

The Government of Tasmania

Classified Advertising & Media Procedures Manual

CURRENT JULY 2011



welcome

Welcome to Gray Matters Advertising

Gray Matters Advertising is responsible for the production and placement of all Tasmanian Government classified advertising - locally, nationally and internationally.

This manual has been designed to make the process of placing your advertising as simple as possible.

We will be updating this manual frequently to keep you informed of any developments and changes that might occur within Gray Matters Advertising and/or the media.

If you require further information at any time or wish to discuss your advertising needs, please do not hesitate to contact your account service team at Gray Matters Advertising.

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Just click on any of the following topics to be taken to the required page.

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- **Contacts**
- **How to place an advertisement - 8 Easy Steps**
- **Deadlines**
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- **Other Services**
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we're here
to help

Account Service

You have been provided with a team of highly professional Advertising Account Service professionals, trained to service your account. The result will be a shortened and more skilled process chain for the placement of all your classified advertising. You can confidently expect that the person to whom you speak will have both the knowledge and skill to undertake the task - whether it is the placement of a small notice or the provision of detailed information.

Below is a list of services, which Gray Matters Advertising will provide to you on a day to day basis.

- Advice on media and positioning of your advertisements.
- Advice on copy.
- All advertisements proof read for grammar, typos, syntax etc.
- Advertising proofs delivered in a timely and efficient manner.
- Provision of relevant information to make your job easier ie. updated deadlines, rates, features etc.
- Creative advice for your advertisements (if required).

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your contacts

Gray Matters Advertising

Level 1, 41 Salamanca Place, Hobart Tasmania 7000 | GPO Box 1482, Hobart, Tasmania 7001
tel **6224 8777** fax 6224 8666

Lisa Porter

ACCOUNT COORDINATOR

Email lisa@graymatters.com.au

Mobile 0405 601 948



Lisa will be your first point of contact when placing an advertisement - from receiving your initial email to finally dispatching the advertisement to the media.

Lisa is able to advise you on every aspect of your advertising needs.

Helen Polanowski

ACCOUNTS/MEDIA BUYER

Email helen@graymatters.com.au



Helen will be responsible for the coordination of all invoices, billing details and financial statements as well as providing media and account service support to the rest of your team.

Mathew O'Shea

ACCOUNT MANAGER

Email mathew@graymatters.com.au

Mobile 0417 511 542



Mathew will be responsible for managing your advertising account and the staff who will run it. Mathew can also be contacted at any time to discuss media, print work, campaign planning or anything that can be described as out of the ordinary.

Steve Gray

MANAGING DIRECTOR

Email steve@graymatters.com.au

Mobile 0418 143 546



Gray Matters' Managing Director Steve Gray, will be your senior point of contact within the agency. Steve will conduct regular reviews within Government and is available at any time should you wish to discuss any details of your account.

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8 Easy Steps to Placing an Ad

1. - The deadline for placement of public notices and tenders each Saturday in Tasmanian newspapers is 12noon every Wednesday.
- The deadline for placement of employment notices each Saturday in Tasmanian newspapers is 5.00pm the previous Friday.
For further information, please contact Melissa Holloway at Gray Matters on 6224 8777 email lisa@graymatters.com.au or check the deadlines in this manual.
2. Check your copy is consistent with the required copy style sheets (also in this manual).
3. Email your advertising requirements (eg. nominated media, date, special requests, extra logos, address for invoice to be sent) and the copy (text) for your advertisement to lisa@graymatters.com.au
4. Once your copy is received by Gray Matters Advertising you will be emailed a confirmation. If you do not receive this confirmation within an hour we recommend you call us to check if your email has been received.
5. Once we have formatted your ad, you will be emailed back a proof. This will be a PDF file.
6. Check your ad proof and media details listed carefully and alert your account coordinator asap of any amendments you require, or alternatively your confirmation.
7. Once we receive your confirmation the advertisement will be sent electronically to the required media for publication.
8. You will receive an invoice for your advertisement after it appears in the media. This invoice will include your contact name or an order number.

Without confirmation your advertisement will not appear.

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Advertising Deadlines

The following deadlines are current as of May 2011. However, we recommend that you check national media deadlines with your account coordinator and forward any advertising copy to Gray Matters as soon as possible. If you require deadlines or information on any other publication please call us on 03 6224 8777.

