, Native advertising, a quiz and more!*

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*All custom digital integration solutions are subject to News Corp Australia editorial approval and are price on application.

News Corp Studios - Queensland

News



News Corp Studios - Queensland

Traditional marketing talks at people. Content marketing talks with them.

Creating stories that start a conversation. Powerful stories that get people thinking and talking about what to buy, where to go, who to trust.

As a standalone game changer, or as an integral part of a bigger, multi-media campaign, content marketing can inform and entertain, persuade and influence, excite curiosity and make a significant contribution to the bottom line. Provided that it's done well. And nobody does it better than News Corp Studios Queensland.

A combined 80 years' experience in **sourcing or creating quality content**, from **custom publications** to **social media strategies**, from **videos** and **podcasts** to **photo galleries** and **event activations**. Content that's totally in tune with the needs and aspirations of any News Corp Australia audience segment that you nominate, or we'll work with you to create unique content that's a perfect fit with your preferred media-distribution channels. When we tell your story, there's always a happy ending.

Contact your News Corp Australia account manager to discuss a bespoke content solution for your business.

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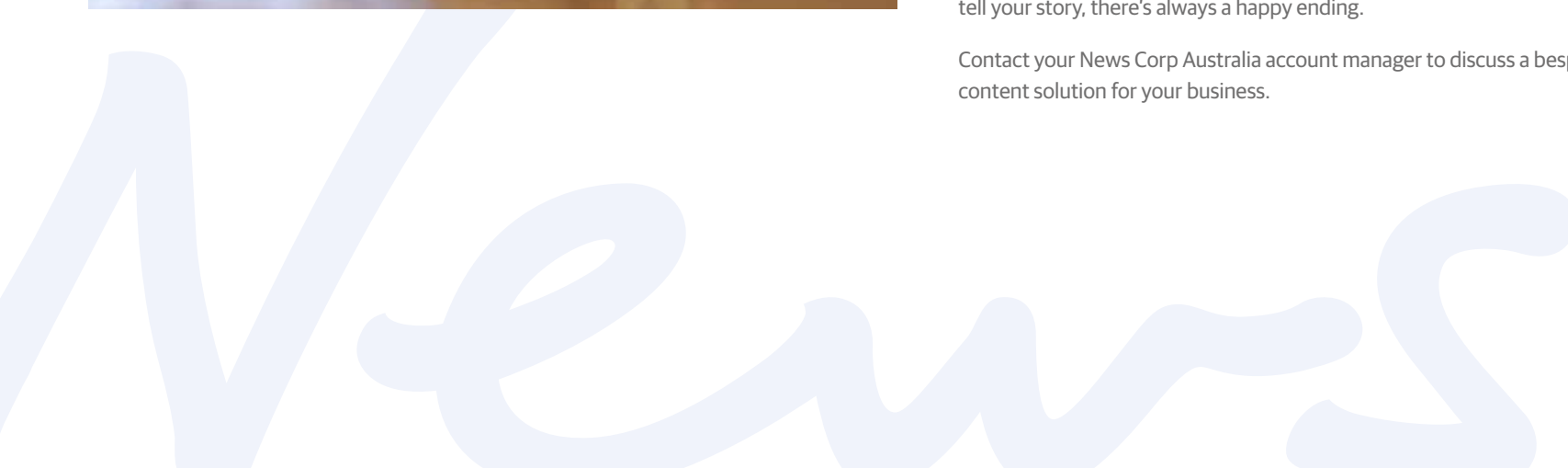
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Advertising Specifications

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Early General News - layout restrictions

Classification	Page Position	New Metro Ad size	Specs	Loading
General News	Page 2	Medium Strip	3x6	50%
		Large strip	4x6	
		Half Horizontal	6x6	
General News	Page 3	Medium Strip	3x6	50%
General News	Page 4	Medium Strip	3x6	50%
		Large strip	4x6	
		Half Horizontal	6x6	
General News	Page 5	Medium strip	3x6	50%
General News	Page 6	Full Page	12x6	50%
General News	Page 7	Medium strip	3x6	50%
		Large strip	4x6	
General News	Page 8	Full page	12x6	30%
		Half horizontal	6x6	
General News	Page 9	Medium strip	3x6	30%
		Large strip	4x6	
General News	Page 10	Full Page	12x6	30%
		Half horizontal	6x6	
General News	Page 11	Medium strip	3x6	30%
		Large strip	4x6	
		Half horizontal	6x6	
		Half vertical	12x3	
General News	Page 12	Full page	12x6	30%
		Half horizontal	6x6	
General News	Page 13	Medium strip	3x6	50%
		Large strip	4x6	
		Half horizontal	6x6	

Classification	Page Position	New Metro Ad size	Specs	Loading
General News	Page 14	Medium Strip	3x6	30%
		Large strip	4x6	
		Half Horizontal	6x6	
		Full Page	12x6	
General News	Page 15	Medium Strip	3x6	30%
		Half Horizontal	6x6	
		Full Page	12x6	
		Portrait	9x4	
Whole Book	Outside Back	Small strip		50%
		Medium strip		
Wrap	Page 1	Small Strip		200%
Wrap	Outside Back	Full Page		100%
Wrap	Inside Front Cover	Full Page		75%
Wrap	Inside Back Cover	Full Page		75%

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Modular advertisement sizes

Ad Size Name	Depth mm	Width mm
M2x2	60	85
M3x2	92	85
M4x2	124	85
M5x2	156	85
M6x2	188	85
M12x2 (Third Page Vertical)	380	85
M3x3	92	129
M4x3	124	129
M5x3	156	129
M6x3 (Quarter)	188	129
M12x3 (Half Page Vertical)	380	129
M3x4	92	174
M9x4 (Portrait)	284	174
M12x4 (Dominant)	380	174
M2x6 (Small Strip)	60	262
M3x6 (Medium Strip)	92	262
M4x6 (Large Strip)	124	262
M6x6 (Half Page Horizontal)	188	262
M12x6 (Full Page)	380	262
M3x12 (Quarter Page Spread)	92	551*
M6x12 (Half Page Spread)	188	551*
M12x12 (Double Page Spread)	380	551*
*Stitched & Trimmed		534

Bleed from live type area

(Stitch & Trim products)

Left	Right	Top	Bottom
13.5mm	13.5mm	10mm	10mm

Tabloid 380mm x 262mm Stitch & Trim 390mm x 275mm

PDF's

Supplied material must be Press Ready, PDF version 1.4. All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline.

Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Press ready ads can also be delivered via AdStream & Adsend.

Emailed material for ad make-up

Emails need to be addressed to:
retailmaterial@news1td.com.au
realestate@news1td.com.au

- No completed ads will be accepted via email.
- Jpegs supplied should be set to a minimum of high.
- Images embedded in Microsoft Word documents are NOT acceptable.
- All text is to be supplied in a Microsoft Word doc
- All emails should clearly indicate publication, edition, name of the ad and your account manager.
- External email limit is 5MB.

Photoshop setup

CMYK (Newsprint)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Limit - 90% (Recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

Delivery

Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at the convenience. Contact 1300 557 418 (option 1).

AdDrop

AdDrop is the preferred delivery system for press ready PDFs.

Supply all ads in our recommended PDF format made to correct size, no printer marks and with fonts embedded as indicated in these specifications.

Additional enquiries

Contact Media Support on 1300 557 418 (option 2).

