

The Sydney Morning Herald

Influential readers. Extraordinary spenders.

The Sun-Herald

experience more

General Classifieds Advertising Rates

From July 2011



The Sydney Morning Herald

BUGGING BOMBSHELL
A justice chief and his deputy
are accused of a cover-up

Why O&A is a tough ask
Why O&A is a tough ask
by [Name]

CODE BREAKERS
Langley's secret history up the
back of his mind
by [Name]

Match fixers face 10 years in the sin bin under new sporting code

Masters of the game

Australia to defend itself in cyber war

by [Name]

FREE
Pride and Prejudice
download

WIN
A ski holiday
for two to
Canada

The Sun-Herald

On Mother's Day...
Gal tells Kate her marriage secret: Dad was always number one

The single mum who raised NRL's legend

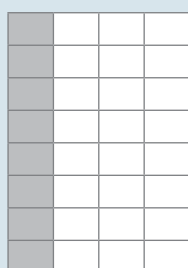
She's my rock

General Classifieds Sizes

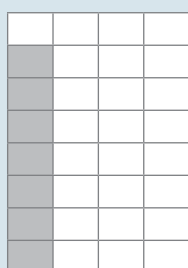
From July 2011

The ad sizes illustrated are portions of a tabloid page. These physical dimensions (sizes) are also applicable for broadsheet publications.

