News Corp Australia

Creative use of Newspapers

foreword

"Cutting through" is important in any media environment and at News Corp Australia we're committed to helping you to stand out from the crowd. Newspapers are one of the most engaging, highest recall advertising environments and across our unparalleled network of state and regional mastheads we have a team of editors, marketers and advertising sales leaders who are committed to ensuring your advertising is seen by our weekly print audience of 7.0 million Australians 14+.

Alongside our engaging journalism, opinion and content our advertising positions offer great ways to connect with Australians as they connect with the issues that are important to them.

Our editors don't stand still – and nor do our products. Creativity and innovation is core to our commitment to create best-in-class audience engagement for our advertisers.

The following "creative spaces" provide a suite of options for your message to stand out. They provide your creative agency with an even more powerful canvas to connect with your customers. We look forward to working with you to tailor a package of creative spaces to deliver outstanding results for your business.

SHARB FARJAMI

National Sales Director

Source: emma™ conducted by Ipsos MediaCT, 12 months ending November 2015. Mon-Sun net readership 5 cap metro and regional mastheads. All People 14+

Printed newspapers drive news agendas and influence behaviours. Each day editors strive to ensure that newspapers lead the conversation and debate. In metropolitan dailies and Sundays titles and in regional and community titles.

Newspaper journalism still sets the agenda in news, sport, business and politics and print continues the platform of greatest formal influence in national and community conversation.

The design and layout of our newspapers is an important part of our storytelling, ensuring that the content is delivered in fresh, creative and compelling environments. These are the environments which deliver for our advertisers and we are as committed to providing creative and contemporary solutions for our commercial clients, as we are for our readers.

Our editors understand and appreciate the need to work with our sales teams to help deliver the best results for advertisers and they are committed to delivering solutions which best connect content to your customers.



Challenging boundaries is important to editors and providing creative solutions which meet advertiser needs is an opportunity to demonstrate our commitment to helping you deliver the best possible results.

CAMPBELL REID

Group Director, Corporate Affairs, Content and Innovation

contents

HIGH IMPACT CUSTOM & SPECIALIST

	Transparent Wrap	5
	Norbrite Wrap	5
}	Scented Ink	6
	Ribbon	7
	Page Tint	8
Η	Belly Band	9

HIGH IMPACT SHAPE EXECUTIONS

	Building Blocks	11
→	Tab Slide	12
	L-Shape	13
	U-Shape	14
L	Z-Shape	14
	T-Shape	15
	Inverted T-Shape	15
	Spinal Gap	16
	Podium	16

HIGH IMPACT SHAPE EXECUTIONS (CONT'D)



News Corp Australia

High Impact Custom & Specialist

CUSTOMISED OPPORTUNITIES AVAILABLE TO USE IN SMALL QUANTITIES, BESPOKE DISTRIBUTION MODELS OR LIMITED STATES.



Production costs and geographic feasibility to be provided.



Production costs and lead times apply.



SCENTED INK



Christmas Celebration Selection

There's something for everyone in our quality Select Christmas range. From traditional Christmas puddings to whole turkeys, fun kids' treats to yummy confectionery, it includes festive products for all your holiday entertaining.



Select Gingerbread House Kit





Select Orange and Lemon Slices



Select Australian Whole Turkey







If it's not Selected by you, it's not Selected by us.

Select 30 Mini Candy Canes



Production costs and lead times apply.



Production costs and geographic feasibility to be provided.



Production costs and geographic feasibility to be provided.



Production costs and geographic feasibility to be provided.

News Corp Australia

High Impact Shape Executions

DESIGNED TO CREATE CUT THROUGH AND ENSURE YOUR CREATIVE STANDS OUT WITHIN OUR EGN PAGES. THE FOLLOWING CREATIVE WILL BE PLACED POST PAGE 15 IN OUR EARLY GENERAL NEWS PAGES.



Rate card loads apply pending page placement.



50% load applies.