Specification enquiries

Contact Quality Control on 1300 557 418 (option 3) or email qcsupport@news1td.com.au

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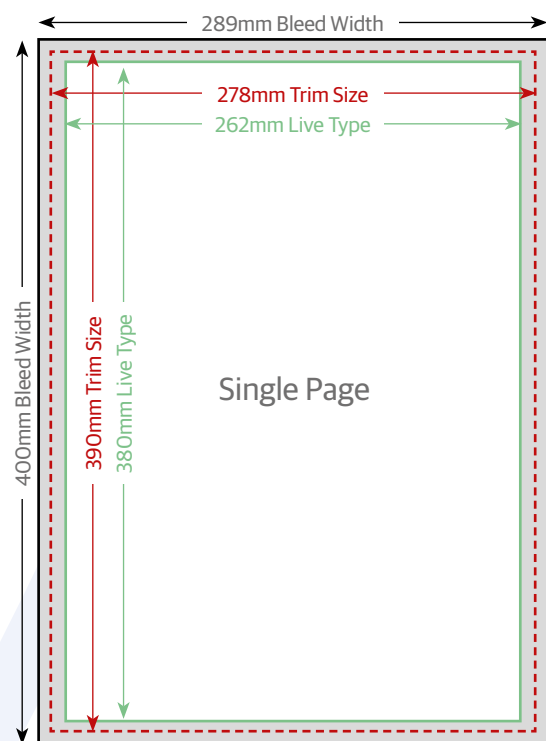
Tabloid Stitch & Trim

Bleed (Stitch & Trim products)

	Left	Right	Top	Bottom
Bleed	5.5mm	5.5mm	5mm	5mm
Trim	8mm	8mm	5mm	5mm

Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed.



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Modular Advertisement Sizes

Ad Size Name	Depth mm	Width mm
M5x2	138	85
M12x2 (Third Page Vertical)	337	85
M3x3	82	129
M6x3 (Quarter)	167	129
M12x3 (Half Page Vertical)	337	129
M2x6 (Small Strip)	53	262
M3x6 (Medium Strip)	82	262
M4x6 (Large Strip)	110	262
M6x6 (Half Page Horizontal)	167	262
M12x6 (Full Page)	337	262
M3x12 (Quarter Page Spread)	82	534
M6x12 (Half Page Spread)	167	534
M12x12 (Double Page Spread)	337	534

Bleed from Live Type area

(Stitch & Trim products)

Left	Right	Top	Bottom
13.5mm	13.5mm	11.5mm	11.5mm

Newspaper Magazine

350mm x 275mm

(Qweekend and Queensland Business Monthly)

PDF's

Supplied material must be Press Ready, PDF version 1.4

All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline.

Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Press ready ads can also be delivered via AdStream & Adsend.

Emailed material for advertisement make-up

Emails need to be addressed to:
retailmaterial@newsLtd.com.au
realestate@newsLtd.com.au

- No completed ads will be accepted via email.
- Jpegs supplied should be set to a minimum of high.
- Images embedded in Microsoft Word documents are NOT acceptable.
- All text is to be supplied in a Microsoft Word document.
- All emails should clearly indicate publication, edition, name of the ad and your account manager.
- External email limit is 5MB.

Please note: Newspaper Magazines are sporadic special publications (for e.g. CM Cruise) which may have size and layout limitations. Please contact your Account Manager for details.

Photoshop setup - CMYK (Newsprint)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Limit - 90% (Recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

Delivery

Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at the convenience.
 Contact 1300 557 418 (option 1).

AdDrop

AdDrop is the preferred delivery system for press ready PDFs.

Supply all ads in our recommended PDF format made to correct size, no printer marks and with fonts embedded as indicated in these specifications.

Additional enquiries

Contact Media Support on 1300 557 418 (option 2).

Specification enquiries

Contact Quality Control on 1300 557 418 (option 3) or email qcsupport@newsLtd.com.au

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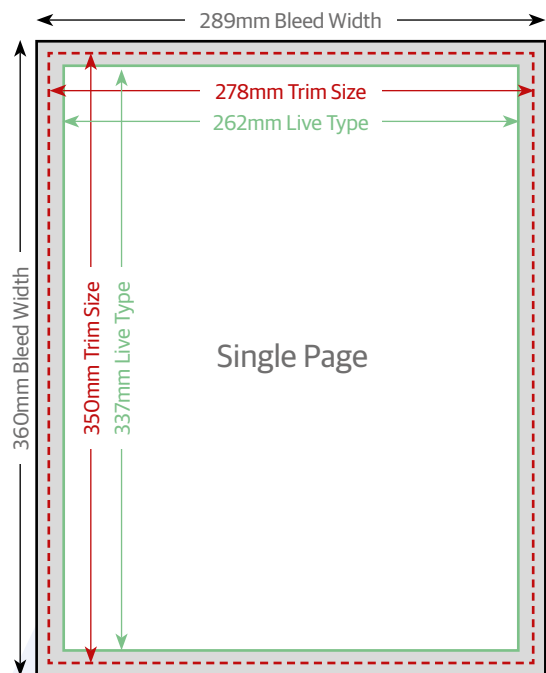
Newspaper Magazine

Bleed (Stitch & Trim products)

	Left	Right	Top	Bottom
Bleed	5.5mm	5.5mm	5mm	5mm
Trim	8mm	8mm	6.5mm	6.5mm

Bleed setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed.



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TV Guide inserted magazine advertisement sizes

Ad Size Name	TRIM SIZE	TYPE AREA	BLEED AREA
	Depth x Width (mm)	Depth x Width (mm)	Depth x Width (mm)
M12x6 (Full Page)	275 x 230	260 x 212	285 x 240
M6x6 (Half Page Horizontal)	143 x 230	128 x 212	153 x 240
M6x3 (Quarter Page)	143 x 122	128 x 104	153 x 132
M3x3 (Eighth Page)	77 x 122	62 x 104	87 x 132

PDF's

Supplied material must be Press Ready, PDF version 1.4. All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline. Alterations will not be made to supplied PDFs. Replacement material must be supplied.

Photoshop Setup: CMYK (gloss mag)

Resolution: 266dpi

Ink Weight: 290%

Separation Type: UCR

Black Limit: 85% (Recommended)

Dot Gain: 20%

Highlight set at a minimum of 3%

Bleed Setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to avoid being cut off when page is trimmed.

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Realestate & HOME magazine Advertising Specifications

Effective from July 9, 2016

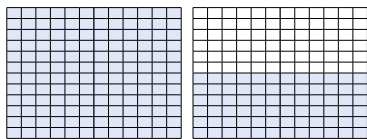
AD SIZE NAME	TYPE DEPTH MM	TYPE WIDTH MM	TRIM DEPTH MM	TRIM WIDTH MM	BLEED DEPTH MM	BLEED WIDTH MM
M3X2 (1/12 PAGE)	82	85	N/A	N/A	N/A	N/A
M3X3 (1/8 PAGE)	82	129	N/A	N/A	N/A	N/A
M6X3 (QUARTER PAGE VERTICAL)	167	129	N/A	N/A	N/A	N/A
M6X6 (HALF PAGE HORIZONTAL)	167	262	N/A	N/A	N/A	N/A
M6X12 (HALF PAGE SPREAD)	167	534	See Design Recommendations for Bleeds Ads			
M12X6 (FULL PAGE)	337	262	See Design Recommendations for Bleeds Ads			
M12X12 (DOUBLE PAGE SPREAD)	337	534	See Design Recommendations for Bleeds Ads			

Design Recommendations for Bleed Ads

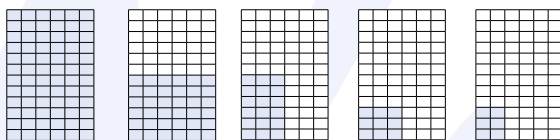
For the following bleed ad sizes in The Courier-Mail Realestate & HOME 350mm newsprint magazine, we recommend the text components of your ad fall within the following guidelines for best visual representation in the magazine.

