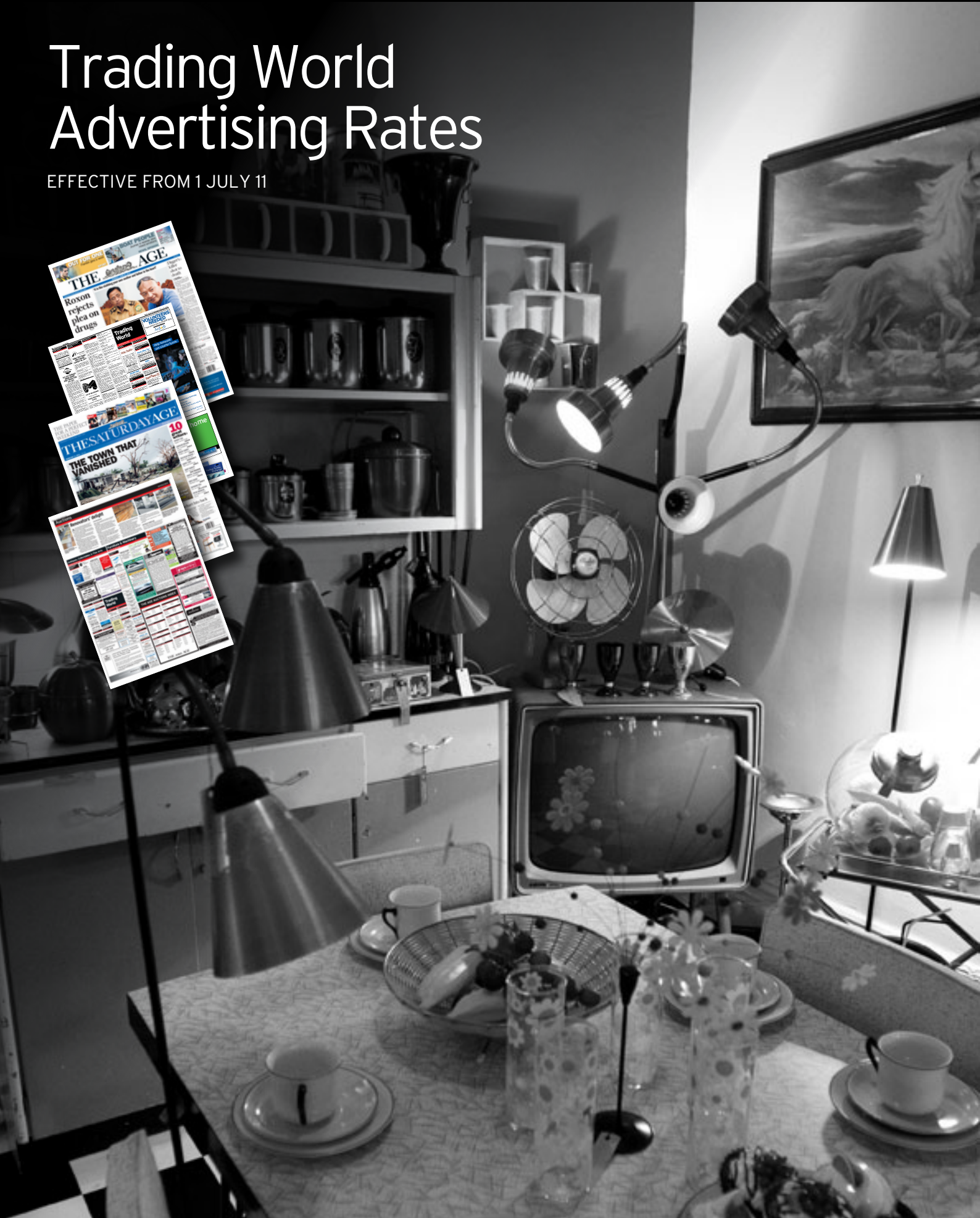


Trading World Advertising Rates

EFFECTIVE FROM 1 JULY 11



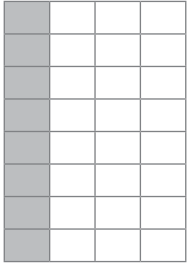
The Age reserves the right to increase rates in accordance with market fluctuations.
Please refer to The Age Adcentre www.adcentre.com.au for the prevailing trading rate.



If it matters to you, it matters to us.

