

PRINT RATES

Regular Position

Size	Casual
Centre DPS	\$15,750
Double page spread (DPS)	\$14,039
Full page colour (FPC)	\$7,571
Half	\$5,250
Third	\$3,990
Strip (1/4 or 1/8)	\$2,888

Special Positions

Inside front cover spread	\$18,249
Four Page cover roll-fold	\$36,498
Opposite contents	\$9,085
Inside back cover	\$8,896
Outside back cover	\$9,842

PRINT SPECS

Specifications

Size	Bleed	Trim	Type
Double page spread (DPS)	450W×307H	440W×297H	415W×252H
Full page colour (FPC)	225W×307H	220W×297H	190W×252H

Specifications Broken Space

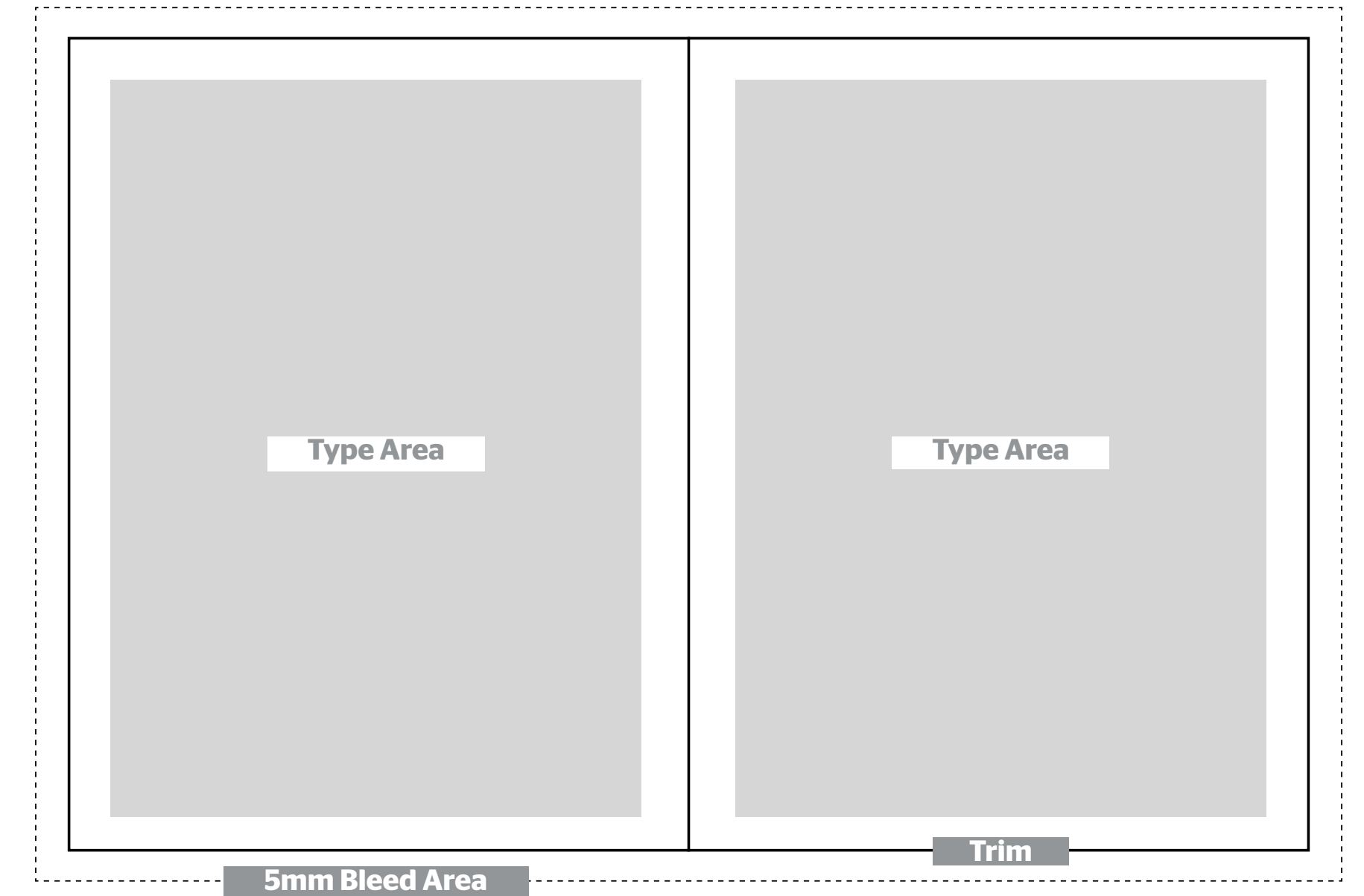
Size	
Half Horizontal (Floating)	190W×126H (no bleed required)
Half Vertical (Floating)	92W×252H (no bleed required)
Third Horizontal (Floating)	90W×84H (no bleed required)
Third Vertical (Floating)	63W×252H (no bleed required)
Quarter Strip Horizontal (Floating)	190W×65H (no bleed required)
Eighth Strip Horizontal (Floating)	190W×32H (no bleed required)