BLEED AD SIZE	TYPE DEPTH MM	TYPE WIDTH MM	TRIM DEPTH MM	TRIM WIDTH MM	BLEED DEPTH MM	BLEED WIDTH MM
M6X12 (HALF PAGE SPREAD)	157	516	180	550	190	561
M12X6 (FULL PAGE)	315	244	350	278	360	289
M12X12 (DOUBLE PAGE SPREAD)	315	516	350	550	360	561

Modular advertisement sizes



M12x12 M6x12



M12x6 M6x3 M3x3 M3x2

M6x3

M3x3

M3x2

PDF'S

Supplied material must be Press Ready, PDF version 1.4

All PDFs must be CMYK, supplied to the correct dimensions, no printers marks. All files must be supplied before deadline.

Alterations will not be made to supplied PDFs.

Replacement material must be supplied.

Photoshop setup - CMYK

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Ink Limit - 80% (recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

Fonts

All fonts must be embedded. 10pt minimum reverse type, sans serif. Colour type 10pt minimum.

Spreads

Leave 5mm text free either side of centre.

Ad Delivery

Press-ready ads can be delivered via Adstream & Adsend.

All delivered ads require correct ad number.

Eproof

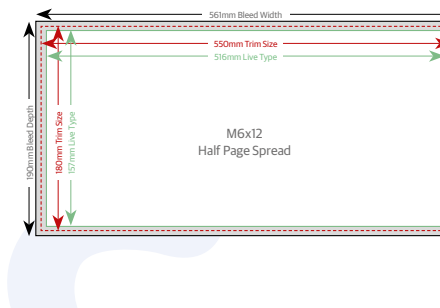
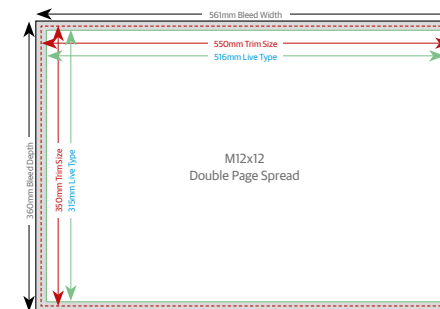
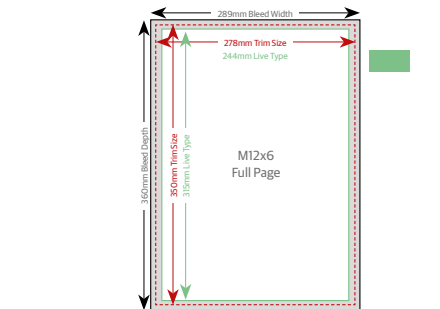
Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements.

Telephone **1300 557 418** (option 1)

Bleed Setup

Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they don't get cut off when the page is trimmed or advertisement is sitting under editorial or another advertisement.

Bleed Guidelines



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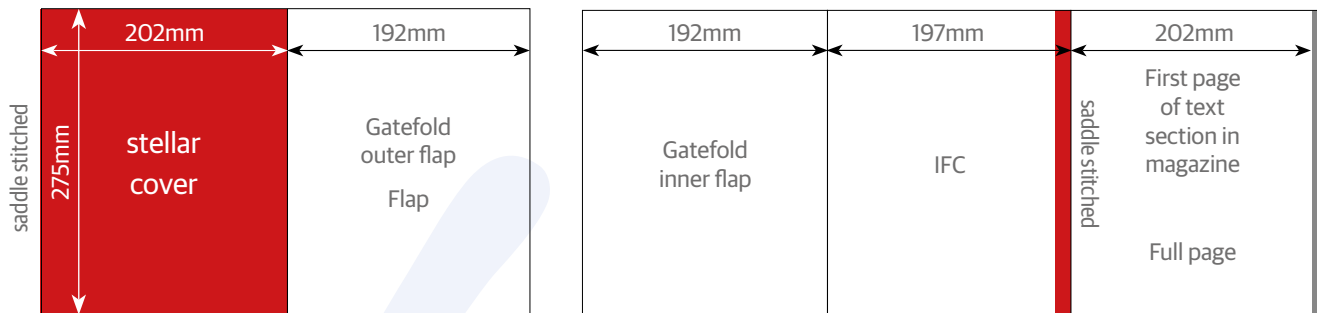
Stellar

Material specifications

PAGE DIMENSIONS	TRIM SIZE	TYPE/DESIGN AREA	BLEED
Double Page Spread	To be supplied as two single full pages, identifying the left & right	N/A	N/A
Half Page Spread	To be supplied as two HPH, identifying the left & right	N/A	N/A
Full Page	275mm x 202mm wide	255mm x 182mm wide	285mm x 212mm wide
Half Page Horizontal	137mm x 202mm wide	117mm x 182mm wide	147mm x 212mm wide
Half Page Vertical	275mm x 100mm wide	255mm x 80mm wide	285mm x 120mm wide
Third Page Horizontal	90mm x 202mm wide	70mm x 182mm wide	100mm x 212mm wide
Third Page Vertical	275mm x 67mm wide	255mm x 47mm wide	285mm x 77mm wide

• No double imaging to be supplied on DPS material.

COVER GATEFOLD



Full Page is to be supplied as a separate PDF to Gatefold Inner

Purple area indicates a 5mm gap, to saddle stitch centre, when Gatefold Flap folds in. THEREFORE, please be mindful if creative visuals are required to match across the Gatefold Outer Flap and first page of text section, that any images or words on the RH side of the Gatefold Inner will be seen.

Grey area indicates a 7mm courtesy strip (from the right hand trim edge) to be included within the design layout of the creative. NO live type or image should be in this area. PLEASE CHECK with Production, before supplying material, if this should be WHITE or BLACK.

Type/Design Area, within the gatedfold trim, is 10mm in from all trim edges. Please include 5mm bleed and crop marks. Please include fold marks.

For image preparation and proofing requirements please refer to the main specifications for Stellar.

Please send a mock-up to show the correct folding position for creative.

Contact: Leanne George - 02 8045 4921
or adproduction@news.com.au - 02 8045 4923

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Stellar

Material specifications

LAYOUT CONSIDERATIONS

Headlines and baselines of very large type should be run across the gutter of the double page spread and when the image is also designed to go across the spread, it's the client/agency's responsibility to supply material with these elements aligning from one side of the spread to the other. Stellar is a glued spine product. Type, logos, borders and keynumbers should be kept within the bounds of the *type/design area parameters of the magazine. It is at the client/agency's discretion to design beyond the *type/design area and NewsLifeMedia will not be held accountable if information is trimmed off during the print/binding process. 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 / TONE DENSITY / FILE REQUIREMENTS

Printed heat set web offset in four process colours at 133 lines per inch. Images should be 266dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 280%. Dot gain compensation should be built into image separations of 20%. When using solid black backgrounds a 40%-50% Cyan stipple is recommended to reinforce solid black print result. Reversed out type should be no less than 9pt and fine serifs should be avoided. All files must be saved in CMYK format. Fonts must be embedded into the PDF file.

PLATE CHANGE MATERIAL

When different advertisements are required for distribution to certain states (NSW, VIC or QLD), a separate digital file is to be supplied with an individual key number kept within the type/design area. The name of the PDFs should reflect the different versions, N (NSW), V (VIC), Q (QLD). When material is generic for both versions, please only send one piece of material which will run for both states.

DIGITAL FILE DELIVERY & PROOFING REQUIREMENTS

Digital ad material will only be accepted via Quickcut and Adsend delivery systems. For overseas clients, Digital Ads. This helps to ensure files are created using the guidelines set out by the 3DAPv3 committee. Please upload under the NewsLifeMedia banner not News Corp Australia. All material must be identified by the Publication Date (Cover Date) eg: 13APR15. Please make sure this is entered into the correct fields.

A hard colour digital proof should be supplied (within the deadline, but won't be chased) for all ad material to ensure the accuracy of content and reproduction of ads. NewsLifeMedia will only take responsibility for accurate colour reproduction when supplied a 3DAPv3_PT3 IMPROVED. All other proofs or 3DAPv3, Paper Type 1, 2 & 4 are not acceptable for Stellar and is the responsibility of the client/agency to provide the correct digital proof. For image profile, please download, <http://www.3dap.com.au/separation.html>, from the 3dap website.

