



LOCAL

RATES 2016

 The Royal Gazette



# 2016 LOCAL RATES

## Display Advertising

\$25 per column inch. No spending commitment.

For Spending Commitments of	Level	Receive a Per Column Inch Rate of	Discount Off Non-Contract Rate
\$3,600 - \$7,199	1	\$22.25	11%
\$7,200 - \$10,799	2	\$21.20	15%
\$10,800 - \$21,999	3	\$19.84	21%
\$22,000 - \$44,999	4	\$17.32	31%
\$45,000 - \$74,999	5	\$14.38	42%
\$75,000 -	6	\$12.80	49%
Not For Profit	7	\$16.48	
Charities	8	\$9.87	

All rates are for camera-ready, black and white advertising.

To add colour to your advertisement or to have us build your ad, please see the rates below.

## Colour Rates

Advert Size (COLUMN INCHES)	Rate
10" or less (Classified Only)	\$99
21" or less	\$199
22" or more	\$499

## Graphic Design Rates

Advert Size (COLUMN INCHES)	Rate
16" or less	\$25
17" or more	\$25 + \$1.50 pci

## Classified Advertising

Type of Classified List Advertising	Number of Insertions	Cost Per Insert 20 Words	Extra Word Cost Each Insert	Special Effects Each Insert
Regular Listing	1-6 Times	\$16.96	\$0.77	\$2.40
Regular Listing	7 or Times	\$10.57	\$0.77	\$2.40
1 Month Daily	26 Times	\$5.87	\$0.32	\$1.07
Business Directory	13 Times	\$70.05	\$0.37	\$1.12
Business Directory	26 Times	\$139.60	\$0.37	\$1.12

# 2016 LOCAL SPECS

## Guaranteed Positions

Guaranteed position surcharges are as follows:

### 25% Surcharge

- Back Page
- Business Front Page
- Lifestyle Front Page
- Sport Front Page
- Pages 2-7
- Double Truck

### 15% Surcharge

- Back of Section
- Business Section Pages 2 & 3
- Sport Section 2 & 3
- Weather
- Pages 8-28 (Front Section)

Note: Special instructions for multiple page locations apply.

## Insertion Charges

Customers are requested to review our insertion machine specifications to achieve efficient distribution.

1-4 pages	\$1,500
4-10 pages	\$1,750
11 or more	\$2,000

### Hand Insertion

For all insertions that do not meet the Insertion Specifications, your insertion will have to be hand inserted and will incur a 25% surcharge.

### Insertion Specifications

- 7"x7 to 8.5"x11
- Minimum weight 100lb single copy

### Partial Distribution

An additional surcharge applies for partial distribution at \$250. For enquiries please speak to your sales representative.

Any insert that we print for you receives 10% off any insertion charges.

Note: Advertising that is deemed competitive in nature must be approved by RG Management.

## Advertising Space Deadlines

**The Royal Gazette** 3:00 PM, copy & graphics due 2 working days prior to publications.

**Classified List Advertisements** 12 noon, one working day prior to publication.

**Legal Advertising** Formatted Legal Advertisements may be booked by 12 noon one working day prior to publication. All other legal advertisements are 12 noon 3 working days prior to publication.

**Electronic Delivery of Advertisements** Due by 12 noon, one working day prior to publication. All advertisements delivered beyond deadline are subject to a surcharge.

**Late Advertisements** Late advertising acceptance is based on availability of space.

## Mechanical Requirements

**Standard** All advertisements are to be submitted having a 212 dpi minimum and black text registration. For additional requirements, see our Mechanical Data card.

# TERMS & CONDITIONS

These general conditions for acceptance of advertising do not limit the Publisher from other policies and procedures which apply to advertising.

A. It is understood and agreed by the advertiser that the reconstruction of advertisements, price changes and excessive copy changes cannot be made by the Publisher after advertisements have been set according to the advertiser's original layout and copy.

B. All copy and type arrangements are subject to the approval of the Publisher. The Publisher reserves the right to edit, revise or reject any advertisement; however, the Publisher will endeavour to contact the advertiser before advertisements are affected within the meaning of this clause.

C. If an advertisement is deemed by the Publisher to be an editorial style advertisement, the Publisher reserves the right to insert above or below such advertisement the word "Advertisement". The use of regular news typefaces or facsimile type styles which may mislead readers into interpreting an advertisement to be news content is not permitted.

If an editorial style advertisement contains a display advertisement, then the display ad must be positioned to the lower right corner anchored to the bottom of the page. All editorial style advertisements are subject to the approval of the Sales Director.

D. The advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to the Agreement, and shall indemnify and save the Publisher harmless against any demands, claims or liability arising from the printing or publication of said advertising copy. The advertiser shall reimburse the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of the printing or publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, legal fees and cost of litigation.

E. The advertiser agrees that The Royal Gazette Limited will not be responsible for advertising material unless return delivery instructions are received within 7 days after receipt.

F. The advertiser agrees that the copyright of all advertisements prepared by The Royal Gazette Limited will be vested in The Royal Gazette Limited.

G. The advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by that position of the advertisement in which such error occurred,

whether such error is due to the negligence of its servants or otherwise and there shall be no liability for non-insertion of any advertisement. To obtain credits for space charges, that advertiser must examine the first insertion and inform the Publisher so that the next insertion may be corrected if required. Request for credits will not be accepted more than 7 calendar days after the first publication date of the advertisement.

H. The Publisher reserves the right to increase the advertising and other rates at any time with the minimum notice period of two weeks. The advertiser reserves the right to cancel an existing agreement at any date upon which the higher rates are made effective by the Publisher. The Publisher reserves the right to back rate and re-rate any unfulfilled agreement.

I. Advertisers wishing credit terms must make application through the Accounts Department of The Royal Gazette Limited before credit may be extended.

J. Credit cards may be used for the purchase of all advertising services if an advertiser does not have an account. Most cards are accepted.

K. Accounts shall be paid within 30 days. Accounts which are overdue may be subject to an interest charge and/or administrative charges.

L. Conditions for pre-printed inserts are available upon application to the Advertising Department. Upon application, a copy of the pre-printed insert must be presented or details of the pre-printed insert must be given to the Sales Director.

M. Colour advertising is accepted on the basis of colour availability on date of insertion and such details are available from the Advertising Department.

N. If for any reason an advertisement scheduled for guaranteed pages is not published in that position, then the normal advertising rates shall apply and the guaranteed position surcharge shall not apply. Credits or make goods are not granted for failed position request or when advertisement is inadvertently positioned next to a competitor.

O. Advertisements cancelled by the advertiser less than two full working days prior to publication may be subject to 50% of space charge and/or production charges incurred.

P. An advertising proof sent to a customer becomes the final version of the advertisement unless the Publisher is advised of proof errors in writing on the proof by the appropriate deadline.

Q. Credits for reproduction, colour registration and failure to print colour will be made at the discretion of the Sales Director on an assessment basis.