

Gazette modular advertising rates

Effective July 1, 2010 – June 30, 2011. All rates GST inclusive and include full process colour.

The *Gazette* is a high quality, full colour, paid community newspaper and has been serving the Douglas region for more than 100 years.

Weekly distribution (published Thursdays) covers Port Douglas, Mossman, Daintree, Cape Tribulation, Cairns, Julatten, Mount Molloy, Cooktown, Ayton and surrounding areas.

Current circulation 5600 weekly.

BACK TO BACK COLOUR

Full process colour display advertising rates	
Casual rates <i>Rates based on 4-column modular layout</i>	
One module (1M – 90mmH x 63mmW)	\$117.90 per module
<i>Please contact your Advertising Consultant to discuss volume agreement.</i>	

Special section advertising rates	
Business of the Week	
Total size 8H, pay for 4M only	\$471.60
TV Guide and entertainment pages	
1M (minimum 13-week booking)	\$82 per week
Tourism Talk	
2W (90mmH x 130mmW) Monthly four-page colour liftout published second Thursday each month	\$250 per month*
(*minimum 6-month booking)	

Booking and copy deadlines	
General advertising	
Booking deadline	5pm, Friday prior to publication
Copy deadline	5pm, Monday prior to publication
Real estate advertising	
Copy deadline	5pm, Friday prior to publication
Classified advertising	
Booking and copy deadline	10am, Wednesday prior to publication
Please note: A cancellation fee of 15% based on the original cost of the advertisement will be charged if cancelled after booking deadline.	

Preferred position page loadings		
Page 3: 50%	Page 5: 33%	Page 7: 25%

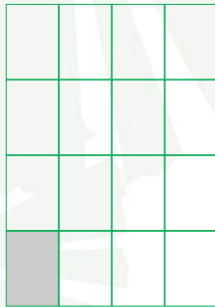
Mechanical data			
General advertising		Classified advertising	
Page: 380mm x 4 cols	4 column width: 262mm	Page: 380mm x 8 cols	8 column width: 262mm
Column depth: 380mm	Module width: 63mm	Column depth: 380mm	
		Column widths: 1 col 30mm, 2 cols 63mm, 3 cols 96mm, 4 cols 130mm, 5 cols 163mm, 6 cols 196mm, 7 cols 230mm, 8 cols 262mm	

Classified and Trades & Services advertising rates	
Line classified advertising	
Minimum 2 lines (\$5 per line)	\$10.00
Attention Getters	\$7.50 plus lineage
Adult services line classifieds – Minimum 2 lines (\$6.30 per line)	\$12.60
Display classified advertising	
Column cm rate	\$7.30
Adult services display classifieds	\$9.10 col/cm
Trades & Services	
5cm H x 2 cols W	
Run to cancel (minimum 6-month booking)	\$47.00 per week
12-week booking	\$52.50 per week
6-week booking (minimum booking)	\$64.50 per week
11cm H x 2 cols W	
Run to cancel (minimum 6-month booking)	\$103.40 per week
12-week booking	\$115.50 per week
6-week booking (minimum booking)	\$141.90 per week

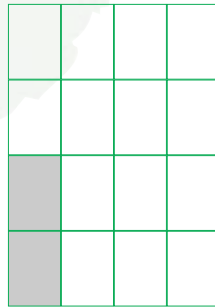
Insert rates	
Full run	\$101 per 1000
Split run (target Mossman or Port Douglas)	\$106 per 1000
Booking deadline: 3pm, Friday prior to publication	
Inserts can be delivered to the Cairns Post Press Room at 106 Bunda St, Cairns, by no later than 10am, Monday prior to publication. If sent from Port Douglas office, an \$8/box delivery fee will be charged, and inserts must be delivered to the Gazette by 3pm, Friday prior to publication.	