**Contact: NLM Ad Production - Lvl 2, Loading Dock,
61 Kippax St, Surry Hills NSW 2010**

QUALITY CONTROL

NewsLifeMedia is committed to producing magazines of the highest calibre and will ensure ads are reproduced as intended. It is the client/agency's responsibility to supply material according to these guidelines and formats. Each ad received, within the deadline period, will be flight checked and if there are any concerns with the material the client/agency will be notified to resupply. When material is received past the required deadline and impacts on the time required for our quality control procedures, NewsLifeMedia will not be held accountable for any loss of content.

* When time permits, NewsLifeMedia will flag with the client/agency if type, logos, borders etc have been designed too close to the trim edge. When material is received beyond deadline, including agreed extended deadlines, and time is of the essence to approve to print, material will be uploaded as supplied and NewsLifeMedia will not be held accountable for any loss of content.

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Advertorial/Editorial style advertisements

Advertisements which emulate an editorial style are subject to approval prior to publication.

Guidelines for these advertisements are below:

Design: Advertisements must not copy the overall design of the newspaper.

Type: Advertisements must not use the same or similar typeface as those used by the host publication.

Border: Advertisements must be fully enclosed within a border. The border must have a minimum thickness of 4 point.

Header: Advertisements must have the word 'Advertisement' centred at the top and breaking into the border. 'Advertisement' must be set in a minimum 14 point for a full page, or for smaller advertisements, 10 point is the minimum. Advertisements must not be misleading.

Deadline: Advertisements of this nature are subject to an earlier deadline than usual. Complete material must be received no later than 12 noon, 2 working days prior to publication. Deadlines for special sections and features may differ from those printed in this rate card. Please check with your sales representative for details.

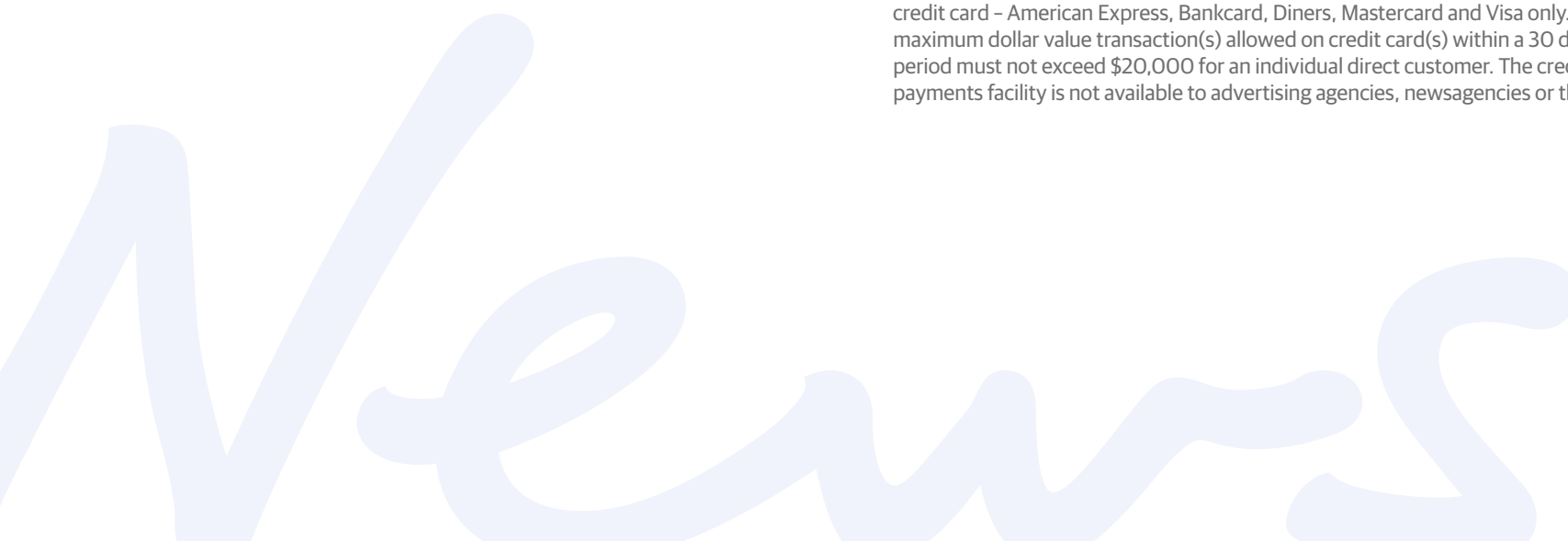
Advertising on 'Wraps Of Papers'

One of the most highly sought after opportunities available in The Courier-Mail and The Sunday Mail are the wraparounds of the paper, which are produced to coincide with major events. Guidelines for these advertisements are below:

1. The Editor must approve the advertisement that is to appear on the front and back pages ensuring it maintains the aesthetic integrity of The Courier-Mail and The Sunday Mail .
Note: Retail style/price point advertisements are unlikely to be accepted.
2. The back page advertisement requires provision for a barcode. The size required is 3.5cm deep by 3.5cm wide.
3. In the event that a major news story occurs when a wraparound is scheduled to appear, News Corp Australia reserves the right to abandon the proposed wrap in the interest of providing the most comprehensive news coverage.
4. Cancellation is strictly 8 weeks prior to publication. Material is due 14 working days prior to publication.

Payment options

Cash, bank cheque, personal cheque (subject to approval), Electronic Funds Transfer, credit card – American Express, Bankcard, Diners, Mastercard and Visa only. The maximum dollar value transaction(s) allowed on credit card(s) within a 30 day calendar period must not exceed \$20,000 for an individual direct customer. The credit card payments facility is not available to advertising agencies, newsagencies or third parties.

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Leaders in colour technology

News Corp Australia is leading the world in colour news printing. To achieve our consistently high quality, we've dedicated years of research to develop the clearest colours, the cleanest whites and the sharpest blacks in the world of newsprint. To pass on these achievements to our advertisers, we insist on trade houses adhering to some simple yet strictly enforced procedures. This enables you to achieve the best possible results from the fastest newspaper presses in the world.

Newscolour quality control

News Corp Australia specifies GCR. Grey Component Replacement (GCR) is the procedure used in the colour separation process to reduce, or remove a grey component made up of yellow, magenta and cyan inks and replace it with a suitable amount of black ink. The application of GCR improves shadow detail, reduces ink weight and renders cleaner colors on newsprint with less set off to other pages. For these reasons Newscolour specifications insist that the colour separator apply GCR.

Please note

Replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the scanner operator assess the original material and use the appropriate percentage of GCR. Call our Quality Control Manager on (07) 3666 6784 to assist you with expert knowledge outlining the GCR process.

Four colour requirements

Image Resolution 200dpi @ 100%
 Print Sequence C, M, Y, K
 Dot Shape Round

Tone reproduction guidelines

Four Colour CMYK

- A: 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. To allow ink trapping, limit Cyan, Magenta & Yellow to 90%.
 3. Halftone Black limit is 80%.

Please note

- A: These limits are for halftone reproductions only. Display type and background tints can use solid colours, however large and heavy areas of colour should allow for ink trapping, limiting CMYK to 90%. Total ink weight is not to exceed 230% for background and text.
- B: Allowance should be made for the "softening" effect of newsprint by increasing and sharpening from normal levels.

Black and white requirements

Monochrome

Image Resolution 200dpi @ 100%
 Catchlights 0%
 Non-Essential Whites 0%
 Essential Whites 2%
 Shadows 92%
 Midtones Allow for 30% dot gain

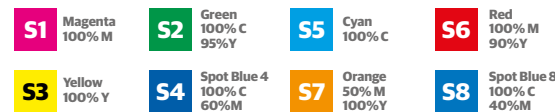
Mechanical requirements

Tabloid Format image size

Single Page 376mm x 262mm
 (no bleed available)
 Double Page Spread 376mm x 550mm
 (includes gutter bleed)

Spot colour

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



As certain PMS colours are difficult to emulate with process colours on newsprint, the News Corp Australia Advertising Quality Control Manager in your state will be happy to assist you in this selection. If you have difficulty please phone (07) 3666 6784.