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Advertising Deadlines

Media	PUBLICATION DAY >	Emp. & Pub.Not./Tender	Employment	Pub.Not./Tender
		Monday-Friday	Saturday	Saturday
Mercury		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
Examiner		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
The Advocate		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
Australian		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
Weekend Australian (General/Executive Appts)		N/A	Fri. week prior 5pm	Wed. 12noon
The Age (Melbourne)		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
Sydney Morning Herald		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
Canberra Times		2 days prior 10am	Fri. week prior 5pm	Wed. 12noon
Australian Financial Review (Friday)		Tuesday 12noon	N/A	N/A

International Media

Gray Matters has a dedicated specialist Media Reference Centre which ensures that advertising appears in the right Country, the right medium and on the right day.

The Centre provides comprehensive data, including demographic and geographic information for print (data on over 50,000 titles), electronic and Internet media as well as deadlines and mechanical specifications.

All Media Reference Centre staff are trained professionals with a comprehensive knowledge of local and international media. They can provide advice, suggest alternatives and develop cost-effective audience reach. Our frontline staff are connected electronically across the World and can quickly access and disseminate accurate, up-to-the-minute information.


If you require international media advice, please call your account coordinator on 03 6224 8777.

invoicing

Invoicing

Our accounting systems have been developed over many years with the major objective of flexibility. Accounts are user-friendly and invoices will be sent weekly.

Invoices show details of the contact, insertion details and media costings to ensure accurate identification. A contact name or order number is required when placing an advertisement as well as the address for the invoice to be sent.

graymatters 	
ADVERTISING	
A/C No: INF008 ASSIGN: A6517	DATE: 25/05/2009
Client: DEPT OF INFRASTRUCTURE, ENERGY & RESOURCES	TAX INVOICE
GPO BOX 936 HOBART TAS 7001	Invoice No. T21179
Contact: YOUR NAME TO GO HERE	Space: 28.56 @ \$9.48 \$270.75
Order No:	Loading: \$0.00
Appearance Date in Media: ADVOCATE 23/05/2009 Page: 65	Colour: \$0.00
Position: TENDERS	Production: \$0.00
Size: 7.00 x 3 7.56 Composite Space Allocation - CCMS	Despatch: \$0.00
Caption: REPLACEMENT	Placement: \$0.00
	Service Fee: \$0.00
	Subtotal (C) \$270.75
	10% GST \$27.07
	TOTAL \$297.82
Direct bill of: TAS888 - STATE GOV - COMPOSITE Please Note:	This tax invoice includes media outlet commission retained by Gray Matters Advertising Pty Ltd. This tax invoice is subject to Gray Matters Advertising Pty Ltd standard Terms and Conditions. Invoices payable within 28 days from invoice date.
ELECTRONIC BANKING DETAILS: BANK: NATIONAL AUSTRALIA BANK BSB No: 087 007 ACCOUNT NO: 5935 29574	

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Other Services

Along with general press advertising, Gray Matters can also provide effective creative work in a timely and efficient manner. Gray Matters team can carry out production/creative work as required at any time. Naturally briefings would be obtained and quotes given before any work would commence.

We have our own in-house:

- CREATIVE • COPYWRITING • TYPESETTING • ASSEMBLY FACILITIES • PROOF READING
- PHOTOGRAPHY • MULTIMEDIA

Gray Matters can provide the concept, copy, design and production of all your creative requirements for:

- PRESS • PRINT • RADIO • TELEVISION • CINEMA • CORPORATE VIDEO • OUTDOOR
- TRANSPORT • LOGOS • STATIONERY • BOOKLETS/ANNUAL REPORTS • BROCHURES
- EXHIBITIONS/DISPLAYS • POINT OF SALE • MULTIMEDIA • MERCHANDISING

Call Mathew O'Shea on 03 6224 8777 or email mathew@graymatters.com.au to discuss your needs.

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Internet Recruitment

While increasing awareness regarding the Government's own employment website is crucial, it is important not to ignore specifically targeted recruitment websites.

We have now made it very simple to gain access to these sites. All you need do to have a position posted on any number of sites, is inform your account manager or coordinator at Gray Matters.

Each site we use has access to different demographics and it is even possible to follow the effectiveness of the advertisement – with site statistics on how many people have viewed the position and/or responded. We can also recommend to you specialist sites locally, nationally or internationally.

Some of the sites we utilise are*:

SEEK (2.8 million unique users per month)

CAREERONE (1.45 million unique users per month)

MYCAREER (1,210,110 unique users per month)

**For more information regarding Internet Recruitment,
please contact your account coordinator on (03) 6224 8777.**

*Figures accurate as of May 2009.