

Commercial Property & Businesses Real Estate Advertising Rates

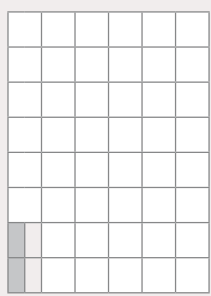
FROM JULY 2008



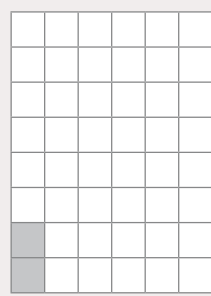
The Sydney Morning Herald

0.5 MODULE WIDE

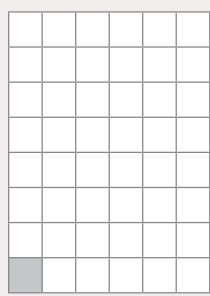
1 MODULE WIDE



2 mods high
Code: B2H
M-F: \$590
\$649 incl. GST
Sat: \$750
\$825 incl. GST
Size mm: 134x30.7



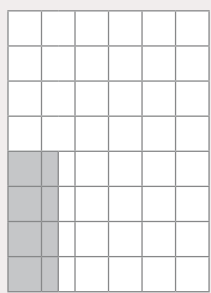
2 mods high
Code: B21
M-F: \$1,150
\$1,265 incl. GST
Sat: \$1,470
\$1,617 incl. GST
Size mm: 134x63.4



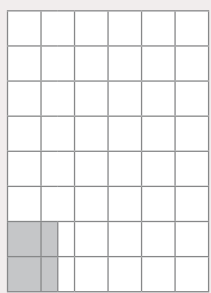
1 mod high
Code: B11
M-F: \$590
\$649 incl. GST
Sat: \$750
\$825 incl. GST
Size mm: 66x63.4

1.5 MODULES WIDE

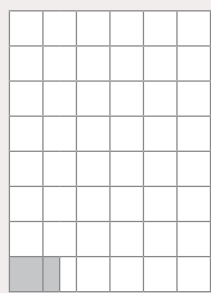
2 MODULES WIDE



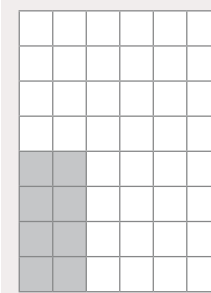
4 mods high
Code: B41H
M-F: \$3,290
\$3,619 incl. GST
Sat: \$4,230
\$4,653 incl. GST
Size mm: 270x96.1



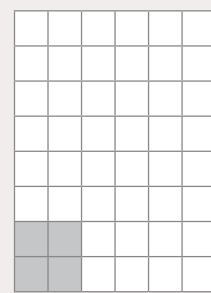
2 mods high
Code: B21H
M-F: \$1,680
\$1,848 incl. GST
Sat: \$2,160
\$2,376 incl. GST
Size mm: 134x96.1



1 mod high
Code: B11H
M-F: \$880
\$968 incl. GST
Sat: \$1,130
\$1,243 incl. GST
Size mm: 66x96.1



4 mods high
Code: B42
M-F: \$4,390
\$4,829 incl. GST
Sat: \$5,640
\$6,204 incl. GST
Size mm: 270x128.8

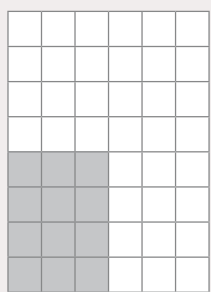


2 mods high
Code: B22
M-F: \$2,240
\$2,464 incl. GST
Sat: \$2,880
\$3,168 incl. GST
Size mm: 134x128.8

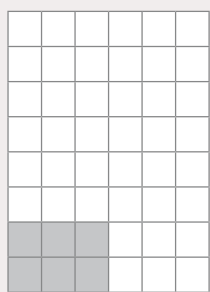
3 MODULES WIDE

4 MODULES WIDE

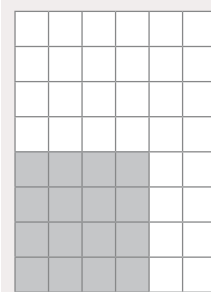
4.5 MODULES WIDE



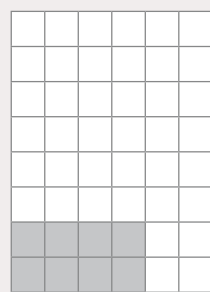
4 mods high
Code: B43
M-F: \$6,450
\$7,095 incl. GST
Sat: \$8,290
\$9,119 incl. GST
Size mm: 270x194.2