Modular Display Rates – Tabloid

1 MODULE WIDE



8 mods high

Code: T81

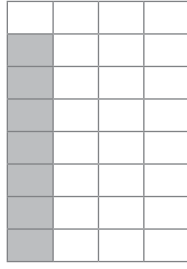
Sat: \$5,134.24 excl. GST

\$5,647.66 incl. GST

Sun-Fri: \$4,064.56 excl. GST

\$4,471.02 incl. GST

Size mm: 374x63



7 mods high

Code: T71

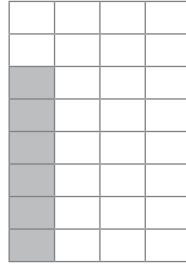
Sat: \$4,492.46 excl. GST

\$4,941.71 incl. GST

Sun-Fri: \$3,556.49 excl. GST

\$3,912.14 incl. GST

Size mm: 327x63



6 mods high

Code: T61

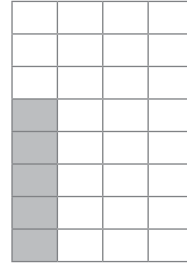
Sat: \$3,850.68 excl. GST

\$4,235.75 incl. GST

Sun-Fri: \$3,048.42 excl. GST

\$3,353.26 incl. GST

Size mm: 280x63



5 mods high

Code: T51

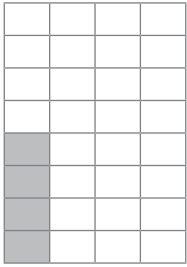
Sat: \$3,208.90 excl. GST

\$3,529.79 incl. GST

Sun-Fri: \$2,540.35 excl. GST

\$2,794.39 incl. GST

Size mm: 233x63



4 mods high

Code: T41

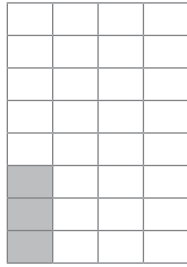
Sat: \$2,567.12 excl. GST

\$2,823.83 incl. GST

Sun-Fri: \$2,032.28 excl. GST

\$2,235.51 incl. GST

Size mm: 186x63



3 mods high

Code: T31

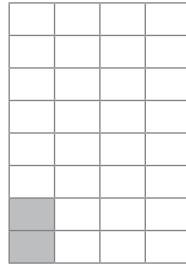
Sat: \$1,925.34 excl. GST

\$2,117.87 incl. GST

Sun-Fri: \$1,524.21 excl. GST

\$1,676.63 incl. GST

Size mm: 139x63



2 mods high

Code: T21

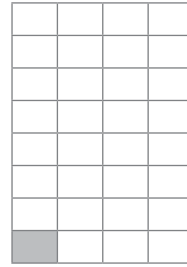
Sat: \$1,283.56 excl. GST

\$1,411.92 incl. GST

Sun-Fri: \$1,016.14 excl. GST

\$1,117.75 incl. GST

Size mm: 92x63



1 mod high

Code: T11

Sat: \$641.78 excl. GST

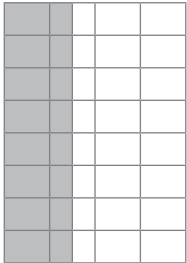
\$705.96 incl. GST

Sun-Fri: \$508.07 excl. GST

\$558.88 incl. GST

Size mm: 45x63

1.5 MODULE WIDE



8 mods high

Code: T81H

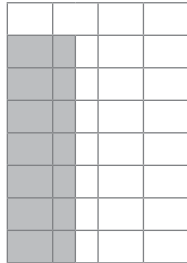
Sat: \$7,701.36 excl. GST

\$8,471.50 incl. GST

Sun-Fri: \$6,096.84 excl. GST

\$6,706.52 incl. GST

Size mm: 374x96



7 mods high

Code: T71H

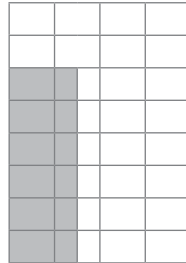
Sat: \$6,738.69 excl. GST

\$7,412.56 incl. GST

Sun-Fri: \$5,334.74 excl. GST

\$5,868.21 incl. GST

Size mm: 327x96



6 mods high

Code: T61H

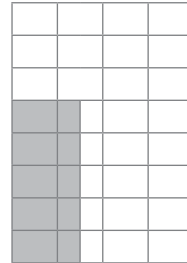
Sat: \$5,776.02 excl. GST

\$6,353.62 incl. GST

Sun-Fri: \$4,572.63 excl. GST

\$5,029.89 incl. GST

Size mm: 280x96



5 mods high

Code: T51H

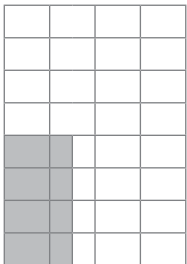
Sat: \$4,813.35 excl. GST

\$5,294.69 incl. GST

Sun-Fri: \$3,810.53 excl. GST

\$4,191.58 incl. GST

Size mm: 233x96



4 mods high

Code: T41H

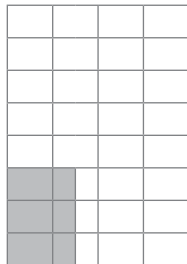