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Display deadlines

Published	Section	Booking/cancellation deadlines	Material deadline
Monday - Saturday	General news, Sport, Business Daily	12 noon, 2 working days prior	6pm, 1 working day prior
Monday	MoneysaverHQ	12 noon, Tuesday prior	12 noon, Tuesday prior
Tuesday	Queensland taste.com.au	12 noon, 7 days prior	12pm, Monday
Tuesday	Inspire	12 noon, 7 days prior	12 noon, 7 days prior
Wednesday	Switched On	12 noon, 7 days prior	12 noon, 7 days prior
Wednesday	Careers with SEEK	12 noon, Monday prior	5pm, Monday prior
Thursday	Hit	12 noon, 7 days prior	12 noon, Tuesday prior
Thursday	Hit (movies)	12 noon, Tuesday prior	12 noon, 2 days prior
Thursday	HOME GROUND	12 noon, Tuesday prior	5pm, Wednesday prior
Friday	Weekend Extra, Footy Form	12 noon, 2 days prior	12 noon, 2 days prior
Friday	Prime Site	12 noon, 2 days prior	12 noon, Thursday prior
Friday	QBM	5pm Friday, 2 weeks prior	5pm, Thursdays 8 days prior
Saturday	Careers with SEEK	12 noon, Thursday prior	5pm, Thursday prior
Saturday	Carsguide	10am, Wednesday prior	5pm, Wednesday prior
Saturday	Qweekend	12noon, Monday prior	PLEASE NOTE
Saturday	HOME	2pm, Friday 8 days prior	2pm Tuesday prior
Saturday	Realestate	12 noon, Monday prior	2pm Wednesday prior
Sunday	Carsguide	10am, Thursday prior	5pm, Friday prior
Sunday	General News	12 noon, Thursday prior	6pm, Friday prior
Sunday	Sport	12 noon, Thursday prior	12 noon, Friday prior
Sunday	body + soul	12 noon, Wednesday 11 days prior	6pm, Friday 9 days prior
Sunday	Escape	10am, Tuesday prior	PLEASE NOTE
Sunday	Factor X	12 noon, 16 days prior	12 noon, 6 days prior
Sunday	Money	12 noon, Thursday prior	12 noon, Friday prior
Sunday	TV Guide	12 noon, Tuesday 12 days prior	3pm, Friday 9 days prior
Sunday	Stellar	Booking: 5pm, Monday 13 days prior; Cancellation: 5pm, Thursday prior	5pm, Wednesday 11 days prior

Editions up until & including 8th April:
4pm, Wednesday prior
New deadline commencing 15th April edition:
5pm, Tuesday prior

Editions up until & including 9th April:
6pm, Tuesday prior
New deadline commencing 16th April edition:
5pm, Wednesday prior

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The Courier Mail SundayMail The Courier Mail.com.au

Classifieds deadlines

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Desktop Standard Ad Sizes

www.couriermail.com.au

Product	Advertisement size
Medium Rectangle (MREC)	300x250
Leaderboard (LB)	728x90
Half Page (HP)	300x600
Roadblock with MR & LB	728x90 + 300x250
Roadblock with HP & LB	728x90 + 300x600
Side Skins	115 x 1050 (x2)
Super Skins	250 x 1050 (x2)

Note: Catalogue Leaderboard ads are only available for a minimum campaign spend of \$10,000

Mobile Standard Ad Sizes

Product	Advertisement Size
Mobile Leaderboard	320x50
Mobile Medium Rectangle	300x250
Mobile Roadblock Medium Rectangle	320x50 + 300x250

Expandable Ad Sizes Available

Med Rec from 300 x 250 to 600 x 350
 Half Page from 300 x 600 to 600 x 600
 Leaderboard from 728 x 90 to 728 x 250
 Banner from 468 x 90 to 468 x 250

Acceptable File Types

JPG/GIF/PNG
 80kb max (with the exception of skins which are 100kb max)

Deadlines

Creative type	Definition	Turnaround
Standard Creatives	Site-served image, non-rich media 3rd party redirects	2 full working days
Complex Creatives	Large volumes (8 or more) of standard creatives, 3rd party rich media expanding/polite redirects	3 full working days
Advanced Creatives	Billboards, Crawlers, Sidekicks, OTPs, in-stream video, all News Corp Australia Rich Media, Solus Emails etc.	5 full working days
Mobile & Table Creatives	HTML5 ads for Mobile/Tablet App and M-Sites	7 full working days (templated ads) 10 full working days (custom)
Custom Integration	Advertorials, bespoke content integration, half -page mini-sites	Available on application

Note: Deadlines refer to both Web and Mobile campaigns. All digital turnaround times are based on receiving correct creative.

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Additional charges

Ad Notes can be published on the front cover of The Courier-Mail, The Sunday Mail and selected pre-printed sections and magazines subject to availability and approval. To ensure the quality of the Ad Note reproduction, only full adhesive one sided Ad Notes can appear on pre-printed sections.

Backside Printing	Additional \$50 per plate
Special Shape Non Standard Size	Special Shape + additional \$600 production charge.
Scratch Note	\$10.60 per thousand on the cost of the chosen note type
Scratch & Sniff	\$8.50 per thousand + additional \$50 production charge
Variable Data/ Consecutive Numbering	\$6.10 per thousand on the cost of the chosen note type
Barcode	No additional charge

When there is a special wrap around of the newspaper for e.g. Melbourne Cup, we will not accept an Ad Note on the front cover on this day.

Deadlines

Material must be supplied at least 15 working days prior to onsert date.

Image preparation & tone density

Printed at 150 lines per inch. Images should be 300dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 300%. Dot gain is compensated for at the printers, a 50% screen is output at 35% to print a 50% dot. A 10% screen will print at about 25% however the printer can only knock back incrementally for any screen below 20% to maintain tonal range, please consider this when creating artwork. Type should be no less than 6pt and fine serifs should be avoided. White reverse type less than 12 point bold should be avoided when reversed out of more than one colour. White reverse type under 6pt bold in a single colour should also be avoided.

Colours

A total of eight (8) colours can be printed on the note, with a maximum of two (2) colours on the reverse. Any colours printed on the back will come out of the total 8 colours (ie 6 colour front + 2 colour back). Please use spot Pantone colours rather than CMYK breakdown for text and line work if possible (particularly when artwork does not contain 4 colour images and total colours will be less than 4 colours).

Spot colours will be run to match coated/uncoated PMS colours. Machine varnishes are included in the colour count.

File Delivery and Proofing Requirements

- All artwork to be supplied as hires pdf, submitted via Quickcut, Adsend or Digitalads.
- A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your

ad. News Corp Australia will only take responsibility for accurate colour reproduction when a 3DAP certified contract proof is supplied.

Quality control

News Corp Australia is committed to producing printed products of the highest calibre. Our expert team will ensure that your artwork is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats.

Every artwork file 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.

Contact us

For more information or advice on specifications and file delivery, please call:

Quality Control
(07) 3666 6784

Adstream Delivery System
1300 768 988 - www.adstream.com.au

Adsend
1300 79 89 49 - www.adsend.com.au

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Inserts quantities & distribution

Inserts are available for booking in **The Courier-Mail** by regions:

- **North QLD** (Mackay, Townsville, Cairns and Mt Isa)
- **Country**
- **North Coast including Caboolture** (Sunshine Coast)
- **South Coast** (Gold Coast)
- **Metro**
- **Full run**

Inserts are available for booking in **The Sunday Mail** by regions:

- **North QLD** (Mackay, Townsville, Cairns and Mt Isa)
- **Country** (State)
- **Sunshine Coast**
- **Gold Coast**
- **Metro**
- **South East QLD**
- **Full Run**

Insert quantities are updated weekly. Please contact your News Corp Australia account manager for insert quantity estimates and availability.