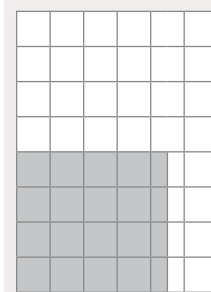
2 mods high
Code: B23
M-F: \$3,290
\$3,619 incl. GST
Sat: \$4,230
\$4,653 incl. GST
Size mm: 134x194.2



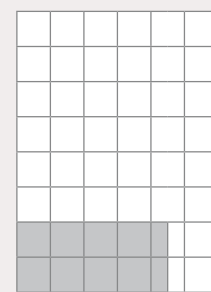
4 mods high
Code: B44
M-F: \$8,600
\$9,460 incl. GST
Sat: \$11,060
\$12,166 incl. GST
Size mm: 270x259.6



2 mods high
Code: B24
M-F: \$4,390
\$4,829 incl. GST
Sat: \$5,640
\$6,204 incl. GST
Size mm: 134x259.6



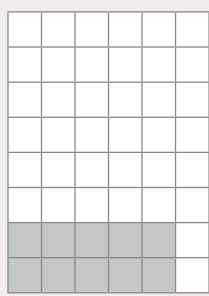
4 mods high
Code: B44H
M-F: \$9,480
\$10,428 incl. GST
Sat: \$12,190
\$13,409 incl. GST
Size mm: 270x292.2



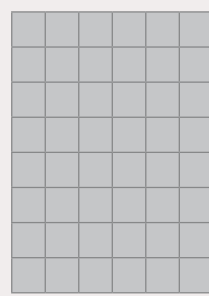
2 mods high
Code: B24H
M-F: \$4,840
\$5,324 incl. GST
Sat: \$6,220
\$6,842 incl. GST
Size mm: 134x292.2

COMMERCIAL ADVERTISING RATES VALID FROM JULY 08

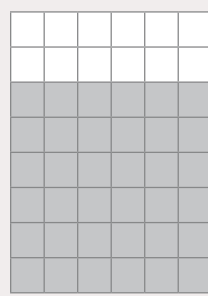
5 MODULES WIDE 6 MODULES WIDE



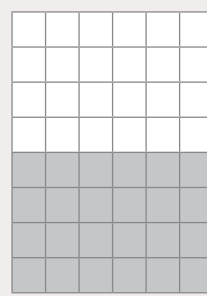
2 mods high
Code: B25
M-F: \$5,480
\$6,028 incl. GST
Sat: \$7,050
\$7,755 incl. GST
Size mm: 134x325



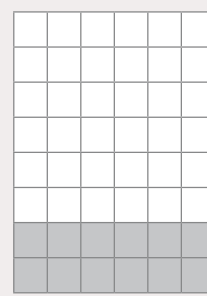
8 mods high
Code: B86
M-F: \$24,260
\$26,686 incl. GST
Sat: \$31,210
\$34,331 incl. GST
Size mm: 542x390.4



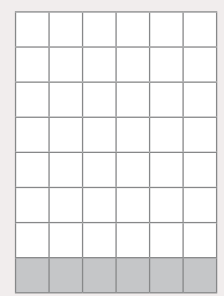
6 mods high
Code: B66
M-F: \$18,570
\$20,427 incl. GST
Sat: \$23,890
\$26,279 incl. GST
Size mm: 406x390.4



4 mods high
Code: B46
M-F: \$12,630
\$13,893 incl. GST
Sat: \$16,250
\$17,875 incl. GST
Size mm: 270x390.4



2 mods high
Code: B26
M-F: \$6,450
\$7,095 incl. GST
Sat: \$8,290
\$9,119 incl. GST
Size mm: 134x390.4



1 mod high
Code: B16
M-F: \$3,290
\$3,619 incl. GST
Sat: \$4,230
\$4,653 incl. GST
Size mm: 66x390.4

ANNUAL SPEND LEVEL DISCOUNTS

ANNUAL SPEND (CASUAL)	\$57,000	\$149,000	\$299,000	\$448,000	\$752,000	\$1,250,000	\$1,850,000	\$2,370,000	\$3,500,000	\$4,600,000
DISCOUNT	5.00%	7.50%	10.00%	12.50%	15.00%	17.50%	18.75%	20.00%	21.25%	22.50%

SPECIAL OFFER:

Purchase Saturday and get Wednesday at 50% off (within the same day period).