L-SHAPE

LEAGUECENTRAL.com.au >:

Freddy, set, go as Jennings switches

FROM BACK PAGE

Prome source patter in the afternoon. He's expected at Roosters HQ this morning to meet his new tearmates and complete a medical. "I am looking forward to getting to know my new tearmates, getting stuck into training, working hard and playing alongside guys like Mitchell Pearce who I have already played with at Origin level," Jennings said last night.

have already played with at Origin level," Jennings said set night. With Pearith desperate to topline playmaker, the Roos-tenst saturd negotiations with the superstar's management before Christmas and coach Trent Robinson met Jenn-ings at Olympic Park on January 4. The deal was finalised on Monday night, with Penrith eleasing the local junior from the final three years of a newly back-ended deal that was loaded with salary cap acrease clauses. R's understood the Pan-thes were willing to contrib-the around \$200,000 toward bis first year at the Roosters, who have recently released a boat of stars. — Todd Carney, Nate Myles, BL Leitua and Sam Perret — to create enough cap space for their 003 recruitment frenzy. With Jennings joining Sorny Bill Williams and James Maloney at the chab tight slashed their premier-able odds to \$22. Jennings provides the ex-plosive try-soceing threat the Roosters have lacked in re-cent seasons.

seasons. le's just got that pure l that we may lack," ters recruitment man-

real team twister JOSH MASSOUD

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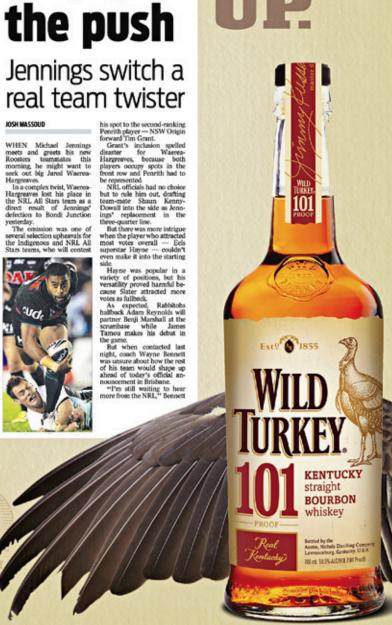
Prop gets

WHEN Michael Jennings meets and greets his new Roostors teamstates this morning, he might want to seek out big Jarod Waereas-Hargneaves both his place in the NRL All Stars team as a direct result of Jennings' defection to Bondi Junction yesterday.

yesterday. The on on was one several s the Ind Stars te







-

50% load applies.

13



















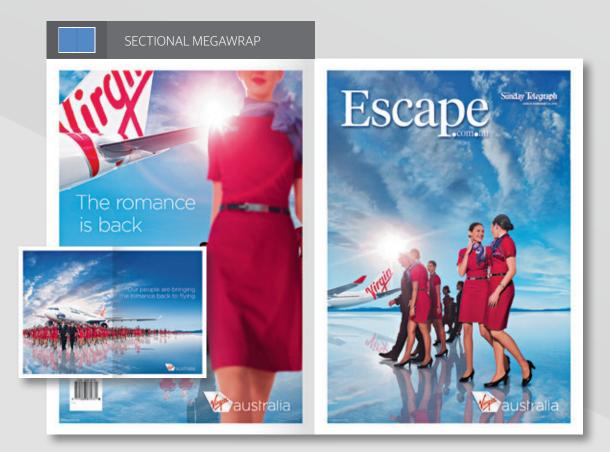


Loads: 50% on strip, 200% on strap.









Loads: 200% on front cover, 75% on mids, 100% on OBC. Special conditions apply if masthead is to be incorporated into creative.

News Corp Australia

High Impact Grand Scale Executions

CREATIVE SOLUTIONS DESIGNED TO LEVERAGE OUR MOST PREMIUM INVENTORY AND CREATE MAXIMUM IMPACT.



Loads: 200% on front page strip, 100% on OBC.



Loads: 200% on front page strip, 75% on pages 2 and 3, 100% on OBC.



100% load and productions costs apply.









Our metro and regional newspapers reach 7.0 million Australians every week.

Everyday we deliver audiences with scale and certainty. One ad placed in our metro and regional newspapers reaches 3.6 million people Monday to Friday, 3.2 million people on Satuday and 3.9 million on Sunday.

To reach more Australians, visit newscorpaustralia.com

News Corp Australia

Dàily Telegraph Herald Sun The Advertiser Courier Mail Sünday Times