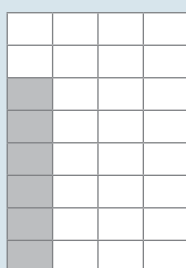
1 Module Wide



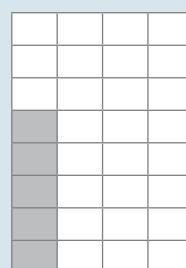
8 mods high
Code: T81
Size mm: 374x63



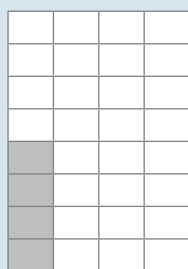
7 mods high
Code: T71
Size mm: 327x63



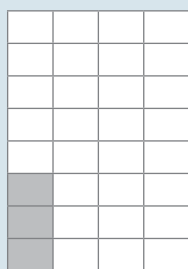
6 mods high
Code: T61
Size mm: 280x63



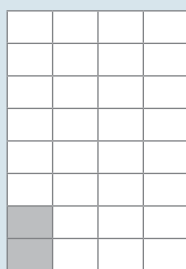
5 mods high
Code: T51
Size mm: 233x63



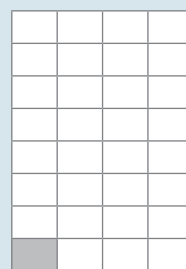
4 mods high
Code: T41
Size mm: 186x63



3 mods high
Code: T31
Size mm: 139x63

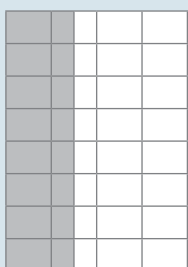


2 mods high
Code: T21
Size mm: 92x63

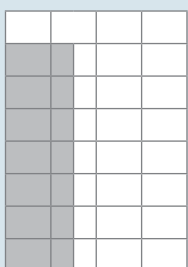


1 mod high
Code: T11
Size mm: 45x63

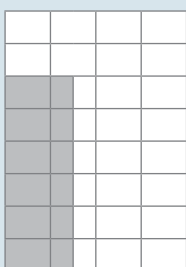
1.5 Modules Wide



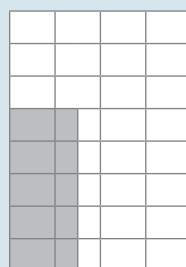
8 mods high
Code: T81H
Size mm: 374x96



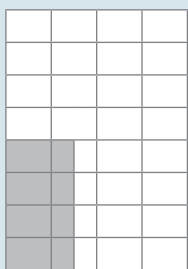
7 mods high
Code: T71H
Size mm: 327x96



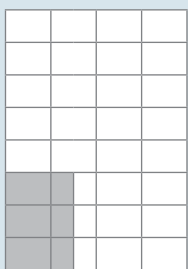
6 mods high
Code: T61H
Size mm: 280x96



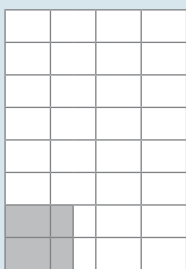
5 mods high
Code: T51H
Size mm: 233x96



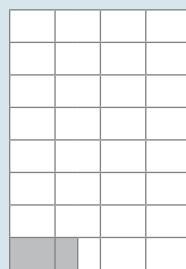
4 mods high
Code: T41H
Size mm: 186x96



3 mods high
Code: T31H
Size mm: 139x96



2 mods high
Code: T21H
Size mm: 92x96



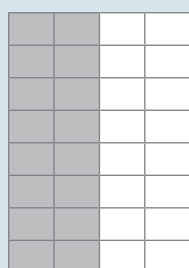
1 mod high
Code: T11H
Size mm: 45x96

Please note: Full width classified broadsheet sizes and prices are available on application.

For further information regarding technical specifications please see www.adcentre.com.au or phone 1300 666 326.

The ad sizes illustrated are portions of a tabloid page. These physical dimensions (sizes) are also applicable for broadsheet publications.