Commercial Property and Business for Sale run monthly advertising features.
Please phone 9282 1350 for more information.

COMMERCIAL ADVERTISING RATES VALID FROM JULY 08

SMH COMMERCIAL PROPERTY & BUSINESSES LINEAGE RATES

	PER LINE
Monday to Friday	\$9.55 (\$10.51 incl.GST)
Saturday	\$10.45 (\$11.50 incl.GST)

MINIMUM SIZES: Lineage S/C 4 lines, D/C 8 lines.
Lineage over 9cm in height may fold into next column.

COMMERCIAL PROPERTY & BUSINESSES CLASSIFICATIONS

130	Commercial, Industrial and Invest. Property, Auctions & For Sale	141	Businesses For Sale / Wanted (Interstate)
132	Commercial Premises to Rent	142	Franchises
133	Retail Premises to Rent	143	Businesses Opportunities
134	Industrial Premises to Rent	144	Money, Stocks and Shares
137	Commercial RE Web Services	145	Partnerships, Agencies & Professional Services
139	Properties Wanted (Commercial Investment and Industrial)	146	Businesses & Franchise Web Services
140	Businesses For Sale & Wanted	147	Businesses For Sale Hotels / Motels

CLASSIFIED ADVERTISING DEADLINES

TYPE OF AD FOR SALE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
LINEAGE						
Phoned Copy / AdOnline	5.30pm Sunday	5.30pm Monday	5.30pm Tuesday	5.30pm Wednesday	5.30pm Thursday	10.30am Friday
Hard Copy	5.30pm Friday	5.30pm Monday	5.30pm Tuesday	5.30pm Wednesday	5.30pm Thursday	8pm Thursday
CLASSIFIED DISPLAY						
Phoned & Hard Copy	Noon Friday	Noon Monday	Noon Tuesday	Noon Wednesday	Noon Thursday	Noon Thursday
Material Deadline	3pm Friday	3pm Monday	3pm Tuesday	3pm Wednesday	3pm Thursday	5pm Thursday

CONTACT INFORMATION

AUSTRALIA

NSW

Fairfax Media Publications Pty Limited
Level 3, 1 Darling Island Road
Pyrmont, New South Wales 2009
Phone: (02) 9282 1313
Fax: (02) 9282 2986

VIC

Fairfax Media Publications Pty Limited
250 Spencer Street
Melbourne, Victoria 3000
Phone: (03) 9601 2014
Fax: (03) 9601 2929

QUEENSLAND

Fairfax Media Publications Pty Limited
Level 1, 167 Eagle Street
Brisbane, Queensland 4000
Phone: (07) 3308 1100
Fax: (07) 3308 1129

SOUTH AUSTRALIA

Fairfax Media Publications Pty Limited
124 Franklin Street
Adelaide, South Australia 5000
Phone: (08) 8212 1212
Fax: (08) 8212 1210

WESTERN AUSTRALIA

Fairfax Media Publications Pty Limited
Ground Floor, 40 Kings Park Road
West Perth, Western Australia 6005
Phone: (08) 9327 4800
Fax: (08) 9481 4228

BOOKING & MATERIAL PROCEDURE

BOOKING PROCEDURE

Verbal bookings must be confirmed in writing. If appearance dates or material instructions need to be altered, changes must be advised by phone. Please take the contact name of the SMH representative and follow through with amended confirmation. Confirmations and verbal bookings must tally. Where there is discrepancy between verbal bookings and confirmation, the Company will not be liable unless confirmation is received 2 working days prior to appearance date.

CANCELLATION PROCEDURE

Cancellations must be made verbally and confirmed in writing prior to the booking deadline. Please note the cancellation number quoted by the SMH representative and their name. All bookings taken inside cancellation deadline are taken on a non-cancellation basis. No liability will be accepted unless the above procedures are followed.

MATERIAL ON HAND

Please note *The Sydney Morning Herald* will retain advertisements for a period of 3 months. Repeats outside this time span cannot be guaranteed.

