



Online Advertising Rates

EFFECTIVE FROM 1 JULY 10



Fairfax Digital



THE **star** ★

PORT STEPHENS **Examiner**

Lakes Mail

Coastwatch

ABOUT US

The Newcastle Herald's website, www.theherald.com.au is well-known for its excellence in news coverage, strong media content, and high user engagement.

theherald.com.au is part of the Fairfax Digital network, which encompasses 200+ publications and engages over 13 million Australians each month. Fairfax Digital is Australia's premier network of online news, information and classified websites.

ADVERTISING OPTIONS

As of 1 June 2010 – the website underwent a major overhaul and now not only offers readers an improved online experience, but also allows advertisers the benefit of a more flexible and affordable range of online advertising solutions.

DIGITAL AUDIENCE

It's no secret that more and more people are turning online for their news fix. Combine these online readers with our current print audience and it's easy to see why the Newcastle Herald is the leading news provider in the Hunter.

As the Digital Age has progressed theherald.com.au has shown amazing growth. Independent October 2010 statistics report over 232,000 unique browsers visited theherald.com.au to keep informed, viewing over 2 million pages of news, sport and entertainment.

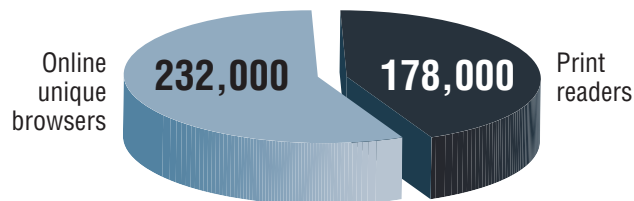
PRINT AUDIENCE

The Newcastle Herald is Australia's largest regional daily newspaper with loyal readers and a strong impact in the market. In December 2009 Roy Morgan Research audited the Herald's readership at 178,000 readers every Saturday.

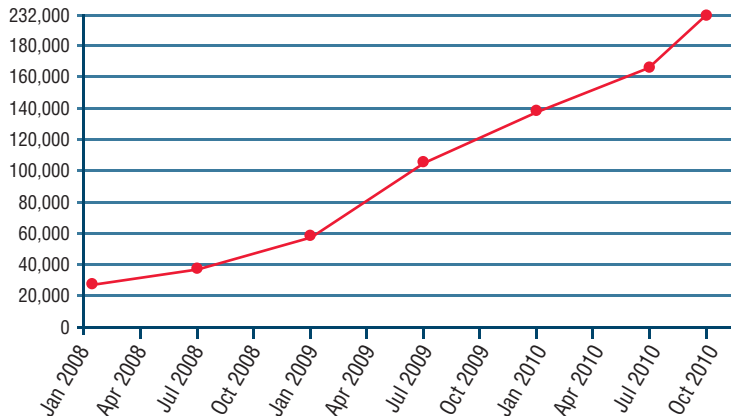
PRINT AND ONLINE

A recent 'The Newspaper Works' study revealed that, when used in combination, print and online advertising on a newspaper website is the most effective way to communicate strategically to target audiences.

The Newcastle Herald's combined audience is based on Roy Morgan Research (Dec, 2009) and Nielsen Net ratings (October, 2010). We have a combined print and online audience of 410,000.



theherald.com.au - UNIQUE BROWSERS



ONLINE GROWTH

theherald.com.au unique browsers have grown by 690% or 232,223 UB's since July 2008

Source: Omniture Site Catalyst monthly site report



MREC

The MREC is the largest digital Ad available on **theherald.com.au**. If impact is what you are after - this is the Ad for you. There is only one position on the home page available to local business.

The Home Page MREC Ad is integrated with news and feature content, so the HP MREC Ad stays on-screen as browsers click through to breaking news or feature stories.

- The MREC links to your webpage, PDF, brochure, email etc.

MREC – MEDIUM RECTANGLE

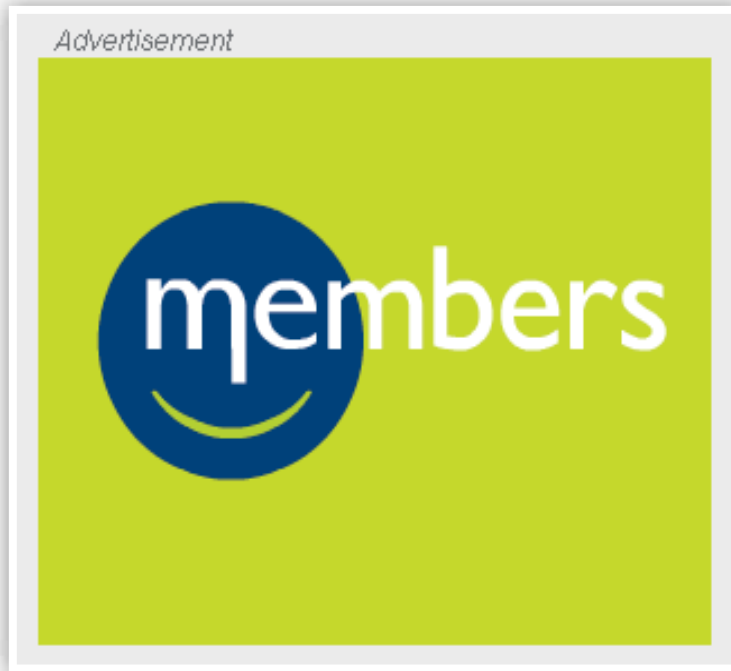
1 x MREC is available to local advertisers