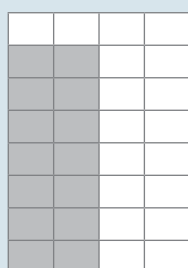
2 Modules Wide



8 mods high

Code: T82

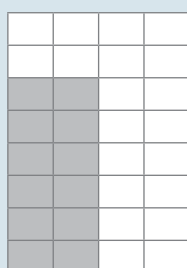
Size mm: 374x129



7 mods high

Code: T72

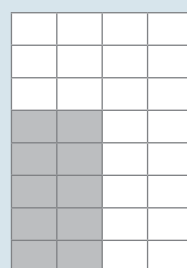
Size mm: 327x129



6 mods high

Code: T62

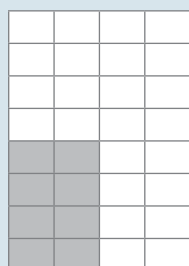
Size mm: 280x129



5 mods high

Code: T52

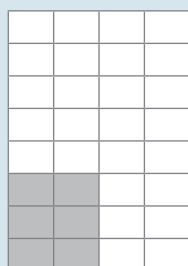
Size mm: 233x129



4 mods high

Code: T42

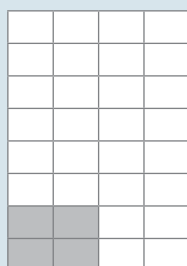
Size mm: 186x129



3 mods high

Code: T32

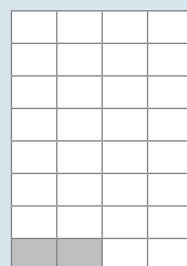
Size mm: 139x129



2 mods high

Code: T22

Size mm: 92x129

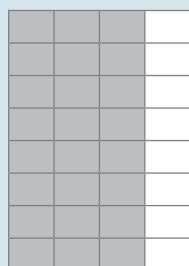


1 mod high

Code: T12

Size mm: 45x129

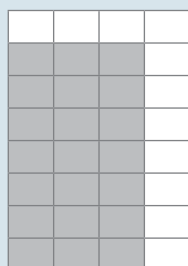
3 Modules Wide



8 mods high

Code: T83

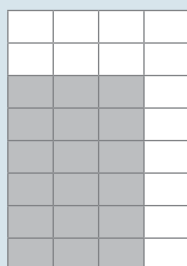
Size mm: 374x194



7 mods high

Code: T73

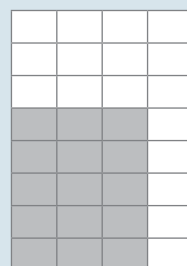
Size mm: 327x194



6 mods high

Code: T63

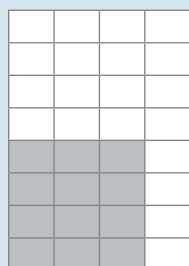
Size mm: 280x194



5 mods high

Code: T53

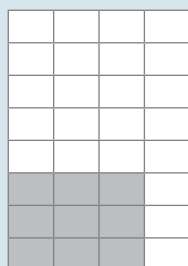
Size mm: 233x194



4 mods high

Code: T43

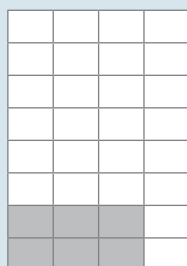
Size mm: 186x194



3 mods high

Code: T33

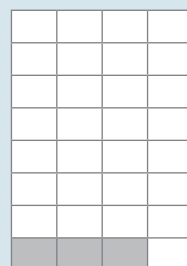
Size mm: 139x194



2 mods high

Code: T23

Size mm: 92x194



1 mod high

Code: T13

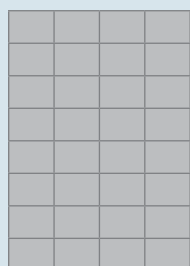
Size mm: 45x194

General Classifieds Sizes

From July 2011

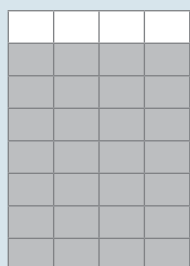
The ad sizes illustrated are portions of a tabloid page. These physical dimensions (sizes) are also applicable for broadsheet publications.

4 Modules Wide



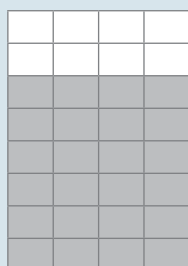
8 mods high

Code: T84
Size mm: 374x260



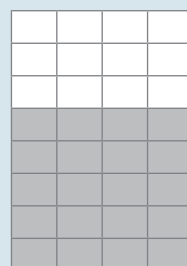
7 mods high

Code: T74
Size mm: 327x260



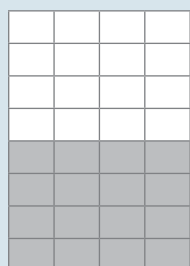
6 mods high

Code: T64
Size mm: 280x260



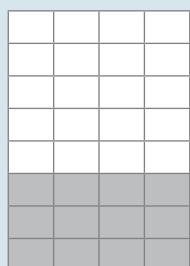
5 mods high

Code: T54
Size mm: 233x260



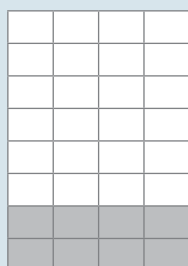
4 mods high

Code: T44
Size mm: 186x260



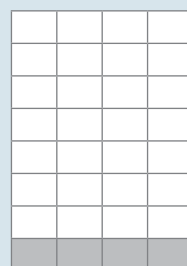
3 mods high

Code: T34
Size mm: 139x260



2 mods high

Code: T24
Size mm: 92x260



1 mod high

Code: T14
Size mm: 45x260

Annual Spend Level Discounts

Annual Spend (ex GST)	\$65,000	\$160,000	\$315,000	\$460,000	\$740,000	\$1,400,000	\$2,200,000	\$2,800,000	\$4,100,000	\$5,400,000
Discount	5.00%	7.50%	10.00%	12.50%	15.00%	17.50%	18.75%	20.00%	21.25%	22.50%

For the full combination of rates and sizes
for each General Classifieds section
please see the individual rate sheets on
www.adcentre.com.au
or speak to your Account Manager
on 9282 1084.