TERMS & CONDITIONS

All advertising services are governed by Fairfax Media Terms and Conditions of Advertising. Fairfax Media reserves the right to modify this ratecard or its Terms and Conditions at any time without prior notice.

100% space charge will apply when material fails to arrive in time for publication. No responsibility will be accepted for material arriving outside designated deadlines.

ADVERTISEMENT PRODUCTION CHARGE

A production charge of \$5,030 (\$5,533 incl. GST) per broadsheet page will be charged for all display advertisements made up from copy and/or material supplied by advertisers or their agents.

ADVERTISING MATERIAL AND SPECIFICATIONS

Please note that Fairfax Media will only accept material via electronic transmission. Fairfax Media operates new advertising quality assurance measures for *The Sydney Morning Herald*. All digital ads need to undergo Quality Assurance testing prior to being accepted for publication. To facilitate this, Fairfax Media has certified a number of methods for Quality Assurance testing and ad delivery (fees and charges apply):

Quickcut Australia • www.quickcut.com.au
(02) 9938 7500 or (03) 8530 7011

Websend Australia • www.websend.com.au
(03) 9642 2046.

Fairfax Ad Designs
addesigns@fairfaxmedia.com.au
(02) 8777 6956

For further information please refer to our website www.adcentre.com.au or contact the Advertising Production Unit: 1300 666 326.

All prices are in Australian Dollars. Saturday Domain is included in all NSW metropolitan and ACT editions. Non-metropolitan purchasers of the Saturday SMH may elect not to receive Saturday Domain.

Visit us at
www.adcentre.com.au

FAIRFAX ADVERTISING TERMS

These terms apply to all advertising provided to any person (a 'Customer') by Fairfax Media Limited ABN 15 008 663 161 or any of its subsidiaries (all of which are referred to as 'Fairfax').

1. Publication of Advertising

1.1 Subject to these Terms, Fairfax will use its reasonable endeavours to publish advertising submitted by Customers ('Advertising') in the format submitted by the Customer and in accordance with the placement instructions of the Customer. 'Advertising' includes images submitted for publication.

1.2 Customer grants Fairfax a worldwide, royalty-free, non-exclusive, irrevocable licence to publish, and to sub-licence the publication of, the Advertising in any form and in any medium. Fairfax may publish print Advertising online or vice versa. Customer warrants that it has the right and authority to grant Fairfax the licence referred to in this clause 1.2

2. Right to Refuse Advertising

2.1 Neither these Terms nor any written or verbal quotation by Fairfax represent an offer to publish Advertising. A binding contract in relation to a request for Advertising will only be formed between Fairfax and a Customer when Fairfax accepts the Advertising in writing or generates a tax invoice for that Advertising.

2.2 Even if a contract has been formed in accordance with the above clause, Fairfax reserves the right to refuse or withdraw from publication any Advertising at any time without giving reasons (even if the Advertising has previously been published by Fairfax).

3. Right to Vary Format and Placement

3.1 Fairfax reserves the right;

(a) to vary the placement of Advertising within a particular print title or Internet site; and

(b) to change the format of print Advertising (including but not limited to changing a format from colour to black and white).

3.2 Fairfax will endeavour to notify the Customer of any such changes. However, except in accordance with clause 12, Fairfax will not be liable for any costs, expenses, losses or damages suffered or incurred by a Customer arising from Fairfax's failure to publish Advertising in accordance with a Customer's request.

3.3 If Fairfax changes the press or the press configuration for the printing of a publication, Fairfax reserves the right to shrink or enlarge the size of the Advertising by up to 10% without notifying the Customer and without change to the rates for that Advertising.

4. Submission of Advertising

4.1 Customer warrants to Fairfax that the Advertising and the publication by Fairfax of the Advertising does not breach or infringe:

(a) the *Trade Practices Act (Cth)*, *Fair Trading Acts (State)* or equivalent legislation;

(b) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;

(c) any law of defamation, obscenity or contempt of any court, tribunal or royal commission;

(d) State or Commonwealth anti-discrimination legislation;

(e) the Privacy Act (Cth);

(f) any financial services law as defined in the Corporations Act 2001(Cth); or

(g) any other law or applicable code (including any common law, statute, delegated legislation, rule or ordinance of the Commonwealth, or a State or Territory).