DELIVERY: Deliver material to AdNews, 17-21 Bellevue Street, Surry Hills NSW 2010.

PRODUCTION ENQUIRIES: Contact Michelle Liebenberg on (02) 9213 8301 or at michelleliebenberg@yaffa.com.au

Material requirements

- Files should be supplied as PDF in CMYK format, with all images at 300dpi. Non-PDF formats (including Excel, Word and Publisher) will be rejected.
- PDF files should be supplied electronically via email or a file transfer service such as Wettransfer or Hightail
- Special PMS colours can be printed with prior arrangement, an additional charge of \$800 per colour will apply.



WEBSITE RATES

Premium Weekly

Ad Size	Casual
Premium Page Takeover	\$18,477
Super Billboard	\$6,123
Billboard	\$3,267
Extended Leaderboard	\$3,267
Leaderboard	\$2,541
Top Strapline	\$2,178
Large MREC	\$3,630
Top MREC	\$3,025
MREC	\$2,541
Skins	\$4,864
TEADS Video	\$2,565
TEADS Scroller	\$3,388

Section / Run of Site

Ad size	Casual
Super Billboard	\$2,420
Billboard	\$2,178
Extended Leaderboard	\$1,694
Leaderboard	\$1,210
Skins	\$2,420
Rails	\$1,488
Strapline	\$1,210
Large MREC	\$2,178
MREC	\$1,488

• GST - add 10% to all advertising rates

File requirements

- Maximum file size 39K;
- Include click-through URL;
- Files can be Flash 7 (SWF), static or animated GIFs, HTML5;
- A backup GIF must also be supplied for Flash files;
- The website will target browsers that work with the ad through our ad server - unsupported browsers will be served the alternative GIF file supplied;
- Animation must not contain strobing effects;
- Looping should be continuous;
- Creative should not disable fields or functionality of the site;
- The creative should not disable browser back buttons or force any plugins to be downloaded;
- Material deadline 5 days prior;
- Send digital files to michelleliebenberg@yaffa.com.au

Gutter ad file requirements

2 x JPG/GIFs OR 2 x SWF tags - must be third party hosted by client (If under 39KB, creative can be hosted through Doubleclick for Publishers)