Sat: \$3,850.68 excl. GST

\$4,235.75 incl. GST

Sun-Fri: \$3,048.42 excl. GST

\$3,353.26 incl. GST

Size mm: 186x96



3 mods high

Code: T31H

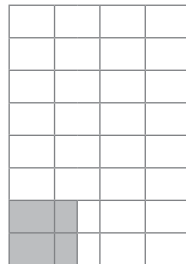
Sat: \$2,888.01 excl. GST

\$3,176.81 incl. GST

Sun-Fri: \$2,286.32 excl. GST

\$2,514.95 incl. GST

Size mm: 139x96



2 mods high

Code: T21H

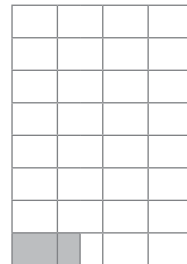
Sat: \$1,925.34 excl. GST

\$2,117.87 incl. GST

Sun-Fri: \$1,524.21 excl. GST

\$1,676.63 incl. GST

Size mm: 92x96



1 mod high

Code: T11H

Sat: \$962.67 excl. GST

\$1,058.94 incl. GST

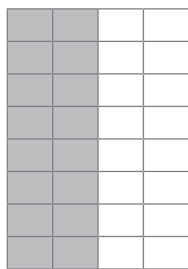
Sun-Fri: \$762.11 excl. GST

\$838.32 incl. GST

Size mm: 45x96

Modular Display Rates – Tabloid

2 MODULE WIDE



8 mods high

Code: T82

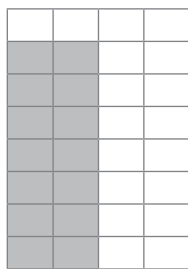
Sat: \$10,268.48 excl. GST

\$11,295.33 incl. GST

Sun-Fri: \$8,129.12 excl. GST

\$8,942.03 incl. GST

Size mm: 374x129



7 mods high

Code: T72

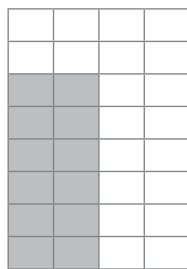
Sat: \$8,984.92 excl. GST

\$9,883.41 incl. GST

Sun-Fri: \$7,112.98 excl. GST

\$7,824.28 incl. GST

Size mm: 327x129



6 mods high

Code: T62

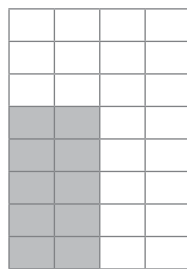
Sat: \$7,701.36 excl. GST

\$8,471.50 incl. GST

Sun-Fri: \$6,096.84 excl. GST

\$6,706.52 incl. GST

Size mm: 280x129



5 mods high

Code: T52

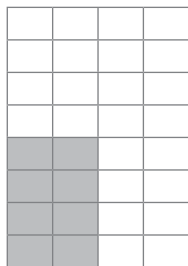
Sat: \$6,417.80 excl. GST

\$7,059.58 incl. GST

Sun-Fri: \$5,080.70 excl. GST

\$5,588.77 incl. GST

Size mm: 233x129



4 mods high

Code: T42

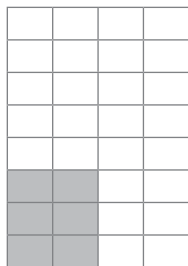
Sat: \$5,134.24 excl. GST

\$5,647.66 incl. GST

Sun-Fri: \$4,064.56 excl. GST

\$4,471.02 incl. GST

Size mm: 186x129



3 mods high

Code: T32

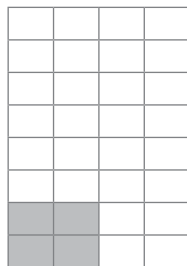
Sat: \$3,850.68 excl. GST

\$4,235.75 incl. GST

Sun-Fri: \$3,048.42 excl. GST

\$3,353.26 incl. GST

Size mm: 139x129



2 mods high

Code: T22

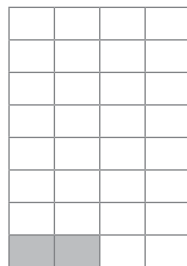
Sat: \$2,567.12 excl. GST

\$2,823.83 incl. GST

Sun-Fri: \$2,032.28 excl. GST

\$2,235.51 incl. GST

Size mm: 92x129



1 mod high

Code: T12

Sat: \$1,283.56 excl. GST

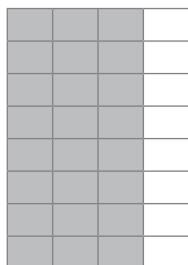
\$1,411.92 incl. GST

Sun-Fri: \$1,016.14 excl. GST

\$1,117.75 incl. GST

Size mm: 45x129

3 MODULE WIDE



8 mods high

Code: T83

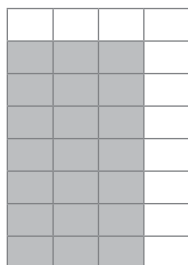
Sat: \$15,402.72 excl. GST

\$16,942.99 incl. GST

