

# the South Sydney Herald

## The South Sydney Herald



### Public housing sold to private owners

The dwindling amount of public housing provision for the future has led to the sale of public housing to private owners. The sale of public housing to private owners is a controversial issue. All the properties were owned by the NSW Government. The sale of public housing to private owners is a controversial issue. All the properties were owned by the NSW Government. The sale of public housing to private owners is a controversial issue. All the properties were owned by the NSW Government.



### CarriageWorks, Redfern/Newtown's newest theatrical venue opens

CarriageWorks, a new theatrical venue in Redfern, has opened its doors. The venue is a converted carriage and is located in a historic area. The venue is a converted carriage and is located in a historic area. The venue is a converted carriage and is located in a historic area. The venue is a converted carriage and is located in a historic area.

### Beyond street-life and cycles of despair

Two women take stands for a new day. The article discusses the lives of two women in a disadvantaged area. The article discusses the lives of two women in a disadvantaged area. The article discusses the lives of two women in a disadvantaged area. The article discusses the lives of two women in a disadvantaged area.

## The South Sydney Herald



### Redfern is short of loot!

Redfern is short of loot! The article discusses the economic situation in Redfern. The article discusses the economic situation in Redfern. The article discusses the economic situation in Redfern. The article discusses the economic situation in Redfern.



Danks Street Festival 2006

## The South Sydney Herald



### Escape from Lebanon to Victoria Street Rotts Point

Escape from Lebanon to Victoria Street Rotts Point. The article tells the story of a man who fled Lebanon. The article tells the story of a man who fled Lebanon. The article tells the story of a man who fled Lebanon. The article tells the story of a man who fled Lebanon.



Chippendale residents champion bicycling plan for inner west

**DANKS STREET FESTIVAL**  
SUNDAY 22 OCTOBER 10am - 4pm  
LIFE & ART, DINGOES IN DARLINGTON, and other events.

Display Advertising



South Sydney Uniting Church

Effective: 19th January 2007

# <sup>the</sup> South Sydney Herald

---

## Contents

1. Introduction
2. Distribution area
3. Newspaper content
4. Display advertising dates in 2007
5. Display advertising grid
6. Display advertising rates
7. Supply of advertising material
8. Production of advertising work
9. Terms and Conditions
10. Contact details

# the South Sydney Herald

## 1. Introduction

The South Sydney Herald (SSH) is an independent community newspaper published monthly with a circulation of 21,000 in the south Sydney region. Reporting on news, issues and events in the local south Sydney region the SSH is intentionally fresh in its approach to journalism and reporting.

Our mission is to "Celebrate the lives of the diverse people of South Sydney, invite discussion on issues of concern and interest, and add encouragement to the possibilities for the community."

## 2. Distribution area

The SSH's 21,000 copies are distributed by SSH volunteers to the doorsteps of houses and businesses in the following suburbs:

- Alexandria
- Chippendale
- Darlinghurst
- Darlington
- Erskineville
- Kings Cross
- Newtown
- Redfern
- Surry Hills
- Waterloo
- Woolloomooloo
- Zetland

## 3. Newspaper content

The SSH comprises News, *Have You Heard?* News, The Review (local performances, restaurants, art shows etc), Property commentary from Macquarie Bank, Comment and Opinion, Reader's Letters, Features, Notices and Business and Sport.

