

The Toodyay Herald

Your locally owned community newspaper

Established 1902

Advertising: advertising@toodyayherald.com.au Phone: (08) 9574 2106 ABN: 49 331 879 908

Advertising Specifications August 2017

No GST applies to these prices.

Cost

The cost of a casual display advertisement in *The Toodyay Herald* is \$4.15 per column centimetre.

Column width is 61.5mm. Some display advertisement setup sizes are listed below.

Full page: Mono, \$570.50
Full page: Colour \$622.00
Setup size: 260mm wide by 400mm deep.

Half page: Mono \$285.25
Half page: Colour \$336.75
Setup size: 260 wide x 195mm deep.

Quarter Page: Mono \$142.60
Quarter page: Colour \$194.10
Setup size: 127.5mm wide x 195mm deep (Portrait)
Setup size: 193.5mm w x 127.5mm deep (Landscape)

Trades And Services

Single advertisement: Colour
(including initial artwork) \$24.10
Setup size: 61.5mm x 60mm deep.
Double advertisement: Colour
(including initial artwork) \$48.20
Setup size: 127.5mm x 60mm deep.

Public Notices – Public Notices including Births, Engagements, Weddings and Anniversaries \$6.25 per 20 words, and \$2.75 per subsequent 20 words. Bereavement and Funeral notices are free. Address and phone number is a mandatory requirement and will not be published.

Classified Advertisements – The fee for a classified advertisement is \$6.25 per 20 words, \$2.75 per subsequent 20 words. Payment of this fee must be submitted upon placement of classifieds. Display style ads will now be available in Classifieds.

Where casual advertising is required in colour, a surcharge of \$51.50 will apply.

Placement – Although every effort will be made to place your advertisement, according to your wishes, it is sometimes not always possible. A surcharge for prime positions applies, as indicated in the *Loading paragraph.

***Loading** – A loading will apply when an advertisement is booked to a specific page as follows: Front page: 100%; Back page: 50%; Centre pages and page 3: 25%; Other pages: 10%. Colour advertisements of a size not listed above incur a \$51.50 surcharge with the exception of the Trades and Services section.

Advertorials – There is a surcharge of \$55 for advertorials, which can be of approximately 400 words and are only accepted when accompanied by a booking for at least a quarter-page colour advertisement. The advertorial section will be framed by a light line and will carry the word 'Advertorial' in no less than 10pt type above it.

Artwork – A one-off setup/artwork fee of \$30.00 will be charged for advertisements quarter to half page size. Full page fee for artwork set up will cost \$50.00. Artwork received which is not print compliant is to be negotiated with client.

Supplying Artwork – All artwork must be the correct size as to how it will appear in print and must be CMYK with process separations. It must be presented as a press-ready PDF, a TIFF or as a JPG file with the correct resolution, 300dpi for CMYK and grayscale artwork, 400dpi for line art. Artwork can be supplied on a flash drive, CD or electronically (via email) providing it meets the above specifications. *The Toodyay Herald* retains the right to refuse any artwork or photos that are not clean and sharp, are out-of-focus or cannot be retouched. All fonts must be embedded or converted to outline to avoid font substitution.

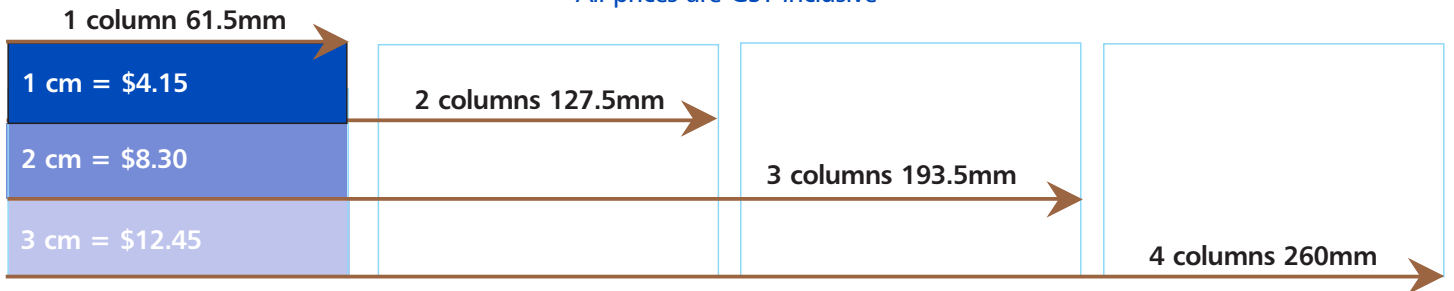
Terms And Conditions – All advertisements are subject to approval by the management and the right is reserved to decline any advertisement. We reserve the right to alter, abbreviate, omit or re-classify advertisements for any reason. The publishers reserve the right to suspend advertising for the default of payment. **Advertisers need to complete an advertising detail form including a postal address and the number of months the advertisement will run for.**