Distribution

Full Run Throughout all Queensland.

Metro Mon-Fri North to Morayfield, South to Beenleigh, West to Ipswich.

Metro Sat-Sun North to Caboolture, South to Beenleigh, West to Ipswich.

South East Queensland North to Gympie, South to Murwillumbah, West to Ipswich.

Only available on Sundays

MINIMUM QUANTITIES ARE A GUIDE ONLY

Variations to minimums are subject to masthead availability and insert variables such as stock, weight, size, page number and requested distribution. Please contact your News Corp Australia account manager for current availabilities and quantities at the time of booking.

THE COURIER-MAIL DISTRIBUTION FULL RUN



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THE COURIER-MAIL DISTRIBUTION BRISBANE METRO (SATURDAY)



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THE COURIER-MAIL DISTRIBUTION SUNSHINE COAST



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Inserts deadlines & conditions

Deadlines

Booking deadlines:

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

Insert details need to be advised in order to check insert availability at time of enquiry.

Delivery deadlines:

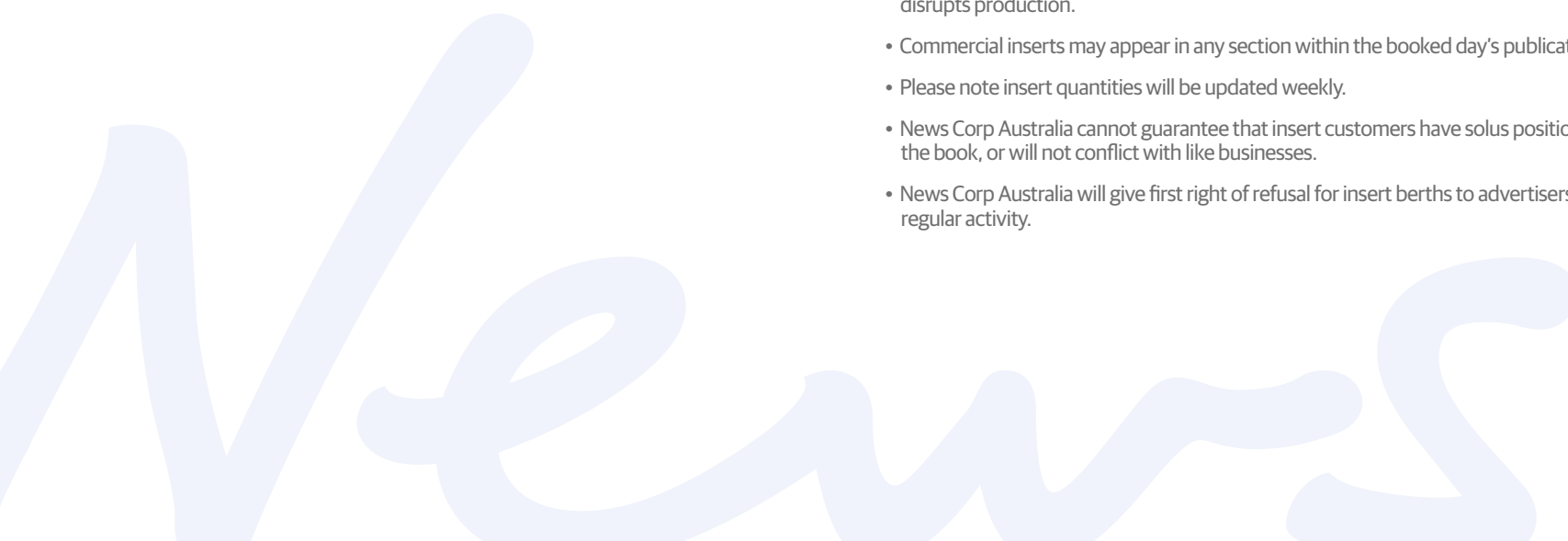
Inserts must be delivered 10am, 10 working days prior to the date of intended publication. Additional charges will apply if delivery deadlines are not adhered to.

Cancellation:

Cancellation must be verified 5 weeks prior to deadline of booked publication date. November/December cancellations must be verified 12 weeks prior to the booked publication date.

Publisher's conditions

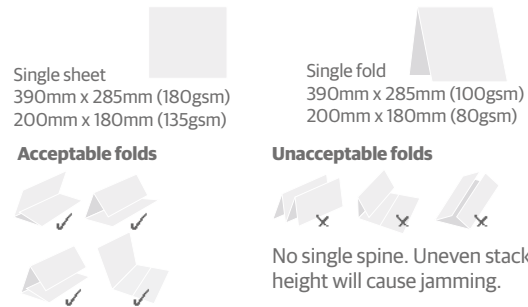
- The Courier-Mail and The Sunday Mail Zones vary according to delivery route therefore, Zone Inserts 100% accuracy is not guaranteed.
- All inserts are subject to approval of the publisher, who reserves the right to refuse any material considered unsuitable for publication.
- Whilst every effort will 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 Corp 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 weekly.
- News Corp Australia cannot guarantee that insert customers have solus positioning within the book, or will not conflict with like businesses.
- News Corp Australia will give first right of refusal for insert berths to advertisers that book regular activity.

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Inserts acceptable sizes & conditions

Acceptable inserts

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



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 10kg. 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. Qweekend minimum insert size is H 205mm x W 172mm.

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.

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Inserts packaging & 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 Corp Australia 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 10kg.
- 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.
 - 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.

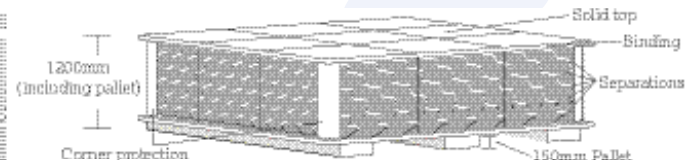
The pallets must have shown on at least two sides, the following information:

1. Clients name
2. The name and address of the company and the publication concerned.
3. The publication issue, insertion date or other details for further identification.
4. The estimated weight of the pallet.
5. Total supplied quantity
6. Individual Pallet quantity
7. Total Number of pallets in consignment
8. Queensland deliveries - pallet deliveries must specify NSW component & QLD component
9. Gold Coast Bulletin component of insert run must be stacked on pallets separate to NSW supply and marked accordingly.

Inserts delivery address

News Corp
 Corner Creek and Lytton Roads
 Murarrie, Queensland 4172

Pallet identifi



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Advertising terms and conditions – August 2016

1. General

- 1.1. These terms and conditions apply to every booking made with News Limited or any of the Publishers 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 Corp Australia.
- 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 the amended conditions or other written notice, which shall apply to all advertising booked 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). Where an Advertiser has entered into an Advertising Expenditure Agreement and that Advertising Expenditure Agreement falls within the Financial Thresholds, the Advertiser will be entitled to terminate the Advertising Expenditure Agreement within 30 days of the publication of the amended conditions, if the amended conditions cause the Advertiser to suffer detriment. For the avoidance of doubt, this clause does not apply to variations to advertising rates, casual rates or percentage discounts, which are governed by clauses 10.2, 10.4, 10.5, 11.2 and 11.5.
- 1.6. Every Advertisement must comply with and is subject to these terms and conditions as well as other relevant terms (as available at www.news corporaustalia.com), space or insertion orders (or other written agreements between the parties including any Advertising Expenditure Agreements), additional relevant terms as published or notified by the relevant Publisher (including as to creative requirements and technical specifications) 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. any terms or conditions published or notified by a relevant Publisher (including as to creative requirements and technical specifications) 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, and 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. Subject to clause 14.1, 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 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 30 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects 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. Subject to clause 14.1, 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 of 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 30 days of publication of the Advertisement Advertiser notifies Publisher in writing that Advertiser has suffered adverse effects 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 corporaustalia.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 after 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.
- 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. Subject to clause 14.1, 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, except where Publisher is solely and directly responsible for the change of date.