Trading World

Display Rates	Single Module Price (T11)*
Monday - Friday	\$440 (\$484 incl. GST)
Saturday	\$570 (\$627 incl. GST)
Lineage Rates	Price Per Line
Monday - Friday	\$9.18 (\$10.10 incl. GST)
Saturday	\$10.08 (\$11.09 incl. GST)
Antiques and Collectibles	Garden Supplies
Baby Needs	Home Improvements
Beauty Health and Fitness	Internet Services
Bicycles	Jewellery
Books and Publications	Livestock and Equipment
Building Material and Suppliers	Machinery and Equipment
Camping Equipment	Miscellaneous Goods
Clothes and Accessories	Musical Instruments
Computer Hardware	Office Furniture and Equipment
Computer Services	Pets and Pet Care
Computer Software	Phones
Electrical and Whitegoods	Photographic
Entertainment Systems	Pools and Spas
Food Wine and Catering	Shop Fittings
Furniture and Furnishings	Sporting Goods Equipment and Clothing
Furniture Removers	Stamps and Coins
Games and Hobbies	Trader Web Services
Garage Sales	Wanted to Buy

Tenders Rates

Display Rates	Single Module Price (T11)*
Monday - Friday	\$620 (\$682 incl. GST)
Saturday	\$760 (\$836 incl. GST)
Lineage Rates	Price Per Line
Monday - Friday	\$13.50 (\$14.85 incl. GST)
Saturday	\$15.45 (\$17 incl. GST)

Travel Rates

Display Rates	Single Module Price (T11)*
Saturday	\$350 (\$385 incl. GST)
Sunday	\$350 (\$385 incl. GST)
Sat/Sun Dual Buy	\$525 (\$577.50 incl. GST)
Lineage Rates	Price Per Line
Monday - Friday	\$10.55 (\$11.61 incl. GST)
Saturday or Sunday	\$12.55 (\$13.81 incl. GST)

Death and Funeral Announcements

Display Rates	Single Module Price (T11)*
Monday - Saturday	\$399 (\$438.90 incl. GST)
Lineage Rates	Price Per Line
Monday - Saturday	\$10.44 (\$11.48 incl. GST)
Death Notices incl. Funeral Funerals	In Memoriam

Births, Marriages and Wedding Anniversary

Display Rates	Single Module Price (T11)*
Monday - Saturday	\$225 (\$247.50 incl. GST)
Lineage Rates	Price Per Line
Monday - Saturday	\$8.95 (\$9.85 incl. GST)
Births	Memorial Services
Birthday Greetings	Wedding Anniversaries
Engagements	Return Thanks
Marriages	

Executor Services

Lineage Rates	Price Per Line
Monday - Saturday	\$10.44 (\$11.48 incl. GST)
Executor Services	

Christmas

Lineage Rates	Price Per Line
Monday - Friday	\$10.79 (\$11.87 incl. GST)
Saturday	\$13.26 (\$14.59 incl. GST)
Gift Ideas	Entertainment
Fare	

Notices and Services

Display Rates	Single Module Price (T11)*
Monday - Friday	\$740 (\$814 incl. GST)
Saturday	\$920 (\$1012 incl. GST)
Lineage Rates	Price Per Line
Monday - Friday	\$14.00 (\$15.40 incl. GST)
Saturday	\$17.09 (\$18.80 incl. GST)
Trades & Services++	Government Notices
Legal Others	Municipal Notices
Lost & Found	Medical Notices++
Personal/Missing Friends	Shipping Notices++
Company Notices	Electoral Notices
Dental Notices++	
Lineage Rates	Price Per Line
Monday - Friday	\$14.00 (\$15.40 incl. GST)
Saturday	\$17.05 (\$18.76 incl. GST)
Public Notices	

Rate Exceptions

Monday - Saturday	Per Notice
Legal Notices (probate, admin., accounts)	\$75 (\$82.50 incl. GST)
Claims	\$100 (\$110 incl. GST)
Legal Family Law	\$125.00 (\$137.50 incl. GST)