Size: 300w x 250d Pixels

Specs: Max file size 80kb

Rates: \$880 gst inclusive per week

Production cost: \$143 gst inclusive



SREC

Our standard sized rectangular ads will now rotate between 4 strategically placed positions on the homepage, maximising the exposure of Ads to browsers drawn to different content.

- The SREC links to your webpage, PDF, brochure, email etc.

SREC – SMALL RECTANGLE

8 x SRECs are available, with 4 appearing on the page at any one time on a rotational basis, with 50% share of voice (SOV)

Size: 300w x 100d Pixels

Specs: Max file size 60kb

Rates: \$308 gst inclusive per week

Production cost: \$143 gst inclusive



SKYSCRAPER

The Skyscraper Ads appear on the article pages of the Herald's website receive over 1 million PV's per month in a high profile position.

There are three 160w x 640d banners available.

These three ads enjoy a one third share of the above the fold position on each of the News and Sport article pages.

Flash animation is possible in these positions, with a maximum file size of 80kb.

- The SKYSCRAPER links to your webpage, PDF, brochure, email etc.

SKYSCRAPER

3 x SKYSCRAPERS are available, with 3 appearing on the page at any one time on a rotational basis

Size: 160w x 640d Pixels

Specs: Max file size 80kb

Rates: \$440 gst inclusive per week

Production cost: \$143 gst inclusive

Limited seats remaining

Buy one ticket get one FREE!

CLICK HERE for TICKETS and details

Conditions apply

Mastering Investments
masteringinvestments.com



SPONSORSHIP ADVERTISING

- Do you want to specifically talk to sport lovers, the local community or even be associated with our regional news?
- Sponsorship advertising is a new, cost effective opportunity for businesses to sponsor specific sections on the front page.
- The sponsor's logo will be displayed along side the chosen section with links to your webpage, PDF, brochure, email etc.
- Up to 12 sections can be sponsored at a time!

SPONSORSHIP LOGO

12 x Sponsorship Logo opportunities are available for advertisers to sponsor specific sections of the home page. This sponsorship will take the form of a logo with an embedded link and will appear in the subheading for the sections of the home page.

Sections include Sport, Local Notices, Photos and Videos, Regional News, Classifieds, Features and Special Publications, Opinion, Local Deals, Local info, Farm News, Poll and Daily Fun

Size: 95w x 30d Pixels

Specs: Max file size 40kb

Rates: \$275 gst inclusive per month

Production cost: \$77 gst inclusive



LOCAL DEALS

- Do you have an irresistible offer that simply can't be beaten?
- Local Deals is a new advertising space that will include a static image and 3 lines of text linking to your webpage, PDF, brochure, email etc.
- This new, cost effective advertising space is competitively priced, with only five positions available!

LOCAL DEALS

5 Advertisers can promote their current deals or specials via logo and text linking to your own website, PDF, brochure, email etc.





Size: 60w x 50d Pixels

Specs: Max file size 40kb, Up to 3 text links, Max link length 43 characters

Rates: \$88 gst inclusive per week

Production cost: \$77 gst inclusive

Local Deals

- New and used cars for sale
- Sell your car
- Car news and reviews

- www.travelways.com.au
- The complete solution to plan, book and pay for your Tasmanian holiday accommodation

- Just what you're looking for
- Radar - A revolutionary new way to search for properties that match your LIFESTYLE

- Order books online. The Rural Bookshop specialises in rural-related reference books and DVDs as well as general fiction with an Australiana theme.