4.2 Customer warrants that in respect of Advertising that contains the name or photographic or pictorial representation of any living person and/or any copy by which any living person can be identified, the Customer has obtained the authority of that person to make use of his/her name or representation or the copy.

4.3 Customer must not submit Advertising for publication that contains contact details for the Customer unless those contact details include the full name and street address of the Customer. Post office box and email addresses alone are insufficient.

4.4 If a Customer submits Advertising that looks, in Fairfax's opinion, like editorial material, Fairfax may publish the Advertising under the heading 'Advertising' and with a border distinguishing it from editorial.

4.5 Fairfax will endeavour to take reasonable care of Advertising material in its custody and control, but will not be responsible for any loss or damage to Advertising material (even if caused by Fairfax's negligence).

4.6 If the Customer submits Advertising material electronically, the material must comply with Fairfax's specifications. Fairfax may reject the Advertising material if it is not submitted in accordance with such specifications.

4.7 Advertising material delivered digitally to Fairfax will only be accepted if the file includes the correct Fairfax booking identification number.

5. Classified Advertising

5.1 Fairfax will publish classified Advertising under the classification heading that it determines is most appropriate. Classified Advertising headings are for the convenience of readers and are determined at the discretion of Fairfax.

5.2 Fairfax will publish classified display Advertising sorted by alphabetical caption and, where space permits, with related line Advertising.

6. Online Advertising

6.1 For online banner and display Advertising, the Customer must: (a) cancel online Advertising in writing at least 30 days before the publication date; and

(b) submit creative materials and a click-through URL to Fairfax at least 3 working days (5 working days for non-gif material) before the scheduled publication date.

Fairfax reserves the right to charge the Customer for online Advertising cancelled on less than 30 days notice or if creative materials are not submitted in accordance with clause 6.1(b).

6.2 All online Advertising (including rich media) must comply with Fairfax's advertising specifications, which are available on request.

6.3 Fairfax will measure online display and banner Advertising (including impressions delivered and clicks achieved) through its own ad-serving systems. Results from Customer or third party ad-servers will not be accepted for the purposes of Fairfax's billing and assessment of Advertising.

6.4 Subject to clause 12, Fairfax is not liable for any loss, damages or liabilities arising from a failure of the internet or any telecommunications structure.

6.5 Customer acknowledges that Fairfax may at its discretion include additional features or inclusions such as third party advertisements within online classified Advertising.

7. Errors

7.1 The Customer must promptly:

(a) check proofs of Advertising, if these are provided to the Customer by Fairfax; and

(b) notify Fairfax of any errors in the proofs or any published Advertising.

7.2 Fairfax does not accept responsibility for any errors in Advertising placed over the telephone.

7.3 If a Customer wishes to make a claim on Fairfax for credit, re-publication or any other remedy in respect of Advertising, the Customer must send the claim in writing to Fairfax no later than 14 days after the date of publication of the Advertising.

7.4 Fairfax will only investigate complaints during normal office hours (9am to 5pm, Monday to Friday excluding public holidays).

8. Advertising Rates and GST

8.1 The Customer must pay for Advertising at the rates in Fairfax's Ratecard, unless otherwise agreed, at the casual rate. Ratecard rates may be varied at any time by Fairfax without notice.

8.2 If the Ratecard rates do not include GST, Customer must pay GST at the same time as it pays for the Advertising. Fairfax will provide Customer with a tax invoice or adjustment note (as applicable) in a GST compliant form.

8.3 The Customer's eligibility for discounts and rebates will be based on the Customer's GST-exclusive advertising spend.

9. Credit

9.1 Fairfax may grant, deny or withdraw credit to a Customer at any time in its discretion.

9.2 The Customer must ensure that its Customer account number is available only to those of its employees authorised to use it. The Customer acknowledges that it will be liable for all Advertising requested with the quotation of the Customer's account number.

10. Payment

10.1 The Customer must pay for Advertising:

(a) by pre-payment, if so required by Fairfax;

(b) if Advertising on account, within 7 days after the date of the invoice; and

(c) within 30 days after the date of the invoice if a commercial account has been established with Fairfax.

10.2 The Customer must pay:

(a) for print Advertising in accordance with the size of the Advertising material lodged by the Customer, or the Advertising space ordered by the Customer, whichever is greater; If Customer fails to provide the copy or material for space that is booked, Customer will still be charged unless a cancellation is approved by Fairfax.