Guide to gutters

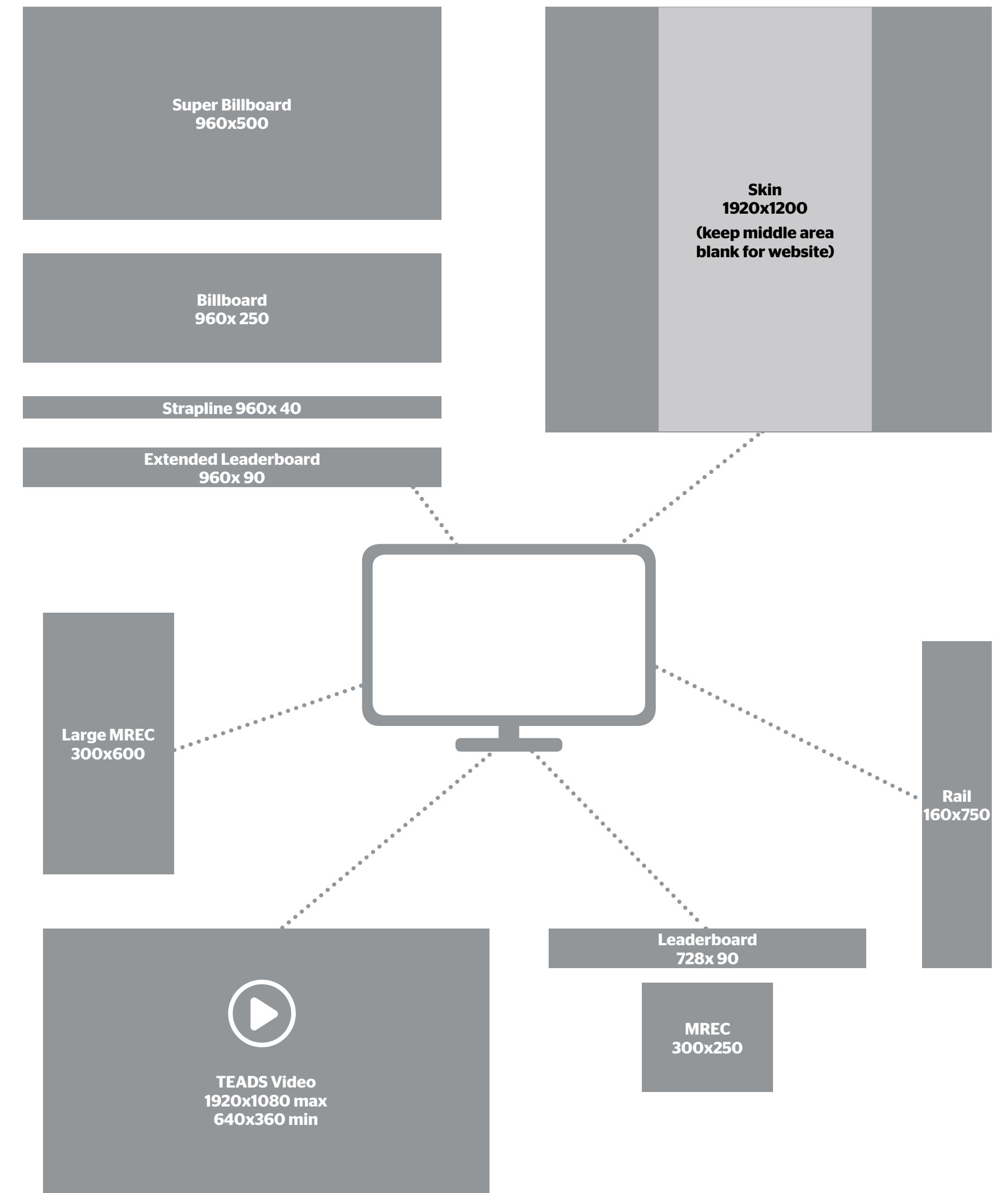
- Gutters are to support the LARGE ISLAND/ISLAND campaign messaging;
- Gutter imagery is aligned to top of page and sit out slightly away from the page edges;
- Gutter imagery is set in top position (does not scroll with page);
- Gutters can click through to the client website;
- Property brand cannot be obscured or encroached upon (any logos, images or text should be positioned at least 150px from the top of the page);
- Gutters must not display any external URLs on the creative.