Gazette modular advertising sizes

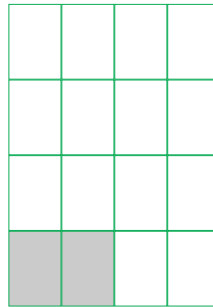
BACK TO BACK COLOUR



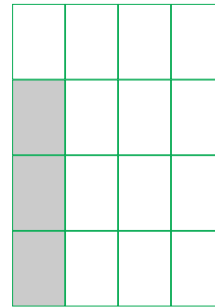
1M
90H x 63W



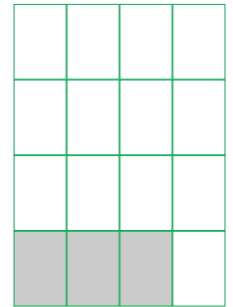
2H
185H x 63W



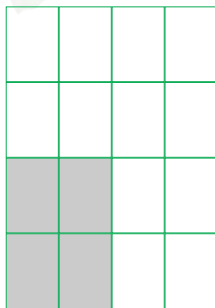
2W
90H x 130W



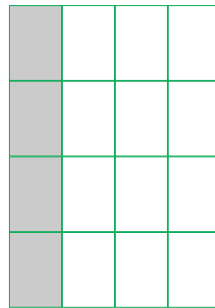
3H
280H x 63W



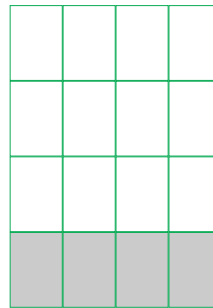
3W
90H x 196W



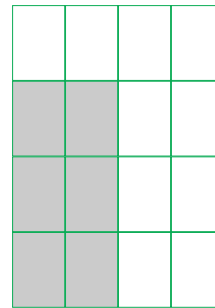
4M (1/4 page)
185H x 130W



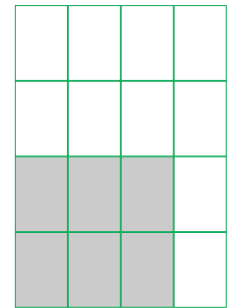
4H
380H x 63W



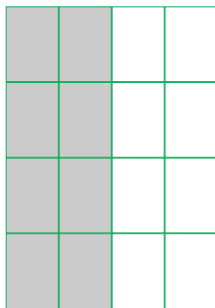
4W
90H x 262W



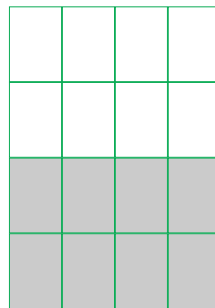
6H
280H x 130W



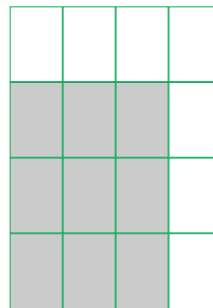
6W
185H x 196W



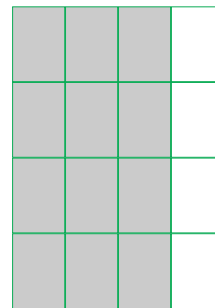
8H (1/2 page)
380H x 130W



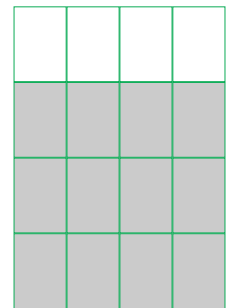
8W (1/2 page)
185H x 262W



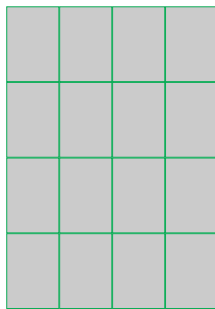
9M
280H x 196W



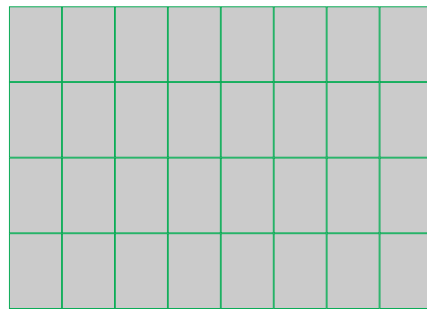
12H
380H x 196W



12W
280H x 262W



16M full page
380H x 262W



32M (double-page spread)
380H x 545W

ROW	HEIGHT
1	90
2	185
3	280
4	380
MODULE	WIDTH
1	63
2	130
3	196
4	262

Gazette artwork specifications

BACK TO BACK COLOUR

Unless otherwise stated, the *Port Douglas & Mossman Gazette* and its special publications are printed on newsprint paper. It is recommended that supplied material meet the following specifications.