Sun-Fri: \$12,193.68 excl. GST

\$13,413.05 incl. GST

Size mm: 374x194



7 mods high

Code: T73

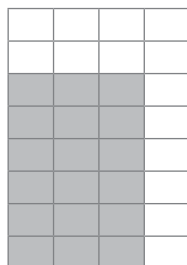
Sat: \$13,477.38 excl. GST

\$14,825.12 incl. GST

Sun-Fri: \$10,669.47 excl. GST

\$11,736.42 incl. GST

Size mm: 327x194



6 mods high

Code: T63

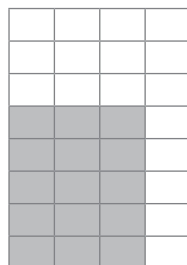
Sat: \$11,552.04 excl. GST

\$12,707.24 incl. GST

Sun-Fri: \$9,145.26 excl. GST

\$10,059.79 incl. GST

Size mm: 280x194



5 mods high

Code: T53

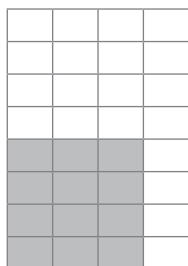
Sat: \$9,626.70 excl. GST

\$10,589.37 incl. GST

Sun-Fri: \$7,621.05 excl. GST

\$8,383.16 incl. GST

Size mm: 233x194



4 mods high

Code: T43

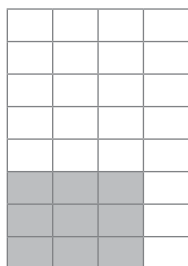
Sat: \$7,701.36 excl. GST

\$8,471.50 incl. GST

Sun-Fri: \$6,096.84 excl. GST

\$6,706.52 incl. GST

Size mm: 186x194



3 mods high

Code: T33

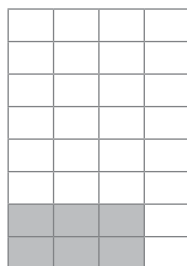
Sat: \$5,776.02 excl. GST

\$6,353.62 incl. GST

Sun-Fri: \$4,572.63 excl. GST

\$5,029.89 incl. GST

Size mm: 139x194



2 mods high

Code: T23

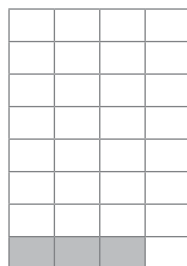
Sat: \$3,850.68 excl. GST

\$4,235.75 incl. GST

Sun-Fri: \$3,048.42 excl. GST

\$3,353.26 incl. GST

Size mm: 92x194



1 mod high

Code: T13

Sat: \$1,925.34 excl. GST

\$2,117.87 incl. GST

Sun-Fri: \$1,524.21 excl. GST

\$1,676.63 incl. GST

Size mm: 45x194

Deadlines

TRADING WORLD DEADLINES

	Sat	Sun	Mon	Tue, Thur, Fri	Wed
LINE ADVERTISEMENTS - Material/Booking/Cancellation deadlines					
Phone copy/AdOnline	5.30pm Fri	7.30pm Fri	7.30pm Sun	7.30pm day prior	5.30pm Tue
DISPLAY ADVERTISEMENTS - Material/Booking/Cancellation deadlines					
Paperset	1pm Fri	4pm Fri	4pm Fri	4pm day prior	3pm Tue
Phone copy	1pm Fri	3pm Fri	3pm Fri	3pm day prior	3pm Tue
Proof required	2pm Fri	2pm Fri	2pm Fri	Noon day prior	Noon Tue
DISPLAY ADVERTISEMENT DEADLINES (electronic delivery only)					
Bookings/Cancellations	11am Fri	5pm Fri	5pm Fri	5pm day prior	5pm Tue
Supplied material	4pm Fri	5pm Fri	5pm Fri	5pm day prior	5pm Tue

Booking/cancellation and copy deadlines are subject to change at any time without notice. This also applies to public holidays and special editions.

Positioning not guaranteed.

Non - Modular Display and Lineage Rates

NON - MODULAR DISPLAY RATES LINEAGE RATES

Disc %	Spend Commitment	Sat	Sun-Fri
Casual		\$72.12	\$56.56

Prices excluding GST