Payment – Accounts are issued each month with payment required within 30 days. Payment may be made by electronic transfer, cash or cheque or at the *Herald* office and received no later than Thursday of the deadline week. New advertisers must pay upfront. Bank details: BSB: 633-000 Acc No: 110571262

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All prices are GST inclusive



Casual Advertising *Examples of casual advertising, more sizes available*

1col x 10cm \$93.00 colour \$41.50 mono	1col x 15cm \$113.75 colour \$62.25 mono	1col x 25cm \$155.25 colour \$103.75 mono
2col x 10cm \$134.50 colour \$83.00 mono	2col x 15cm \$176.00 colour \$124.50 mono	2col x 25cm \$259.50 colour \$207.50 mono

Common Advertising Sizes

Full page: Mono, \$570.50
Full page: Colour \$622.00
Setup size: 260mm x 400mm

Half page: Mono \$285.25
Half page: Colour \$336.75
Setup size: 260 x 195mm

Landscape
Setup size:
 193.5mm x 127.5mm

Portrait
Setup size:
 127.5mm x 195mm

Quarter Page: Mono \$142.60
Quarter page: Colour \$194.10

Trades and Services

Double advertisement: Colour
 (including initial artwork) \$48.20
Setup size: 127.5mm x 60mm

Single advertisement:
Setup size:
 61.5mm x 60mm
 (including initial artwork) \$24.10

Note: Above sizes have been reduced to scale

Handy Hints

Double Column Trades and Services Setup size: 127.5mm x 60mm

- Since the advent of Desktop publishing many businesses are producing their artwork themselves. Often we become so absorbed with the design of our ads that we forget the most important aspects eg:
- *Is the text easy to read at a glance?*
 - *Are my contact details prominent enough?*
 - *Does the illustration/logo or photo represent this business?*
 - *Are the fonts also representative of this business?*
 - *Do you have your opening hours, telephone and network details correct?*

Logo
Photo
or
illustration

Business Name

Specialities of business
or services available

Business Hours

Affiliations
Accreditations
Awards or
Facebook logos

Address; 000 Smith Street Western Australia
smithys@ooroo.com.au – smithys.com.au

Company representative
Phone **0000 000 000**

Discuss your requirements with our Advertising Manager on (08) 9574 2106. *The Toodyay Herald* will not print without prior approval of artwork.

PLEASE BE AWARE THAT IT IS YOUR RESPONSIBILITY TO PROOF READ YOUR ADVERTISEMENT AND SIGN OFF ON ANY ARTWORK SUPPLIED BY THE TOODYAY HERALD.

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92 Stirling Terrace Toodyay WA 6566 PO Box 100, Toodyay WA 6566 - Phone: (08) 9574 2106
email: advertising@toodyayherald.com.au - Web: www.toodyayherald.com.au
ABN: 49 331 879 908

Advertiser Details

Business Name:	<input type="text"/>		
ABN:	<input type="text"/>		
First Name:	<input type="text"/>	Last Name:	<input type="text"/>
Business Address:	<input type="text"/>		
Suburb/Town:	<input type="text"/>	State:	<input type="text"/>
	<input type="text"/>	Postcode:	<input type="text"/>
Private Address:	<input type="text"/>		
Suburb/Town:	<input type="text"/>	State:	<input type="text"/>
	<input type="text"/>	Postcode:	<input type="text"/>
Phone:	<input type="text"/>	Mobile:	<input type="text"/>
Fax:	<input type="text"/>	Email:	<input type="text"/>
Contact Person:	<input type="text"/>		
Ad Agency: (if any)	<input type="text"/>		
Signatures:	<input type="text"/>		
Ad Manager:	<input type="text"/>		
Client:	<input type="text"/>		

2 Original Copies must be signed by both parties

ADVERTISING MUST BE PAID IN FULL BEFORE PRODUCTION IS FINISHED OR AD WILL NOT BE PLACED

Office use only

Credit App Completed	<input type="text"/>
Entered in System	<input type="text"/>
Client Status	<input type="text"/>

The Toodyay Herald

STANDARD TERMS AND CONDITIONS FOR ADVERTISING COPY

Established 1902

These Standard Terms and Conditions for Advertising Copy relate to any advertising copy that is printed in *The Toodyay Herald*. They form part of all trading arrangements between the Supplier (The Toodyay Herald Inc) and the Customer (or the Customer's Agents) for Services by the Supplier to the Customer and can only be varied by written notice by the Supplier to the Customer.