Proofs

One (1) proof is supplied upon request for checking purposes only (not for revision of copy or layout style). No proof is provided for any copy supplied complete.

Supplied material

The *Port Douglas & Mossman Gazette* is unable to change or alter any copy supplied complete. All supplied material must have a hard copy proof attached.

Programs

Indesign CS and Photoshop CS3. The *Gazette* is a PC environment.

File format

All fonts are to be embedded. Advertisements to be saved as a high resolution PDF (saved to PDF/X-1A format) or JPG, with the bounding box the exact size of the ad.
Text only as a word document.
Photos/logos as PDF, TIFF, EPS or JPG – word documents will not be accepted.

Scanned images

Images are to be cropped in scan applications. Line work, greyscale and CMYK scan resolution 300dpi. CMYK scans use GCR with maximum black: 85%, total ink weight: 240%, expect dot gain: 20%.

Full process colour/spot colour

Save advertisements/images as a single file composite with CMYK process separation (please do not use RGB mode or PMS or Pantone colours).
Any advertisement/image supplied in other than CMYK will be converted, involving a colour difference for which the *Gazette* is not responsible.
Black type should be 100% and overprinted. All reverse fonts should be bold. Minimum font size 9pt.

Electronic transfer

The *Gazette* will accept Quickcut, WebSend and FTP – a test file is required to ensure the best possible reproduction of advertisements. ★

Email

Maximum size of attachments 3MB to – gazette@tpd.newsltd.com.au ★

Disks

Artwork to be supplied on CD or DVD, or on a USB mass storage device.

★ *Electronic transfer and email details to include client's name, contact name and phone number, advertisement size, colour, publication date, advertisement key no. and advertising representative's name.*

Publishers terms and conditions

WARRANTY AND INDEMNITY

Advertisers and/or advertising agencies upon and by lodging material with the publisher for publication or authorising or approving of any material INDEMNIFY the Publisher, its directors, employees and agents against all claims, demands, proceedings, cost, expenses, damages, awards, judgements and any other liability whatsoever wholly or partially arising directly or indirectly in connection with the publication of the material, and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trade marks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any claims against or liabilities in the Publisher, its directors, employees or agents, and, without limiting the generality of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 or the defamation, consumer protection and sale

of goods legislation of the States and Territories or infringes the rights of any person.

ADVERTISING CONDITIONS

Advertising accepted for publication in the *Port Douglas and Mossman Gazette* publications is subject to the conditions set out in their rate cards and the rules applicable to advertising laid down from time to time by the Media Council of Australia. Every advertisement is subject to the Publisher's approval and the Publisher may, at its discretion, refuse to accept an advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. The Publisher accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions.

The positioning or placing of an advertisement within the accepted classification is at the discretion of the *Port Douglas and Mossman Gazette* except where specially instructed and agreed upon by the Publisher.

Rates are based on the understanding that the monetary level ordered is used within the period of the order. Maximum period of any order is one year. Should an advertiser fail to use the total

monetary level ordered the rate will be amended to coincide with the amount of space used. The word "advertisement" will be used on copy which in the opinion of the Publisher, resembles editorial matter.

The above terms are subject to change, without notification, at the discretion of the Publisher.

ERRORS AND OMISSIONS

While every care is taken in the publication of advertisements, the *Port Douglas and Mossman Gazette* cannot be held responsible for errors or their subsequent effects.

If brought to our attention on day of publication, adjustments may be made, but only for that space actually occupied by the error. The right is reserved to alter, abbreviate, omit or re-classify advertisements for any reason without notice.

No guarantee is given regarding the positioning of advertisements and credits will not be given for advertisements appearing out of alphabetical sequence.

Cancellations will be acknowledged in writing.

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