(b) the full price for Advertising even if Fairfax has exercised its right to vary the format or placement of the Advertising and even if there is an error or omission in the Advertising (unless the error or omission was the fault of Fairfax).

(c) Any electronic transmission costs.

11. Failure to Pay and other Breach

11.1 If a Customer fails to pay for Advertising in accordance with clause 10 or if a Customer suffers an Insolvency Event as defined in clause 11.2, Fairfax may (in its discretion and without limitation):

(a) cancel any provision of credit to the Customer;

(b) require cash pre-payment for further Advertising;

(c) charge interest on all overdue amounts at the rate 2% above the National Australia Bank Overdraft Base Rate;

(d) take proceedings against the Customer for any outstanding amounts;

(e) recover from the Customer all costs relating to any action taken by Fairfax to recover amounts owing for Advertising,

including without limitation any mercantile agency costs and legal costs on a full indemnity basis;

(f) cease publication of any further Advertising on behalf of the Customer and terminate any agreement in relation to Advertising not yet published; and

(g) exercise any other rights at law.

11.2 A Customer suffers an 'Insolvency Event' if:

(a) the Customer is a natural person and the Customer commits an act of bankruptcy;

(b) the Customer is a body corporate and the Customer:

(i) cannot pay its debts as and when they fall due;

(ii) enters an arrangement with creditors other than in the ordinary course of business;

(iii) passes a resolution for administration, wind up or liquidation (other than for the purposes of re-organisation or reconstruction);

(iv) has a receiver, manager, liquidator or administrator appointed to any of its property or assets; or

(v) has had a petition presented for the winding up of the Customer.

11.3 Fairfax reserves the right to withhold any discounts or rebates if the Customer fails to comply with its payment obligations.

11.4 A written statement of debt duly signed by an authorised employee of Fairfax shall be prima facie evidence and proof of the amount owed by the Customer to Fairfax.

12. Liability

12.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of Fairfax in connection with the Advertising.

12.2 Fairfax excludes all implied conditions and warranties from these Terms, except any condition or warranty (such as conditions and warranties implied by the *Trade Practices Act* and equivalent State acts) which cannot by law be excluded ('Non-excludable Condition').

12.3 Fairfax limits its liability:

(a) for breach of any Non-Excludable Condition (to the extent that liability for such breach can by law be limited); and

(b) for any other error or omission in published Advertising caused by Fairfax,

at Fairfax's option, to re-supply of the Advertising affected by the breach, or payment of the cost of re-supply.

12.4 Subject to clauses 12.2 and 12.3, Fairfax excludes all other liability to the Customer for any costs, expenses, losses and damages suffered or incurred by the Customer in connection with these Terms and any Advertising published by Fairfax, whether that liability arises in contract, tort (including by Fairfax's negligence) or under statute. Without limitation, Fairfax will in no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.

12.5 The Customer indemnifies Fairfax and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising.

13. Privacy

13.1 Fairfax collects a Customer's personal information to provide the Advertising to the Customer and for invoicing purposes. Fairfax may disclose this personal information to its related companies, to credit reporting agencies and other third parties as part of provision of the Advertising. Where a Customer has an overdue account, Fairfax may disclose personal information to debt collection agencies to recover the amount due.

13.2 Customers may gain access to their personal information by writing to the Fairfax Privacy Officer at GPO Box 506, Sydney, 2001. More information about privacy and accessing personal information is in Fairfax's privacy policy which is accessible at www.fxj.com.au.

14. General

14.1 These Terms, together with any other written agreement between the Customer and Fairfax relating to these Terms, represent the entire agreement of the Customer and Fairfax in relation to Advertising. They cannot be varied except in writing by an authorised officer of Fairfax. No purchase order or other document issued by the Customer will vary these Terms.

14.2 Fairfax will not be liable for any delay or failure to publish Advertising caused by a factor outside Fairfax's reasonable control (including but not limited to any Act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

14.3 Fairfax may serve any notice on a Customer by sending it by pre-paid post or facsimile to the last known address of the Customer.

14.4 These Terms are governed by the laws of the state of:

(a) Victoria, in relation to Advertising published in *The Age*, *The Sunday Age*; and other Victorian publications; and

(b) New South Wales, in all other cases.

Each party submits to the non-exclusive jurisdiction of the courts of the relevant State.