++Earlier deadlines please call 13 25 35 for details

Auctions Rates

Display Rates	Single Module Price (T11)*
Monday - Friday	\$510 (\$561 incl. GST)
Saturday	\$650 (\$715 incl. GST)
Lineage Rates	Price Per Line
Monday - Friday	\$9.50 (\$10.45 incl. GST)
Saturday	\$11 (\$12.10 incl. GST)
General Auctions	Auction Web Services

Boating Rates

Display Rates	Single Module Price (T11)*
Monday - Friday	\$265 (\$291.50 incl. GST)
Saturday	\$265 (\$291.50 incl. GST)
Lineage Rates	Price Per Line
Monday - Friday	\$10.43 (\$11.47 incl. GST)
Saturday	\$12.39 (\$13.63 incl. GST)

Personal Services Rates

Display Rates	Single Module Price (T11)*
Monday - Saturday	\$470 (\$517 incl. GST)
Lineage Rates	Price Per Line
Monday - Saturday	\$10.44 (\$11.48 incl. GST)
Funeral Directors	Memorial Parks
Display Rates	Single Module Price (T11)*
Monday - Saturday	\$370 (\$407 incl. GST)
Lineage Rates	Price Per Line
Monday - Saturday	\$7.73 (\$8.50 incl. GST)
Memorial Gifts	Religious Announcements

General Classifieds Deadlines

From July 2011

Buy and Sell

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	8pm Thur
Lineage Hard Copy	5.30pm Fri	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	6pm Thur
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Thur	3pm Thur
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Thur	Noon Fri

Auctions

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	8pm Thur
Lineage Hard Copy	5.30pm Fri	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	6pm Thur
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Thur	Noon Thur
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Thur	Noon Fri

Boating

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	6pm Wed	8pm Thur
Lineage Hard Copy	5.30pm Fri	5.30pm Mon	5.30pm Tues	5.30pm Wed	5pm Wed	6pm Thur
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Wed	3pm Thur
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Wed	Noon Fri

Tenders

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	8pm Thur
Lineage Hard Copy	5.30pm Fri	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	6pm Thur
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Thur	3pm Thur
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Thur	Noon Fri

Notices and Services

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	3pm Fri
Lineage Hard Copy	5.30pm Fri	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	3pm Fri
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Thur	Noon Thur
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Thur	Noon Fri

Personal Services

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	8pm Thur
Lineage Hard Copy	5.30pm Fri	5.30pm Mon	5.30pm Tues	5.30pm Wed	5.30pm Thur	6pm Thur
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Thur	3pm Thur
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Thur	Noon Fri

Travel

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Lineage Phoned Copy/AdOnline	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	Noon Wed	3pm Tues	3pm Wed
Lineage Hard Copy	5.30pm Sun	5.30pm Mon	5.30pm Tues	5.30pm Wed	Noon Wed	3pm Tues	1pm Wed
Display Phoned Bookings/AdOnline	Noon Fri	Noon Mon	10am Tues	Noon Wed	10am Wed	5pm Mon	Noon Tue
Material Deadline							
Display Advertising	3pm Fri	3pm Mon	3pm Tues	3pm Wed	3pm Thurs	Noon Tues	Noon Wed

Personal Announcements

Booking Deadline	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lineage Phoned Copy/AdOnline	6.00pm Sun	6.00pm Mon	6.00pm Tues	6.00pm Wed	6.00pm Thur	6.00pm Fri
Display Phoned Copy/AdOnline	Noon Fri	Noon Mon	Noon Tues	Noon Wed	Noon Thur	10.00am Fri
Material Deadline						
Display Advertising	3pm Fri	3pm Mon	3pm Tue	3pm Wed	3pm Thurs	Noon Fri

Please Note: All material requiring setting is required 24 hours prior to material deadlines.