TEADS specs (pixels)

- Video File: Maximum size 500 mb
- Format: MOV, MPEG4, AVI, WMA etc
- Resolution: Min 640*360, max 1920*1080
- Length: Max 30 sec (additional fee for longer)
- Aspect ratio: 16:9 (4:3 not supported)
- URL Redirection: (Click command) or VAST redirect

Production enquiries

Michelle Liebenberg on (02) 9213 8301 or at michellelie



ENEWSLETTER RATES

Daily eNewsletter Advertising Rates

Size	Casual
e-News Video	\$6,123
Top Banner	\$3,364
Top MREC/2nd Banner	\$2,759
Top Story Banner	\$3,364
Middle MREC/Banner	\$1,634

• SURCHARGE APPLIES FOR CANCELLATIONS: GST - ADD 10% TO ALL ADVERTISING RATES.

eNewsletter average open rate: 30.63% (Jan-March quarterly average 2023),

eNewsletter average click rate: 20.25% (Jan-March quarterly average 2023)

ENews average Jan-Mar 2023

Branded content

AdNews quality checks all Branded Content submissions ensuring relevance and value for our discerning audience nationally. This means quality attention to your branded communications, with transparency and disclosure ensuring informed response.

Branded Content

Size	Newsletter + Newspaper	Homepage Extra Day/s	Social Media Post
Full Page (Print and online)	\$17,194	\$500	From \$1500
Double Page (Print and online)	\$30,407	\$500	From \$1,500
Digital - Written to brief	\$4,235	\$500	From \$1,500
Digital - Assets supplied	\$3,630	Includes digital version	Includes posting
Shorthand - Rich Branded Content from	\$8,280	Includes digital version	Includes posting

Production enquiries

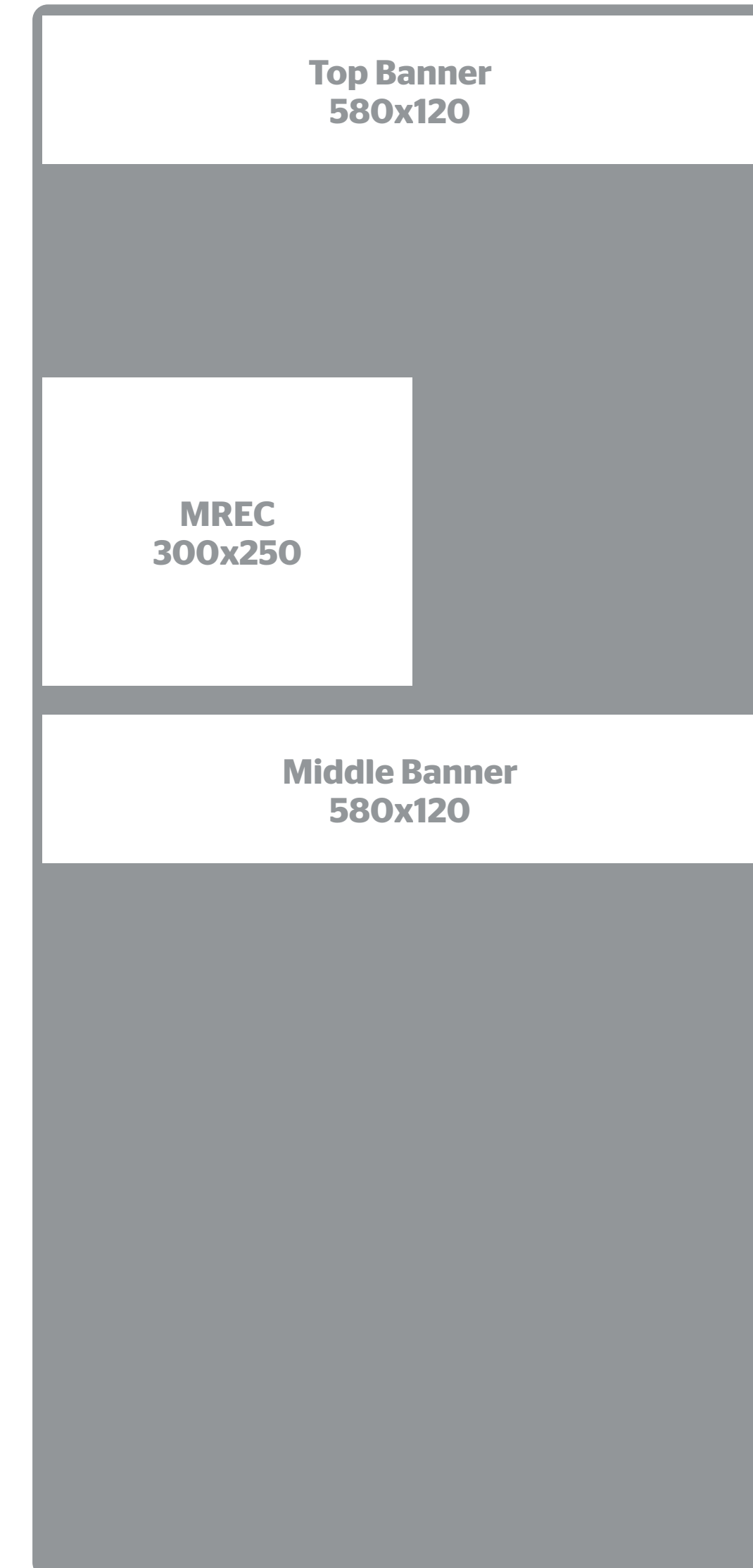
Contact us about branded content series, concept ideation, copywriting and original works in Shorthand format or regular Editorial style and formats through to print activations, VIP mailouts and content integrations to support your upcoming marketplace communications. Call Paul Carroll on 0408 251 359 for more information on the power of Adnews Branded Content within your trade media plans.