## 4. Display advertising dates in 2007

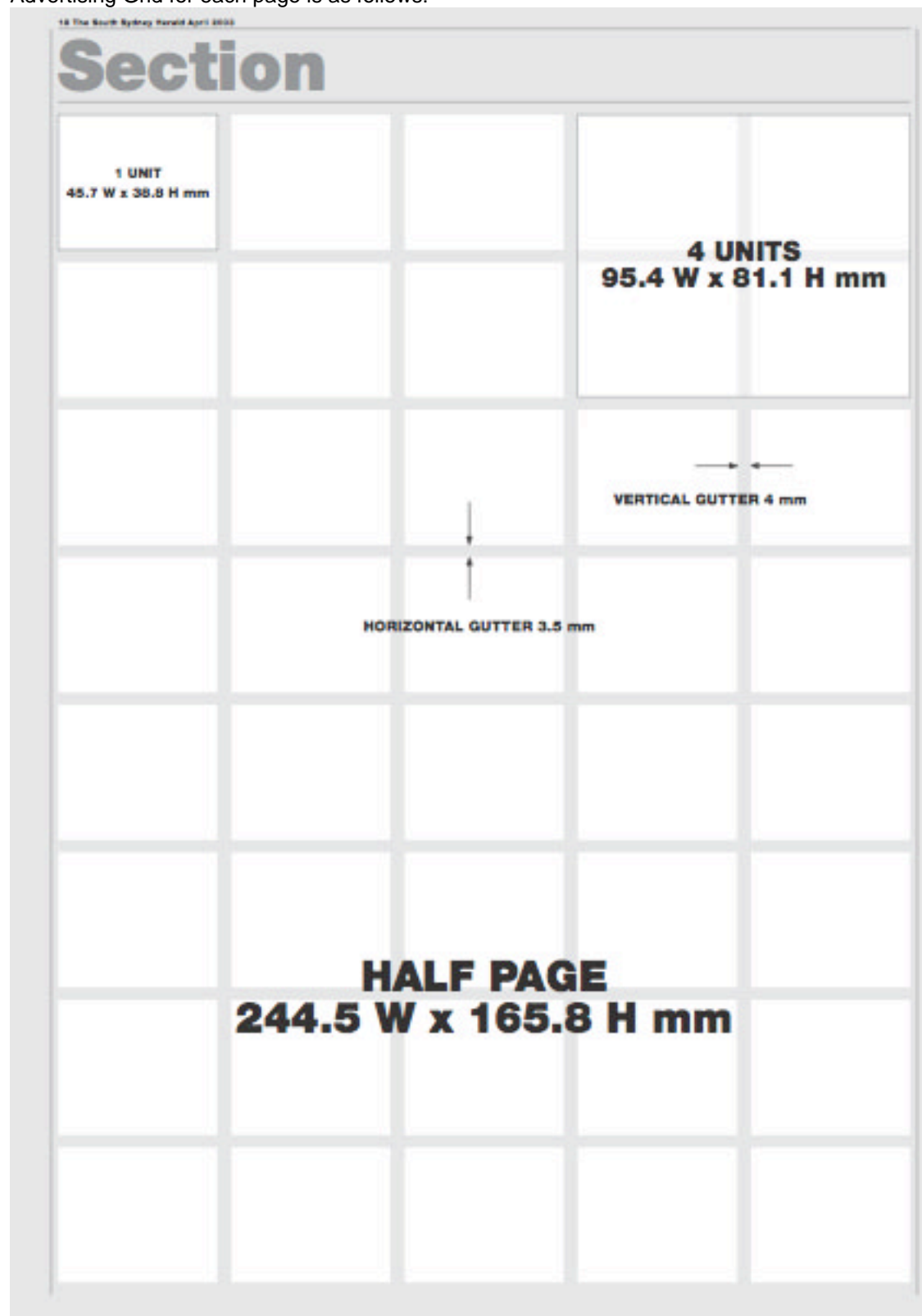
The SSH needs advertising to continue its plight as an independent community newspaper informing locals about local issues that affect them. The display advertising deadlines for the 2007 calendar year are as follows:

<b>February</b> Advertising deadline 22 Jan Artwork deadline 25 Jan	<b>June</b> Advertising deadline 18 May Artwork deadline 25 May	<b>October</b> Advertising deadline 14 Sep Artwork deadline 21 Sep
<b>March</b> Advertising deadline 16 Feb Artwork deadline 23 Feb	<b>July</b> Advertising deadline 15 Jun Artwork deadline 22 Jun	<b>November</b> Advertising deadline 19 Oct Artwork deadline 26 Oct
<b>April</b> Advertising deadline 16 Mar Artwork deadline 23 Mar	<b>August</b> Advertising deadline 13 Jul Artwork deadline 20 Jul	<b>December</b> Advertising deadline 16 Nov Artwork deadline 23 Nov
<b>May</b> Advertising deadline 13 Apr Artwork deadline 20 Apr	<b>September</b> Advertising deadline 17 Aug Artwork deadline 24 Aug	

# the South Sydney Herald

## 5. Display advertising grid

There are 40 advertising units per page (ie half a page equates to 20 units). The Display Advertising Grid for each page is as follows:



# the South Sydney Herald

## 6. Display advertising rates

The following outlines the display rates for advertising in the SSH. Please note rates are negotiable and depend on intended tenure of commitment with the SSH and the amount of colour (if any) in the advertisement.

