

DIGITAL EASTER OFFERS HAVE HATCHED!



EGG-STRA EGG-STRA GUTTERS

- Spend \$30-\$49k on Rich Media & get bonus Gutters
- Spend over \$50k on Rich Media & get bonus Superking Gutters

CRACKING CASCADE UPGRADE

- Book Cascade native ads with Fairfax D&A Personas for \$6 CPM (72% off!)

EGG- CELLENT INTERSCROLLER

- Book Interscroller inline mobile ads and get 42% off!

AVAILABLE FOR A LIMITED TIME ONLY. TERMS & CONDITIONS APPLY

ACROSS LEADING FAIRFAX MEDIA BRANDS...

The Sydney Morning Herald

dailylife

WAtoday

goodfood

MySmallBusiness

ExecutiveStyle

THE  AGE

The Canberra Times

BusinessDay

Essential*kids*

brisbanetimes

Essential*baby*

Traveller

GET CRACKING. CONTACT YOUR FAIRFAX MEDIA SALES REPRESENTATIVE TODAY.

FAIRFAX MEDIA DIGITAL EASTER OFFERS

TERMS AND CONDITIONS

CPM GENERAL RULES

- Valid only on new campaign bookings. The offer is not applicable to existing campaigns.
- Valid only on campaigns booked to appear during the offer period: 17/02/2017 to 30/04/2017. No extensions allowed.
- Subject to availability at the time of booking. Avails for both Paid and Bonus impressions must be available at time of booking to ensure delivery during the offer period.
- Offer excludes the following ad formats: DRX, Fairfax Exchange (Trading Desk), Custom Rich Media, Content Solutions (Brand Discover and MADE by Fairfax) and Video ad formats.
- Fairfax Media Easter Digital Offers are not valid with any other offer.
- No make-goods or compensations.

RICH MEDIA RULES

- Valid only for Fairfax Rich Media ad format bookings. Minimum media spend of \$30k applies.
- Offer excludes booking across the following brand properties: AFR, Domain, Weatherzone and Watch-Next.
- Bonus gutters only valid for Fairfax Blueprint Gutters and SuperKing Gutters.
- The type and value of the bonus gutters offered will be determined based on the following IO values for Fairfax Rich Media bookings:
 - Spend \$30,000 to \$49,999 on Rich Media to receive bonus Gutters (worth 10% of the IO value)
 - Spend \$50,000 to \$69,999 on Rich Media to receive bonus Superking Gutters (worth 10% of the IO value)
 - Spend \$70,000+ on Rich Media to receive bonus Superking Gutters (worth 12% of the IO value)
- Bonus inventory will run as a standalone execution and NOT part of the same inventory as the paid execution.
- 10% of the bonus inventory will be Run of Site and restricted to the standard allowable ad product rules that govern gutters as detailed in the Ad Spec Site Matrix.
- Standard lead time of 5 days applies.
- Creative assets MUST be supplied by clients to ad specs: <http://adcentre.com.au/ad-specs/>
- For site and sectional availability refer to: <http://www.adcentre.com.au/ad-specs/ad-spec-site-matrix/>

INTERSCROLLER RULES

- Valid only for Celtra Interscroller inline mobile ad format.
- Offer only available on inventory booked to appear on Fairfax Media news mastheads (excluding AFR), Good Food, Traveller, Essential Baby, Essential Kids and Executive Style.
- Discount percentage (42%) restricted to the standard Fairfax Media Digital Ratecard Price. Offer not applicable to Agency Ratecard discounts.
- Minimum media spend of \$10,000 applies.
- Production cost of \$800 applies for Celtra mobile ad creative (Production costs are additional to the minimum media spend of \$10,000).
- Standard lead time of 10 days applies for ads requiring production. Lead time of 5 days applies for client supplied ad creative (produced to Celtra Interscroller ad specs).
- Frequency capping of 3 exposures per user per day applies.
- Inventory restricted to serve from Position 2.
- Creative assets MUST be supplied by clients to ad specs:
<http://www.adcentre.com.au/adspecs/smartphone-celtra-interscroller/>
- For site and sectional availability refer to: <http://www.adcentre.com.au/ad-specs/ad-spec-site-matrix/>

CASCADE RULES

- Offer only available on inventory booked to appear on Fairfax Media news masthead article pages (excluding AFR).
- Discount rate (\$6 CPM) for combined Cascade & D&A booking valid only on the Fairfax Media Digital Ratecard Floor Price.
- Minimum spend of \$2,500 applies to access the combined Cascade & D&A offer (No min required for Cascade only buys).
- Valid only for standard Fairfax D&A Audience Personas.
- Offer rate excludes Fairfax D&A Custom Segments (which will incur an additional loading).
- Standard lead time of 5 days applies.
- Creative assets MUST be supplied by clients to ad specs: <http://www.adcentre.com.au/adspecs/cascade-native-driver/>
- For site and sectional availability refer to: <http://www.adcentre.com.au/ad-specs/ad-spec-site-matrix/>