Booking and Material Procedure

Lodging the Copy

By Telephone

Telephone your ad direct to 13 25 35

By Internet

Visit www.classifieds.fairfax.com.au or

By Adonline™

AdOnline offers you a quick and easy way to book display ad space, and shows you how to format and send classified line ads directly to the publication. AdOnline is an innovative tool which uses the internet to provide direct interactive access to our publishing systems - it's fast, free, and flexible. Call (02) 9282 1199 for a demonstration. (TM - AdOnline is a trademark of Fairfax Media Pty Ltd).

By Email

smhclassifieds@fairfaxmedia.com.au

Colour in Classified Lineage Ads

Colour in Classified Lineage Ads provide a contemporary look and feel to the classifieds product. Five colour ranges are on offer - blue, red, green, yellow and pink. The colours can be applied to headings, borders and tints within existing lineage advertising formats. Full process colour is also available for customers wishing to display company logos in their brand colour.

Colour Loadings in Lineage Ads

	Loading	Minimum Size
Colour Headings	15%	Minimum 10 lines
Grey Tint	15%	Minimum 10 lines
Colour Tint	20%	Minimum 20 lines
Colour Borders	20%	Minimum 10 lines
Mix of Colour Features	20% Excluding photos	Minimum 20 lines
Colour Logos only	Colour loadings vary per category	

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 and 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.

Business Rules

To maintain the look of the classifieds pages, several business rules have been applied:

- Minimum lineage is applied to colour dependant on category.
 - When a border or colour is applied, the text is indented making the advertisement longer, this is required for readability of the advertising.
 - Deadlines for colour lineage do not change from current lineage deadlines, except where a colour logo is to be processed and thus we require material 72 hours prior to the booking deadline.
 - Colour photo deadlines vary per category.
- Minimum 4 lines per single column advertisement (unless otherwise stated).

Logos: A fee of \$2.90 (\$0.29 GST, \$3.19 Total) is charged every time logo is used, over and above the space charged.

Box Numbers: Herald Box numbers are available at a fee of \$85.00 (\$8.50 GST, \$93.50 Total).

Production Charge: A production charge of \$2,360 (\$2,596 incl. GST) per tabloid page will be charged for all display advertisements made up from copy and/or material supplied by advertisers or their agents.

Foreign Language Advertisements: Must be accompanied by English translation and both versions must be published.

Material and Advertising Specifications: Please refer to our website www.adcentre.com.au

Contacts

www.adcentre.com.au

Fairfax Media Publications Pty Limited
Level 2, 1 Darling Island Road
Pyrmont, New South Wales 2009

Phone: (02) 9282 1084

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 • (02) 9467 7500

www.adstream.com.au/quickcut

Adsend • www.adsend.com.au

(03) 8689 9000

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.

These terms apply to all advertising provided to any person ('Customer') by Fairfax Media Limited ABN 15 008 663 161 or a subsidiary ('Fairfax'). Customer includes an advertiser on whose behalf Advertising is placed and any media company or agency that arranges the Advertising for its clients.

1. Publication of Advertising

- 1.1 Subject to these Terms, Fairfax will use its reasonable endeavours to publish advertising ('Advertising') in the format and in the position agreed with the Customer. 'Advertising' includes images submitted for publication and content or information relating to published Advertisements.
- 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 or medium, including print, online or other. Customer warrants that it is authorised to grant Fairfax the licence in this clause 1.

2. Right to Refuse Advertising

- 2.1 Neither these Terms nor any written or verbal quotation by Fairfax represents an agreement to publish Advertising. An agreement will only be formed between Fairfax and Customer when Fairfax accepts the Advertising in writing or generates a tax invoice for that Advertising.
- 2.2 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, Placement or Distribution

- 3.1 Fairfax will use reasonable efforts to publish Advertising in the format and in the position requested by the Customer. However, Fairfax reserves the right to vary the placement of Advertising within a title or website or to change the format of Advertising (including changing colour to black and white).
- 3.2 Fairfax may distribute interstate or regional editions of a title without all inserts or classified sections.
- 3.3 Except in accordance with clause 12, Fairfax will not be liable for any loss or damage incurred by a Customer arising from Fairfax's failure to publish Advertising in accordance with a Customer's request.
- 3.4 If Fairfax changes the press configuration for a publication, Fairfax reserves the right to shrink or enlarge the Advertising by up to 10% without notice to Customer or any change to rates.