Units	SPACE	LOADINGS
1	35	Colour advertising
2	70	
3	105	
4	140	
5	175	
6	210	
8	280	Full Colour 50% Part Colour 30% Limited Colour 10%
9	315	
10	350	
12	420	
14	455	
15	525	
16	560	Location
20	700	
21	735	
24	840	
25	875	
30	1050	
32	1120	Front page loading 300% Back Page loading 20% Other location Negotiable
35	1125	
40	1400	
		Graphic design Internal (by SSH) \$60/hr External \$35/hr

For example:

	\$
A 10 unit add (1/4 of page)	350
Limited colour	10%
Total (excl GST)	385

# the South Sydney Herald

## 7. Supply of advertising material

All artwork supplied by the advertiser must be 200dpi (or greater) at 100%. Only the following type of files will be accepted:

- TIFF
- Photoshop EPS
- Illustrator EPS (with fonts outlined)
- High resolution PDFs only if they are created by Acrobat Distiller and have press job options (artwork from PDF writer or any other PDF creator will not be accepted)
- High quality JPEG files

All fonts must be rendered, rasterised or outlined. All artwork must be in greyscale with **no bleed**. When the artwork design is supplied please note the SSH may be required to further produce the artwork to accommodate it within the paper's design guidelines. Send all artwork electronically to [b\\_falkenmire@yahoo.com.au](mailto:b_falkenmire@yahoo.com.au).

## 8. Production of advertising artwork

As indicated by the rates on the previous page, the SSH can design advertisements for the advertiser with different rates applicable to in-house design and the use of our specialist graphic designer. The advertiser will be required to supply materials in order for the design to be completed. Please note:

- Where graphics are supplied in soft copy, only the file types indicated above will be accepted.
- Where graphics are supplied in hard copy, the SSH must view the quality of the hard copy artwork prior to booking to confirm viability of scanning.

## 9. Terms and conditions

These terms & conditions apply to all advertising services provided by South Sydney Herald.

### a. Publishing advertisements

- a.1 South Sydney Herald will make every effort to publish advertising submitted by customers, in the preferred position indicated by the customer.
- a.2 No written or verbal quotes by South Sydney Herald represent an offer to publish advertising. A contract for advertising will only be formed between South Sydney Herald and a customer when an email detailing the request for advertising has been received.
- a.3 Even once an email has been received, South Sydney Herald reserves the right to reject or withdraw from publication any advertisement at any time without giving reasons (even if the advertisement has previously been published by South Sydney Herald).
- a.4 South Sydney Herald reserves the right to vary the position of the advertisement within the publication and to change the format of advertisement.
- a.5 South Sydney Herald will make every effort to notify the customer of any changes. However, South Sydney Herald will not be liable for any costs, expenses, losses or damages suffered or incurred by a customer arising from South Sydney Herald's failure to publish advertising in accordance with a customer's request.
- a.6 South Sydney Herald will publish classified advertisements under the section heading that is reasonably deemed most appropriate. Classified Advertising headings are for the convenience of readers and are determined by South Sydney Herald.

# the South Sydney Herald

## **b. Advertisement content**

- b.1 The customer warrants to South Sydney Herald that the content of the advertisement does not breach or infringe:
- the Trade Practices Act (Cth), Fair Trading Acts (State) and equivalent legislation;
  - State and Commonwealth anti-discrimination legislation;
  - any copyright, trade mark or obligation of confidentiality
  - any law of defamation or obscenity;
  - any law of contempt of any court, tribunal or royal commission;
  - the Privacy Act (Cth); and
  - any other law (including but not limited to any common law, statute, delegated legislation, rule and ordinance of the Commonwealth or any State or Territory)
- b.2 If, in South Sydney Herald's opinion, a customer submits advertising that looks like editorial material, South Sydney Herald may publish the advertisement under the heading 'Advertising' and with a border distinguishing it from nearby editorial.
- b.3 The SSH reserves the right to reject any advertisement that may conflict with the SSH's position and responsibility in the community it serves.

## **c. Creative services**

- c.1 Where the creative services of South Sydney Herald are requested, a proof of the advertisement will be supplied to the customer.
- c.2 The customer must promptly check proofs of advertisements provided to the customer by South Sydney Herald and notify South Sydney Herald of any errors in the proofs or any published advertising.
- c.3 South Sydney Herald does not accept responsibility for any errors in print advertising placed over the telephone.
- c.4 Claims on South Sydney Herald for credit, re-publication or any other remedy must be sent in writing to South Sydney Herald no later than 21 days after the date of the tax invoice or date of publication of the Advertising (whichever is earlier).