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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:

- matches the samples approved by Publisher;
- is fully and properly sealed; and
- 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 (except in exceptional circumstances). 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 where:

- Advertiser is in material breach of the Advertising Expenditure Agreement, these terms or any another agreement with Publisher or News Limited; or
- Publisher or News Limited considers Advertiser becomes a credit risk; or
- Advertiser's advertisements pose a reputational risk or other unacceptable risk for Publisher or News Limited; or
- Publisher is no longer able to deliver the advertising services the subject of the Advertising Expenditure Agreement, including where it is no longer the Publisher; or
- any other clause of these terms or any other agreement with Publisher or News Limited enables the Publisher or News Limited to terminate or suspend an Advertising

Expenditure Agreement.

Subject to clauses 10.4, 10.5 and 11.5:

- the percentage discounts quoted in a Discount Protected Advertising Expenditure Agreement are not subject to any increase or decrease during the period of the Discount Protected Advertising Expenditure Agreement. However, the advertising rates (whether quoted or not) are subject to any increase or decrease notified by Publisher effective from the time nominated by Publisher, which may occur during the period of the Discount Protected Advertising Expenditure Agreement, and such varied rates will apply to all advertising booked from that nominated date (unless otherwise expressly agreed by the parties in writing);
- the advertising rates applicable to a Rate Protected Advertising Expenditure Agreement at the time the agreement is entered into (whether quoted or not) are not subject to any increase or decrease during the period of the Rate Protected Advertising Expenditure

Agreement.

10.3. Failure to receive or rejection on reasonable grounds of an advertisement by Publisher does not affect the obligations of Advertiser in relation to Advertiser's agreed minimum spend commitment through the term of an Advertising Expenditure Agreement under that Advertising Expenditure Agreement. Where an advertisement is rejected other than on reasonable grounds or is omitted by Publisher, Publisher will at Advertiser's election publish the advertisement again or reduce Advertiser's obligations in relation to their agreed minimum spend commitment accordingly.

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:

- adjust the percentage discount for a Discount Protected Advertising Expenditure Agreement or the advertising rates for a Rate Protected Advertising Expenditure Agreement (as applicable) 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:

- if the actual advertising expenditure is less than the Advertiser's agreed minimum spend commitment as stipulated within the Advertising Expenditure Agreement a surcharge may be payable by Advertiser to Publisher to reflect the percentage discount (in respect of a Discount Protected Advertising Expenditure Agreement) or the advertising rates (in respect of a Rate Protected Advertising Expenditure Agreement) which would have been provided by Publisher to an advertising customer incurring that level of advertising expenditure; and/or
- where a surcharge is applicable, the percentage discount or advertising rates (as applicable) will be adjusted to the level which will be normally allowed by Publisher to an Advertiser incurring advertising expenditure at that level.

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 quoted by the relevant publication or sales representative and may be varied by Publisher at any time, effective from the time nominated by Publisher and such varied casual rates will apply to all advertising booked from that nominated date including in relation to then current Discount Protected Advertising Expenditure Agreements but not any current Rate Protected 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 any published material or sales collateral, that quoted rate only applies to that specific client for that specific purpose 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 by the Publisher as GST inclusive (except where otherwise made clear). 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 list of all subsidiaries, franchises and branch offices; and
- any other information that Publisher may in its discretion require to satisfy itself that Advertiser is entitled to place a linked order.

13.3. Direct customer Advertising Expenditure Agreements may not be linked to an advertising agency without the written approval of Publisher.

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:

- in relation to the continued production of any publication, in print or digital form;
- in relation to the final placement, positioning or date of publication or distribution of an advertisement;
- that there will be one and only one copy of each insert or sample distributed in each relevant publication;
- 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;
- in relation to the number of visitors to its websites or the number of impressions at any site; or
- 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 and clause 14.5, Publisher is not liable to Advertiser for any direct or indirect loss of any nature including where arising from the 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

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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:
 - 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 1988, 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, judgments and any other liability whatsoever arising wholly or partially, directly or indirectly, from or in connection with the publication of the Advertisement, except to the extent caused by the Publisher. 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 legislations; 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.news.com.au/privacy

17. Data Policy Compliance

Advertiser warrants that it will comply with the News Corp Australia Data Policy and in particular that, except as approved by the Publisher, Advertiser 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; or
- b. any code, technique or mechanism, to track or in any way identify users of any of Publishers' properties.

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

Any text heavy Advertisement is subject to approval of the editor of the relevant Publication, to be exercised with unfettered discretion. Any such Advertisement must be presented in a manner which clearly delineates it from the editorial content of the relevant Publication including by labelling as an Advertisement in a prominent manner and using a clearly different font and format.

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.
- c. Advertising Expenditure Agreement means both a Discount Protected Advertising Expenditure Agreement and a Rate Protected Advertising Expenditure Agreement.
- d. Discount Protected 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 rates from time to time, ii. any applicable adjustments to standard loadings, iii. any applicable positional agreements, and iv. the 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, which is to apply between that Publisher and that Advertiser for the term specified in the agreement (which is not to exceed 12 months other than in exceptional circumstances) and for a specific market and/or Publication(s).
- e. Financial Thresholds in relation to an Advertising Expenditure Agreement, means either of the following: i. where the term of the Advertising Expenditure Agreement is 12 months or less, the agreed minimum spend commitment is \$300,000 or less; or ii. where the term of the Advertising Expenditure Agreement is more than 12 months, the agreed minimum spend commitment is \$1,000,000 or less.
- f. 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.
- e. Publisher means any of the entities listed in section 21 below.
- g. Rate Protected 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 discounts from the casual rates in effect at the time the agreement is entered into; and/or ii. the fixed advertising rates; iii. any applicable adjustments to standard loadings; iv. any applicable positional agreements; and v. the 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, which is to apply between the Publisher and that Advertiser for the term specified in the agreement (which is not to exceed 12 months other than in exceptional circumstances) and for a specific market and/or Publication(s).

Publisher	If limited, then in relation to:	Jurisdiction
News Limited	News Corp Australia	New South Wales
	The Daily Telegraph	New South Wales
Nationwide News Pty Ltd	The Sunday Telegraph	
	The Australian	
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

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Overview

The purpose of this online guide is intended to inform bodies that use and interact with the News Corp Australia online network for display and video advertising purposes. The media and display advertising industry has been predominantly reliant on Adobe Flash™ as a medium for delivering standard and rich advertising experiences and over time has become superseded by the emergence of new standards in web delivery technologies primarily with HTML, CSS and progressions in the use of JavaScript.

Browser support of Flash has been impacted by vulnerabilities in the Flash player, limited user experience and impacts to battery life for portable devices.

As a result Google has indicated that it will cease allowing Adobe Flash™ based advertising related content to autoplay in their Chrome Browser from September 2015. This combined with an already implemented power saving mode in Apple's Safari browser has deemed that the continued support of Flash will be ceased and as such HTML, CSS, JavaScript standards and methods associated with creative delivery will be the only form of digital display advertising supported by the News Corp Australia network.

As such the following information is a benchmarked standard for News Corp Australia in relation to online digital display advertising collateral and is intended to be as close to or in line with the IAB Australia guidelines here: <https://www.iabaustralia.com.au/guidelines-and-best-practice/guidelines-best-practice>.

HTML5 Specifications

Progression of modern browsers and developments in HTML, CSS and JavaScript has allowed for an enhanced user experience without the requirement for a web browser plugin to drive animated, graphically rich and interactive experiences. This extends to the support of various image and video formats. The reviewed standards encompass a richer up to date modern browser experience.