4. Submission of Advertising

- 4.1 Customer warrants to Fairfax that the publication of the Advertising does not breach or infringe:
 - (a) the Competition and Consumer Act (Cth) or equivalent State 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 privacy legislation or anti-discrimination legislation;
 - (e) any financial services law as defined in the Corporations Act 2001 (Cth); or
 - (f) 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 if Advertising 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 Advertising containing contact details for the Customer must contain 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' with a border distinguishing it from editorial.
- 4.5 Fairfax will not be responsible for any loss or damage to any Advertising material left in its control.
- 4.6 Advertising submitted electronically 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 must include the Fairfax booking or material identification number.
- 4.8 If Customer is a corporation and the Advertising contains the price for consumer goods or services, Customer warrants that the Advertising complies with the component pricing provisions of the Competition and Consumer Act (Cth) and contains, as a single price, the minimum total price to the extent quantifiable at time of the Advertising.
- 4.9 Customer must not resell Advertising space to any third party without Fairfax's consent.
- 4.10 If Advertising promotes a competition or trade promotion, Customer warrants it has obtained all relevant permits and indemnifies Fairfax against any loss in connection with the Advertising.

5. Classified Advertising

- 5.1 Fairfax will publish classified Advertising under the classification heading it determines is most appropriate. These headings are for the convenience of readers. 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, Customer must submit creative materials and a click-through URL to Fairfax at least 3 working days (5 working days for non-gif material) or within such other deadline advised by Fairfax at its discretion before publication date. Fairfax may charge Customer for online Advertising cancelled on less than 30 days notice or if creative materials are not submitted in accordance with this clause 6.1.
- 6.2 All online Advertising (including rich media) must comply with Fairfax's advertising specifications.
- 6.3 Fairfax will measure online display and banner Advertising (including impressions delivered and clicks achieved) through its 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 Fairfax is not liable for loss or damage from an internet or telecommunications failure.
- 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 Customer must promptly check proofs of Advertising (if provided to the Customer by Fairfax) and notify Fairfax of any errors in the proofs or in published Advertising.
 - 7.2 Fairfax does not accept responsibility for any errors submitted by the Customer or its agent, including errors in Advertising placed over the telephone.
 - 7.3 Customer must send any claim for credit or republication in writing to Fairfax no later than 7 days after the date of publication of the Advertising.

8. Advertising Rates and GST

- 8.1 The Customer must pay for Advertising, unless otherwise agreed, at the casual ratecard rate. Ratecard rates may be varied at any time by Fairfax without notice. Customer must pay GST at the time it pays for Advertising. Fairfax will provide a tax invoice or adjustment note (as applicable).
- 8.2 Eligibility for discounts or rebates will be based on the Customer's GST-exclusive advertising spend.
9. Credit and Customer Accounts
 - 9.1 Fairfax may grant, deny or withdraw credit to a Customer at any time in its discretion. Customer must ensure that its Customer account number is available only to those employees authorised to use it. Customer acknowledges it will be liable for all Advertising placed under Customer's account number.
10. Payment
 - 10.1 The Customer must pre-pay for Advertising if required by Fairfax. If Advertising is on account, payment must be within 7 days of date of the invoice or, for certain Rural Press publications, within 21 days of the end of the month in which the invoice is issued. If a commercial account has been established with Fairfax, payment must be within 30 days of invoice date.
 - 10.2 If Customer fails to provide the copy for a booking by publication deadline, Customer will be charged unless a cancellation is approved by Fairfax. If Fairfax accepts Advertising after the deadline, it will be deemed out of specification. Customer has no claim against Fairfax for credit, republication or other remedy for out of specification Advertising.
 - 10.3 Customer must pay the full price for Advertising even if Fairfax varied the format or placement of the Advertising or if there is an error in the Advertising, unless the error was Fairfax's fault. Customer must pay its electronic transmission costs.