File requirements

- Maximum file size 39K;
- Include click-through URL;
- Static or animated GIF files only;
- Email newsletter does not support Rich Media or Flash (SWF) material files;
- Please be aware that not all email browsers support GIFs;
- Animation must not contain strobing effects;
- Looping should be continuous;
- Material deadline 5 days prior;
- Send digital files to michelleliebenberg@yaffa.com.au

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SOLUS EDMS

Advertising Rates

Solus Blast (eDM) \$9,680
Distribution available by company type and state; details available on application

Targeting By State

State	% Of Total	
NSW/ACT	55	\$5,445
VIC/TAS	22	\$3,630
QLD	7	\$800
SA/NT	2.5	\$450
WA	2.5	\$450

Targeting By Organisation

Company Type	% Of Total	
Advertising/Media Agency	34	\$5,566
Marketer/Manufacturer	27	\$4,840
Media	23	\$2,500
Other	16	Included

File requirements

- Max design width of 600 pixels. Note: consider those recipients who open/click/transact across mobile devices;
- Material must be supplied complete in HTML code format, which has been specifically designed for email (i.e. not a webpage);
- For the blast to work properly, all the logos/images need to be hosted on a public facing server client-side, with full location included in the html code. AdNews will not edit the supplied HTML;
- Client must supply the email blast 'Subject Line' and list of email addresses for testing and approvals;
- Material deadline 5 days prior;
- Send digital files to michelleliebenberg@yaffa.com.au

EDM Open Rate: 38.76%
(Six month average July-October 2023)

EDM Click Rate: 11.84%
(Six month average July-October 2023)

INSERTS

AdNews Insert Charges

Advertising Rate	Distribution	Quantity	Cost
Single sheet			
National	100%	6450	\$2,490
NSW	60%	3700	\$1,494
VIC	30%	2000	\$747
4 Pages			
National	100%	6450	\$3,490
NSW	60%	3700	\$2,094
VIC	30%	2000	\$1,047
8 Pages			
National	100%	6450	\$5,480
NSW	60%	3700	\$3,288
VIC	30%	2000	\$1,644

Additional charges

Add handling charge of \$30 per thousand.
Add 10% GST to total

Production enquiries

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Important notes

1. Acceptance of booking depends on weight of insert - samples of insert to be supplied to publisher for approval at earliest opportunity
2. Inserts stitched between forms are plus 25%
3. Inserts must be flat and not protrude beyond the magazine
4. Inserts must not be a letter nor carry discount reply paid facilities
5. Maximum allowable thickness of magazine with inserts is 20mm