

Newspaper
Partnership:

Herald Sun

HWT – the Herald Sun

1. Strip Advertisements
2. Two Page Spread
3. Discount Rates
4. Editorials

1. Strip Advertisements

4 x strip advertisements
(Full colour – subject to availability)

Positioning: EGN / SPORT sections of the Herald Sun

Dates (proposed):

Monday 16th November 2009
Monday 23th November 2009
Monday 30th November 2009
Monday 7th December 2009

2. Two Page Spread

Exclusive 2 page advertising Preview Spread on the event in the Herald Sun

Date: Monday 14th December 2009 (Week of the event)

Preview Spread will act as an information source to ignite consumer interest and drive last minute ticket sales

Preview Spread will be at least 50% full colour

Expected positioning will be the second half of the book (Herald Sun)

Up to 50% of the Preview Spread will be made available for the major supporting sponsors of the event for advertising

3. Discount Rates

Discount advertising rates for Event Sponsors in the Herald Sun

1. Event Sponsors will receive:

- 15% off casual / contract rates in EGN
- 20% off casual / contract rates in Sections

2. Discounts do not apply to Herald Sun Magazines, Features and Inserts, unless otherwise agreed to by HWT.

3. Full colour and positional loadings apply as per the casual HWT rate card / contract rate.

4. Advertising bookings will be accepted from December 1st until December 19th 2009.

5. Advertising material must be Event specific and be approved by the Herald Sun Advertising Manager. Material to be submitted to the Advertising Manager at least 5 days prior to the scheduled copy deadline.

Value provided: up to 20% discount

To obtain this discount – please contact:

Vicki Giosis
HWT Commercial Manager
Major Events and Partnerships
Ph: (03) 9292 2000

4. Editorials

HWT – the Herald Sun will endeavor to ensure that editorial support is provided to The Australian Invitational in the lead up to the event