## **d. Payment**

- d.1 The customer must pay for advertising in accordance with the rates on South Sydney Herald's Display Advertising rates. The rates may be varied at any time by South Sydney Herald, provided the South Sydney Herald provides the client with sufficient notice before the paper is due to be printed.
- d.2 South Sydney Herald will provide customers with a tax invoice in a compliant form for GST purposes.
- d.3 The customer must pay for advertising within 14 days after the date of the invoice.
- d.4 The customer must pay in accordance with the advertising space ordered and the production services requested by the Customer as agreed on the booking sheet.
- d.5 The customer must pay the full price for advertising notwithstanding:
- the fact that South Sydney Herald has exercised its right to vary the format or placement of the advertising; and
  - any error or omission in the advertising (unless the error or omission was the fault of South Sydney Herald).

## **e. Failure to pay and other breach**

- e.1 If a customer fails to pay for advertising in accordance with or if a customer becomes insolvent, South Sydney Herald may (in its discretion and without limitation):
- require cash pre-payment for further advertising;
  - take proceedings against the customer for any outstanding amounts;
  - recover from the customer all costs relating to any action taken by South Sydney Herald to recover amounts owing for advertising, including without limitation any mercantile agency costs and legal costs on a full indemnity basis;
  - cease publication of any further advertising on behalf of the customer and terminate any agreement in relation to advertising not yet published; and
  - exercise any other rights at law.

## **f. Liability**

# the South Sydney Herald

- f.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of South Sydney Herald in connection with the advertising.
- f.2 South Sydney Herald excludes all implied conditions and warranties from these Terms, except any condition or warranty (such as conditions and warranties implied by the Trade Practices Act and equivalent State acts) which cannot by law be excluded (**Non-excludable Condition**).
- f.3 South Sydney Herald limits its liability:
  - (a) for breach of any Non-Excludable Condition (to the extent that liability for such breach can by law be limited); and
  - (b) for any other error or omission in published advertising caused by South Sydney Herald, to (at South Sydney Herald's option) re-supply of the advertising services affected by the breach, or payment of the cost of re-supply.
- f.4 Subject to **clauses 6.2** and **6.3**, South Sydney Herald excludes all other liability to the customer for any costs, expenses, losses and damages suffered or incurred by the customer in connection with these Terms and any advertising published by South Sydney Herald whether that liability arises in contract, tort (including by South Sydney Herald's negligence) or under statute. Without limitation, South Sydney Herald will in no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.
- f.5 The customer indemnifies South Sydney Herald and its officers, employees, contractors and agents (the 'Indemnified') against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the customer's breach of these Terms and any negligent or unlawful act or omission of the customer in connection with the Advertising.
- g. Privacy**
  - g.1 South Sydney Herald collects a customer's personal information to provide advertising services to the customer and for invoicing purposes. South Sydney Herald may disclose this personal information to credit reporting agencies and other third parties as part of provision of advertising services. Where a customer has an overdue account, South Sydney Herald may disclose personal information to debt collection agencies to recover the amount due.
  - g.2 Customers may gain access to their personal information by writing to the South Sydney Herald at editor@ssh.com.au or PO Box 2360, Strawberry Hills, 2012.
- h. General**
  - h.1 These Terms represent the entire agreement of the customer and South Sydney Herald in relation to advertising and cannot be varied except in writing by an authorised officer of South Sydney Herald. No purchase order or other document issued by the customer will vary these Terms.
  - h.2 South Sydney Herald will not be liable for any delay or failure to publish advertising caused by a factor outside South Sydney Herald's reasonable control (including but not limited to any Act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).
  - h.3 South Sydney Herald may service any notice or court documents on a customer by forwarding them by pre-paid post or facsimile to the last known address of the customer.
  - h.4 These Terms are governed by the laws of the state of New South Wales. Each party submits to the non-exclusive jurisdiction of the courts of New South Wales.

# the South Sydney Herald

## 10. Contact Details

South Sydney Uniting Church  
Raglan Street  
Waterloo, Sydney NSW

Mail address  
PO Box 2360  
Strawberry Hills  
NSW 2012

Telephone  
0400 008 338

Phone/Fax  
02 9698 8949

Advertising  
Ben Falkenmire  
advertise@ssh.com.au  
0400 139 710