DRIVE

Local Node Cars.theherald.com.au

1 x MREC (Medium Rectangle) is available to local advertisers

Size: 300w x 250d Pixels

Specs: Max file size 80kb

Rates: \$632.50 inc gst per month

Production cost: \$143 gst inclusive

1 x SREC (Small Rectangle) with 100% share of voice (SOV)

Size: 300w x 100d Pixels

Specs: Max file size 60kb

Rates: \$275 gst inclusive per month

Production cost: \$143 gst inclusive

MY CAREER

Local Node Jobs.theherald.com.au

1 x MREC (Medium Rectangle) is available to local advertisers

Size: 300w x 250d Pixels

Specs: Max file size 80kb

Rates: \$1,265 inc gst per month

Production cost: \$143 gst inclusive

1 x SREC (Small Rectangle) with 100% share of voice (SOV)

Size: 300w x 100d Pixels

Specs: Max file size 60kb

Rates: \$550 gst inclusive per month

Production cost: \$143 gst inclusive

DOMAIN

Local Node realestate.theherald.com.au

1 x MREC (Medium Rectangle) is available to local advertisers

Size: 300w x 250d Pixels

Specs: Max file size 80kb

Rates: \$1,265 inc gst per month

Production cost: \$143 gst inclusive

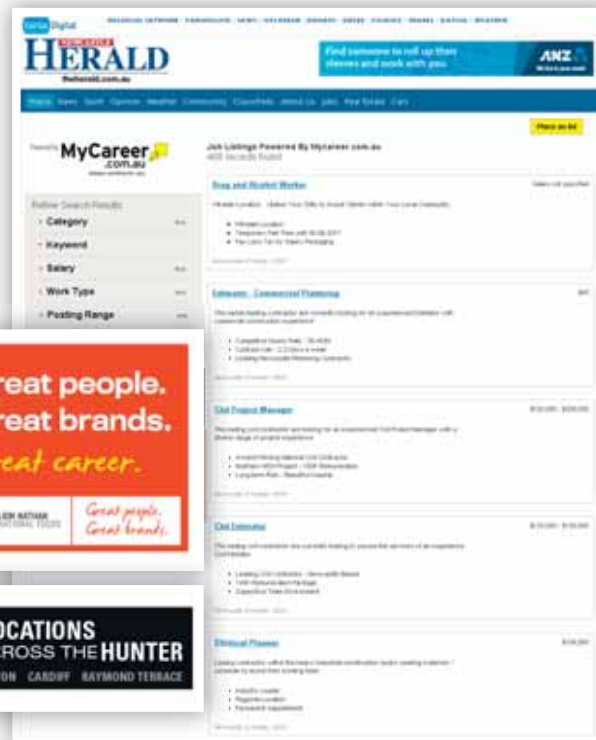
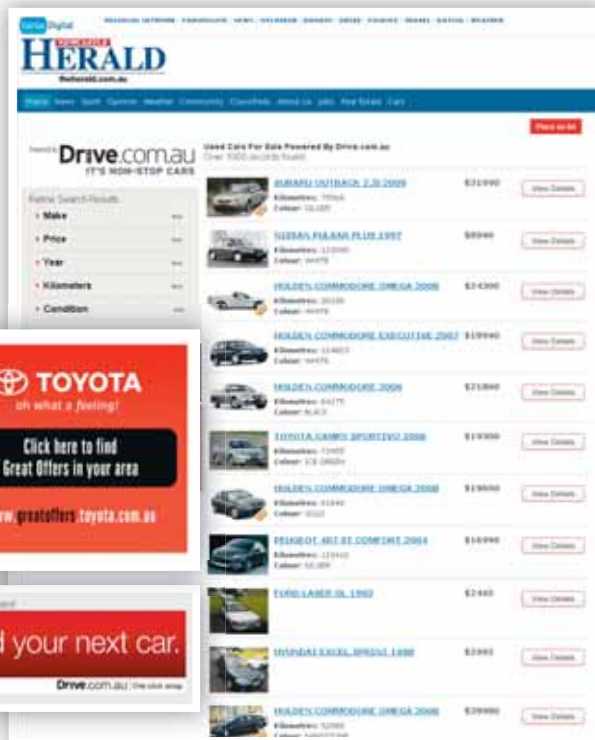
1 x SREC (Small Rectangle) with 100% share of voice (SOV)

Size: 300w x 100d Pixels

Specs: Max file size 60kb

Rates: \$550 gst inclusive per month

Production cost: \$143 gst inclusive



WHAT IS REALVIEW?

Realview is a digital publisher that converts print media to digital and hosts digital content in an interactive viewer.

Website URL's in print become hyperlinked in Realview, photos can become slide-shows, Video can even be embedded into the feature.

HERALD MAGAZINE

Business' who take a minimum 2 page feature with the Herald have the opportunity to enhance the offering by digitising with Realview technology.

Extend your audience beyond the printed product and provide your business with an ongoing digital asset either hosted in Realview and/or embedded into your own web-site.

The Herald's Graphic design team will create a cover page and host your Feature within the 'Features' section of the homepage for 1 week linking to Realview for \$770 per week gst inclusive.

The Features section on the homepage of www.theherald.com.au is one of our most highly trafficked sections, including Jeff Corbett's Daily Blog.

Rates: \$770 per week gst inclusive

ADS IN REALVIEW

A standard Ad banner can be served at the top of the viewer.

Size: 468w x 60d Pixels

Specs: Max file size Gif 20kb, Flash 40kb

Rates: \$330 per month gst inclusive

