



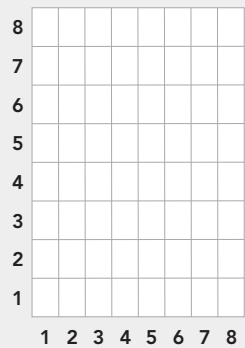
# Print advertising rates: **Stuff Sunday newspapers**

Including: Sunday Star-Times, Sunday News  
Effective October 21, 2018

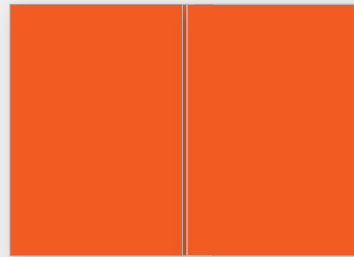
# Compact display advertising sizes

Stuff Newspapers use a modular advertising system for display (or run of paper) advertising. Advertising units are based on standard fixed sizes and shapes rather than variable columns and centimetres.

**Compact sized newspapers use an 8x8 modular advertising grid:**



**The Sunday Star-Times and Sunday News are published in a compact format. The ad sizes illustrated are available in these publications.**



**8x16** Double Page Spread\*  
366mm x 531mm



**8x8** Full Page  
366mm x 254mm



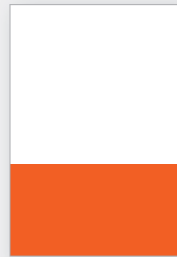
**8x4** Half Page V.  
366mm x 126mm



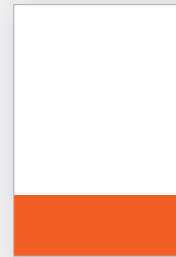
**4x8** Half Page H.  
182mm x 254mm



**6x6**  
274mm x 190mm



**3x8**  
136mm x 254mm



**2x8** Qtr Page H.  
90mm x 254mm



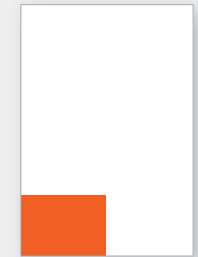
**4x4** Qtr Page  
182mm x 126mm



**3x4**  
136mm x 126mm



**3x3**  
136mm x 94mm



**2x4**  
90mm x 126mm



**4x2**  
182mm x 62mm



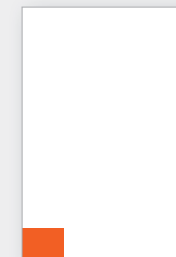
**3x2**  
136mm x 62mm



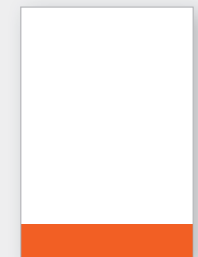
**2x3**  
90mm x 94mm



**2x2**  
90mm x 62mm



**1x2**  
44mm x 62mm



**FPS**  
(Front Page Solus)  
50mm x 254mm

Note: \*A Double Page Spread can only run through the gutter on the centrespread – subject to availability at the time of booking. For further information talk to your Stuff Account Manager.

# Display advertising rates

Rates are for single insertion and exclude GST.

## Compact display

Publication	1x2	2x2	3x2 or 2x3	4x2 or 2x4	3x3	3x4	4x4 or 2x8	3x8	4x8 or 8x4	6x6	8x8	8x16 DPS	FPS
<b>Sunday Star Times ROP</b>	\$288	\$576	\$864	\$1,152	\$1,296	\$1,728	\$2,304	\$3,456	\$4,608	\$5,184	\$9,216	\$18,432	\$5,000
<b>Sunday Star Times PREMIUM (Pages 2-7)</b>	\$432	\$864	\$1,296	\$1,728	\$1,944	\$2,592	\$3,456	\$5,184	\$6,912	\$7,776	\$13,824	\$27,648	N/A
<b>Sunday Star Times NEWS (Pages 8-22)</b>	\$360	\$720	\$1,080	\$1,440	\$1,620	\$2,160	\$2,880	\$4,320	\$5,760	\$6,480	\$11,520	\$23,040	N/A
<b>SST Business/Escape</b>	\$ 322	\$644	\$966	\$1,288	\$1,449	\$1,932	\$2,576	\$3,864	\$5,152	\$5,796	\$10,304	\$20,608	\$2,500
<b>Sunday News</b>	\$130	\$260	\$390	\$520	\$585	\$780	\$1,040	\$1,560	\$2,080	\$2,340	\$4,160	\$8,320	\$1,104

Terminology:  
 ROP = Run of Paper  
 DPS = Double page spread  
 FPS = Front page solus

**Note:**  
 Premium and News positioning is subject to availability at the time of booking. Advertisers should seek confirmation that the space/position is available for the required date(s) of publication. Set sizes may apply to these positions.