Trading World	excl GST	incl GST
Sun-Fri	\$8.98	\$9.88
Saturday	\$10.81	\$11.89

MINIMUM SIZE

Line advertisements: 3 lines

GST (Goods and Services Tax)

These rates apply to trade related advertising only.

OTHER SIZES

Single column centimetre sizes between 6x1 and 9x1 are available. Contract rates apply. These sizes will run with lineage advertisements.

Colour Loadings

Display	
All Days	10%

Lineage	
Heading only	15%
Tint/heading/border	20%

CLASSIFICATIONS

TRADING WORLD CLASSIFICATIONS	CLEANING LIVESTOCK
ARTS & CRAFTS	MEMORABILIA AND COLLECTABLES
BABY & CHILDREN NEEDS	MOBILES PHONES, IPODS AND MP3
BIRDS	MUSICAL INSTRUMENTS
BOOKS	OFFICE FURNITURE
CAMERAS AND SUPPLIES	PET ACCOMMODATION
CATS	PET CARE
COMPUTERS AND INTERNET	PET SERVICES
DOGS	SPORTING GOODS
ELECTRICAL AND WHITEGOODS	STORAGE
ENTERTAINMENT SYSTEMS	TOOLS
EVENTS	TOYS AND VIDEO GAMES
FASHION, CLOTHES AND ACCESSORIES	WANTED TO BUY
FISH, AQUARIUMS, ETC	WANTED TO EXCHANGE
FURNITURE	WANTED TO SELL - GENERAL
REMOVERS	
GARAGE SALES	
HOBBIES	
HOME FURNISHINGS	
HOME IMPROVEMENTS	
JEWELLERY, GEMS AND WATCHES	
LAUNDRY AND DRY	

Booking & Material Procedure

TERMS & CONDITIONS

All advertising services are governed by Fairfax Media Terms and Conditions of Advertising. Fairfax 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.

DESIGN & ARTWORK

The Age has an ad setting service that can set your artwork. Prices vary according to size.

ADVERTISING MATERIAL & SPECIFICATIONS

Please note that The Age Company will only accept material via electronic transmission.

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

Visit us at www.adcentre.com.au

Contact Information

AUSTRALIA

NEW SOUTH WALES

Level 3
One Darling Island Road,
Pyrmont, NSW 2009
Phone: (02) 9282 2277

VICTORIA

655 Collins Street,
Docklands, Victoria 3008
Phone: (03) 8667 2000
Fax: (03) 8667 2929

QUEENSLAND

Level 6, 340 Adelaide Street
Brisbane, Qld 4000
Phone: (07) 3835 7500
Fax: (07) 3835 7529

SOUTH AUSTRALIA

124 Franklin Street,
Adelaide, South Australia 5000
Phone: (08) 8212 1212

WESTERN AUSTRALIA

A15 Level 2
435 Roberts Road
Subiaco, Western Australia
Phone: (08) 9423 8903
Fax: (08) 9423 8922

Terms and Conditions FAIRFAX MEDIA ABN 15 008 663 161

FAIRFAX ADVERTISING TERMS

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** Customer 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.