11. Failure to Pay and Other Breach

- 11.1 If Customer breaches these terms, fails to pay for Advertising or suffers an Insolvency Event (defined in clause 11.2), Fairfax may (in its discretion and without limitation):
 - (a) cancel any provision of credit to Customer;
 - (b) require cash pre-payment for further Advertising;
 - (c) charge interest on all overdue amounts at the rate 2% above the NAB Overdraft Base Rate;
 - (d) take proceedings against the Customer for any outstanding amounts;
 - (e) recover Fairfax's costs including mercantile agency and legal costs on a full indemnity basis;
 - (f) cease publication of further Advertising or terminate an agreement for Advertising not published;
 - (g) exercise any other rights at law.
- 11.2 A Customer suffers an 'Insolvency Event' if:
 - (a) Customer is a natural person and commits an act of bankruptcy; or
 - (b) Customer is a body corporate and cannot pay its debts as and when they fall due or enters an arrangement with its creditors other than in the

ordinary course of business or passes a resolution for administration, winding up or liquidation (other than for the purposes of re-organisation or reconstruction); or has a receiver, manager, liquidator or administrator appointed to any of its property or assets or has a petition presented for its winding up.

- 11.3 Fairfax may withhold any discounts or rebates if Customer fails to comply with its payment obligations.
- 11.4 A written statement of debt signed by an authorised employee of Fairfax is evidence 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 Competition and Consumer Act and equivalent State acts) which cannot by law be excluded ('Non-excludable Condition').
 - 12.3 Fairfax limits its liability for breach of any Non-Excludable Condition (to the extent such liability can be limited) and for any other error in published Advertising caused by Fairfax to the re-supply of the Advertising or payment of the cost of re-supply (at Fairfax's option).
 - 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 incurred in relation to 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, loss of profits, loss of revenue or 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 bodies corporate, to credit reporting agencies and other third parties as part of provision of the Advertising and for overdue accounts, to debt collection agencies to recover amounts owing.
 - 13.2 Fairfax provides some published Advertising to third party service providers. Where such Advertising contains personal information, Customer consents to the disclosure of their personal information in the advertising to third parties and to the personal information being republished by a third party.
 - 13.3 Customers may gain access to their personal information by writing to the Privacy Officer, GPO Box 506, Sydney NSW 2001. Fairfax's privacy policy is at www.fxj.com.au.
14. Confidentiality
 - 14.1 Each party will treat as confidential, and will procure that its advertising agents, other agents, and contractors ('Agents') treat as confidential and will not disclose, unless disclosure is required by law:
 - (a) the terms of this Agreement (including terms relating to volumes and pricing);
 - (b) information generated for the performance of this Agreement, including all data relating to advertising schedules, budgets, forecasts, booked advertising, prices or volumes;
 - (c) any other information that ought in good faith to be treated as confidential given the circumstances of disclosure or the nature of the information;
 - (d) any information derived wholly or partly for any information referred to in (a) to (c) above; Each party agrees to take all reasonable precautions to prevent any unauthorised use, disclosure, publication or dissemination of the confidential information by or on behalf of itself or any third party.
15. General
 - 15.1 These Terms, with any other written agreement, represent the entire agreement of the Customer and Fairfax for Advertising. They can only be varied in writing by an authorised officer of Fairfax. No purchase order or other document issued by the Customer will vary these Terms.
 - 15.2 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).
 - 15.3 Fairfax may serve notice on Customer by post or fax to the last known address of the Customer.
 - 15.4 These Terms are governed by the laws of the State in which the billing company for the Advertising is located and each party submits to the non-exclusive jurisdiction of that State.