The following HTML5 specifications are subject to change and are based on the current Australian IAB standards.

Creative Unit	Name Asset	Max File Size	File Type	Max File Size of External Shared Libraries
Monday - Saturday	Banner	80kb	HTML*, JPG, PNG, GIF	100kb
Monday	Initial Load	100kb	HTML*, JPG, PNG, GIF	100kb
Tuesday	Backup Image	40kb	JPG, PNG, GIF	
Tuesday	Polite Load/ Expanded Panel	1MB	HTML*	
Wednesday	User Initiated Load/Expansion	10MB	HTML*	
Wednesday	Video	Auto 2MB User 10MB	MP4	
Thursday	Initial Load	80kb	HTML*, JPG, PNG, GIF	100kb
Thursday	Backup Image	40kb	JPG, PNG, GIF	
Friday	Polite Load/ Expanded Panel	200kb	HTML*	
Friday	User Initiated Load/Expansion	2MB	HTML*	
Friday	Video	2MB	MP4	

Notes:

- News is unable to directly host HTML5 creative at this time, creative must be hosted by approved HTML5 vendors.
- A HTML5 Standard banner is defined as a basic banner with single click through with no advanced features.
- A HTML5 Rich banner is defined as any kind of banner that includes expand functionality, video, multiple click throughs or advanced features.
- The Max File Size includes all ad assets such as HTML, CSS, JS & images. Shared libraries that are hosted by approved 3rd Party Vendors are not included in the Max File Size. Please contact your vendor representative for a list of supported libraries.
- A backup image is required for unsupported environments.

Ad Rules

- All rich media ad units must be polite loaded (after the parent page content).
- Auto expanding rich media ad units must be frequency capped to once per user per day.
- All out-of-page ad units and overlays must have a visible close button on the top right corner.
- Audio content must be triggered on click initiation only.
- Any mobile video will play within the native player in full screen, when user-initiated.
- Ad creative must be clear and recognisable, with legible text. Unclear, blurry, or unrecognisable ads are not allowed.
- Ads must not contain nudity, profanity or violence.

Animation Rules

- Non-user initiated animation max length: 15 seconds.
- Non-user initiated video max length: 30 seconds.
- Non-user initiated combined animation and video max length: 30 seconds.
- No continuous looping permitted.
- Creative must not have fast animation or strobing effects.
- 20% average CPU usage accepted, spikes over 70% for longer than 2 seconds will be rejected.

Best Practice

- It's recommended that additional content such as CSS, JS, images, etc. be politely loaded, including shared libraries.
- Use CSS animations where possible.
- In your JavaScript use the requestAnimationFrame method instead of setInterval(), or setTimeout();
- To reduce file sizes, please consider using:
- HTML, JS & CSS code minifiers.
- Sprites, SVG or compressing images using 'Save for Web'.
- Web fonts. Subsetting fonts to use only the characters the creative is using.

Acceptance Policy

- News Australia 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.
- News Australia 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.
- News Australia reserves the right to reject/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.

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Additional Guidelines

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

Flash creative

Due to security issues and device power saving concerns associated with Flash, the following browsers are changing how they support Flash files moving forward.

- Google Chrome: Announced that from as early as 1st September 2015, the browser will have restricted support on Flash creative for advertising purposes. Flash creative will be 'intelligently' paused on the first frame and animation initiated by user click only.
- Mozilla Firefox: Recently paused Flash but reinstated this change. There is no official announcement as to how Flash will be managed moving forward. It is expected to follow Chrome's approach.
- Apple Safari: Does not support Flash. Users can install a plugin to view Flash executions.
- Microsoft Internet Explorer: Has enabled Flash creative to play by default on desktop only, not tablet.

News Corp Australia has been working on extending our HTML5 templates onto desktop and tablet. We now provide an extended range of rich executions optimised for HTML5. Refer to the specific product specs page for further details.

Cancellation Deadlines

Cancellation of any advertisement or campaign must be received in writing no later than 21 days prior to the commencement of a campaign in order to receive a 100% refund*. Any cancellations made after this time will be subject to a minimum cancellation fee of 100% of the total cost of the entire campaign. Campaigns cancelled at the request of the Advertiser after the campaign has commenced or integrated production work has begun will not be entitled to a refund of any unused portion of the campaign.

* Cancellations for advertisements or campaigns published on NewsLifeMedia sites must be received in writing no later than 45 days prior to the commencement of a campaign in order to receive a 100% refund.

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 News Australia to track clicks through DFP will not be certified.
- News Australia 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. News Australia 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.
- News Australia 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 News Australia. 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.

Digital advertising guidelines are updated frequently and subject to change without notice. Please refer to <http://www.newsCorpaustralia.com/advertising-guidelines#> for up-to-date guidelines.

Creative type	Definition	Turnaround
Standard Creatives	Site-served image, non-rich media 3rd party redirects	2 full working days
Complex Creatives	Large volumes (8 or more) of standard creatives, 3rd party rich media expanding/polite redirects	3 full working days
Advanced Creatives	Billboards, Crawlers, Sidekicks, OTPs, in-stream video, all News Corp Australia Rich Media, Solus Emails etc.	5 full working days
Mobile & Table Creatives	HTML5 ads for Mobile/Tablet App and M-Sites	7 full working days (templated ads) 10 full working days (custom)
Custom Integration	Advertorials, bespoke content integration, half -page mini-sites	Available on application

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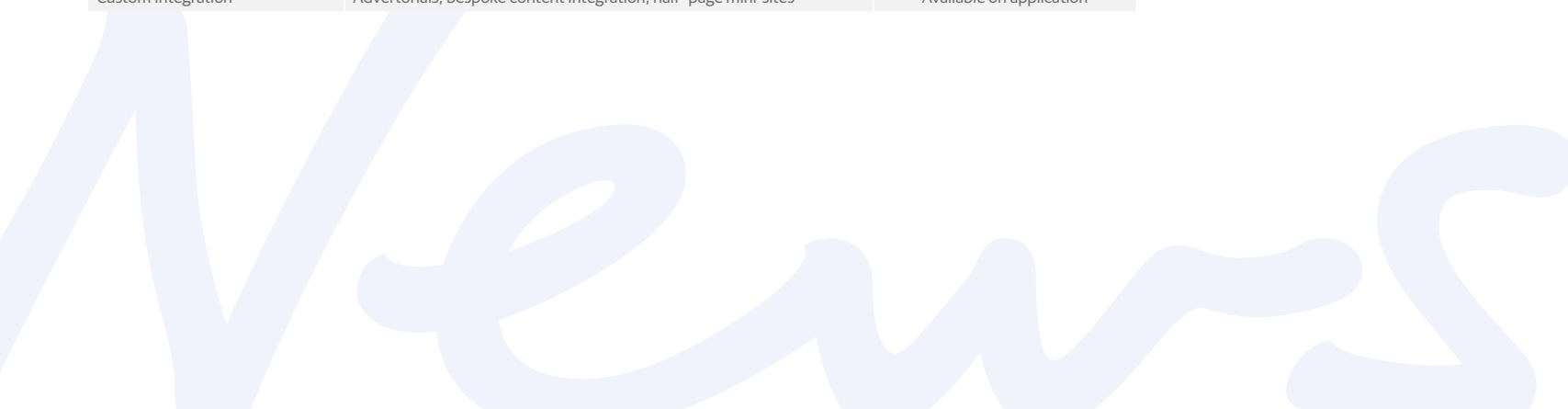
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For all **display advertising** related queries, please contact your Account Manager or call (07) 3666 6988

If you have an enquiry related to **Classifieds advertising**, please contact our Customer Service team on 13 22 02.

If you have a **technical or specifications** enquiry, please contact 1300 557 418 and use the following options to direct your call:

Eproof 1300 557 418 (Option 1)

Specification enquiries 1300 557 418 (Option 2)

Additional enquiries 1300 557 418 (Option 3)

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