## Frequency discounts

Advertisers can benefit from reduced rates through the combination of increased frequency and increased size.

The more modules you buy per week, combined with the length of commitment, the greater the discount you'll receive.

The table on the right illustrates the discounts based on the different options available.

Modules used per week	Number of weeks		
	6 weeks	13 weeks	26 weeks
<b>Up to 15 Modules</b>	15%	20%	25%
<b>16-24 Modules</b>	20%	25%	30%
<b>25-40 Modules</b>	25%	30%	35%
<b>41-64 Modules</b>	30%	35%	40%

**Note:**  
 If a schedule is cancelled before the committed duration has been met Stuff Limited reserves the right to adjust pricing back to the correct level, reflecting the commitment actually fulfilled.



## TurboSEO

Extend the reach of your print advertisement to attract an online audience with TurboSEO. **\$50 per month\***

### How does TurboSEO work?

Advertisements appearing within Stuff's print products are also published digitally on Neighbourly.co.nz. These advertisements are also search engine optimised to boost the chance of reaching potential customers online and improve organic search rankings.

\*A flat handling fee of \$50 per month is charged to applicable advertisers. The monthly fee is the same regardless of the number of ads published each month in our print products.

### Cancellation fee

Depending on the time of cancellation, a cancellation fee of up to 100% of the advertisement cost applies to any advertisements cancelled after the booking deadline has passed.

### Commission

Commission of 10% is payable on the above rates to agencies accredited with the PMAA.

# Classified advertising rates

Rates exclude GST.

Classified advertisements appearing within Stuff newspapers are sold either by column centimetre (for Display Classifieds) or by the number of lines for basic text advertisements (Liners).

Publication	Publishing Day	Bordered Display (per col/cm) <i>Includes colour</i>			Non-Bordered Display (per col/cm) <i>Excludes colour</i>			Liner Rate (Mono, per line)* <i>Excludes colour</i>
		General	Public Notices	Employment	General	Public Notices	Employment	General
Sunday Star-Times	Sunday	\$42.00	\$42.00	\$37.50	\$29.40	\$29.40	Not available	\$12.88
Sunday News	Sunday	\$25.64	\$25.64	\$25.64	\$17.94	\$17.94	Not available	\$7.34

\*Minimum of three lines. Additional colour and highlighting charges may apply.

**Note:** Additional classified advertising rates apply to some classifications. Please talk to your Stuff Account Manager or contact Stuff Classifieds for further information:

Phone **0800 835 323** Email [sstclassifieds@stuff.co.nz](mailto:sstclassifieds@stuff.co.nz)

## Classified advertising packages

### Frequency packages

Available across all newspapers. Must be published within a 7 day period.

Package	Deal
4 for 3	3 paid days followed by a day free
6 for 4	4 paid days followed by two days free

### Multi insertion buys

Applies to a single newspaper.

Package	Discount
13 Insertion Buy	Place an ad in a newspaper for 13 weeks and get a <b>15% discount on all insertions</b>
26 Insertion Buy	Place an ad in a newspaper for 26 weeks and get a <b>25% discount on all insertions</b>
52 Insertion Buy	Place an ad in a newspaper for 52 weeks and get a <b>35% discount on all insertions</b>

### Note:

Additional classified packages are available on request.

### Pages sizes and column widths

Classified page sizes

Compact
370mm x 8 columns

Classified column widths (mm)

Columns	1	2	3	4	5	6	7	8
Width (mm)	32	66	100	134	168	202	236	270

### Technical specifications

For technical artwork and delivery specifications refer to [advertise.stuff.co.nz/user-guides-resources](http://advertise.stuff.co.nz/user-guides-resources)

### Publishing deadlines

For booking, artwork and publishing deadlines refer to [advertise.stuff.co.nz/advertising-specs-rates-deadlines](http://advertise.stuff.co.nz/advertising-specs-rates-deadlines)  
Advertisements cancelled after booking deadline will incur a cancellation fee.  
Deadlines vary around public holidays.

### Advertising terms and conditions

All advertising placed within Stuff newspapers is subject to our terms and conditions. Advertisers are encouraged to be aware of these. For full information refer to [advertise.stuff.co.nz/advertising-terms-and-conditions](http://advertise.stuff.co.nz/advertising-terms-and-conditions)

### Contact us

For more information, please contact your Stuff Account Manager or refer to the relevant publication at [advertise.stuff.co.nz/brands/print](http://advertise.stuff.co.nz/brands/print)