1. DEFINITIONS

in the following Terms and Conditions 'the Supplier' relates to ourselves and any related body corporate of the Supplier within the meaning of Section 50 of the Corporations law; 'the Customer' means the applicant and the entity to whom we are supplying services as defined herein, including any agency acting on behalf of an advertiser; and 'the Services' means the publication of advertising material in *The Toodyay Herald* (or supplements thereof) provided by ourselves to the Customer from time to time. The 'DATE OF PUBLICATION' of each edition of The Toodyay Herald is regarded as the 'DATE OF INVOICE' for advertisements placed therein.

2. PRICE

Unless otherwise specifically stated, any prices quoted by the Supplier which the Customer accepts at the time are in Australian currency, and are inclusive of the Australian Taxation Office 'Goods and Services Tax' (GST) applicable at the time of quote.

3. MINIMUM CREDIT

Trades and Services advertisements \$20 and under to be cash only. No personal or business cheques will be accepted.

4. CREDIT TERMS AND PAYMENT

a) The Credit terms are strictly thirty (30) days net from date of publication in which the advertisement is placed.

b) Credit is offered to the Customer subject to the Standard Terms and Conditions for Advertising Copy, and subject to completion of The Toodyay Herald Inc 'Credit Application' and its 'Terms and Conditions of Trading'.

5. OUTSTANDING ACCOUNTS

a) If, at the conclusion of sixty (60) days from the Date of Invoice the account has not been paid in full, no further copy (advertisements) from the Customer shall be published until the account has been settled in full.

b) If, at the conclusion of ninety (90) days from the Date of Invoice the account (including all outstanding amounts) has not been paid in full, no further copy (advertisements) from the Customer shall be published, the Customers credit status shall be withheld and The Toodyay Herald Inc will commence proceedings to recover the debt.

c) Debt recovery will be subject to all changes Ipso Facto and are to be added to the account. This may include solicitor's fees and debt collection fees (collectively up to but not exceeding 30% of the debt), plus disbursement costs, charges relating to security documents and cheque dishonour fees.

6. RE-INSTATEMENT OF CUSTOMER

After a Customer has cleared their debt in full, the Customer's credit status may be restored, but at the discretion of the Management Committee of The Toodyay Herald Inc.

7. CANCELLATION OF ACCOUNT

a) A Customer who has had legal proceedings taken against them to recover a debt, and were found to be in default, shall have their credit status permanently cancelled.

b) A Customer who has twice exceeded ninety (90) days debt (as in 5b above), shall have their credit status permanently cancelled.

c) Customers who have had their credit status cancelled shall only be permitted to advertise in the newspaper on a cash up-front basis. This strictly to be cash, bank cheque or money order. No personal or business cheques will be accepted.

8. LAW APPLICABLE IN WESTERN AUSTRALIA

This deed is governed by the law applicable in Western Australia. The Supplier and the Customer irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of Western Australia.

9. CONSENT IN RELATION TO THE PRIVACY ACT

The Customer authorises and unconditionally grants its consent to the Supplier obtaining from a credit reporting agency or other person or company, information and/or reports concerning it from time to time during the continuance of its credit account, so as to assist the Supplier in deciding whether to grant credit to it or for collecting overdue payments in respect of commercial credit for or provided to it. The Customer further authorises and consents to the Supplier obtaining and disclosing information about its credit worthiness to and from credit reporting agencies and credit providers including identify particulars and details of overdue payments, who have or are or intend to enter into some commercial or business dealings with it and/or credit to it. For the purposes of this paragraph 'report' and 'information' include any credit report originating from a credit agency or any other or information that has any bearing on the Customer's credit worthiness, credit standing, credit history, credit capacity and personal information.

10. INDEMNITY AND WARRANTY

a) Advertisers and/or advertising agencies upon and by lodging material with the Supplier for publication or authorising or approving of the publication of any material, INDEMNIFY the Supplier against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever wholly or partially arising directly or indirectly in connection with the publication of the material, and without limiting the generality of the foregoing, indemnify the Supplier in relation to defamation, libel, slander of title, infringement of copyright, infringement of trade marks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights AND WARRANT that material complies with all relevant laws and regulations and that its publication will not give rise to any claims or liabilities to the Supplier, and without limiting the generality of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 or the defamation, consumer protection and safe goods legislation of the States and Territories or infringes the rights of any person.

b) The Supplier accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions. The positioning or placing of an advertisement is at the discretion of the Editor.

11. COPYRIGHT

a) Where no charge is made for the preparation of advertising material, the Supplier will remain owner of copyright in the advertising material. Such advertising material may be produced only with the consent of the Supplier and upon payment of such fee as the Supplier may require.

b) Original works are subject to copyright and shall not be reproduced without authority of the owner or the Supplier.