

AL- FURAT .PTY. LTD

Australia's Leading Arabic Newspaper

ABN : 78 142 825 380

Po Box: 727 Fairfield

2165 NSW Australia

Phone: 02 9727 4056

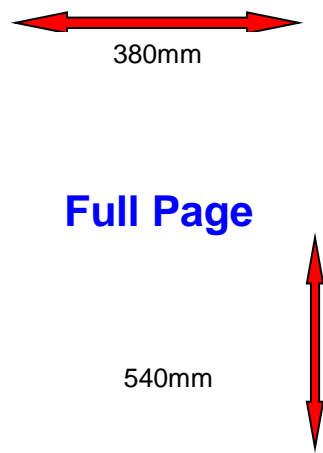


info@furatnews.com

www.furatnews.com

Advertising Prices

POSITION	SIZE	COLOUR	RATE	COST	Total + GST
Front Page	1/4 Page	Full Colour	special	\$900.00	\$990.00
Front Page	1/8 Page	Full Colour	special	\$500.00	\$550.00
Inside Page	Full Page	Full Colour	special	\$1600.00	\$1,760.00
Inside Page	1/2 Page	Full Colour	special	\$900.00	\$990.00
Inside Page	1/4 Page	Full Colour	special	\$600.00	\$660.00
Inside Page	Full Page	Mono	special	\$1,200.00	\$1,320.00
Inside Page	Half Page	Mono	special	\$700.00	\$770.00
Inside Page	Quarter Page	Mono	special	\$500.00	\$550.00



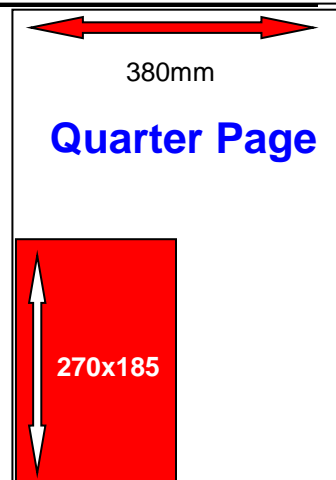
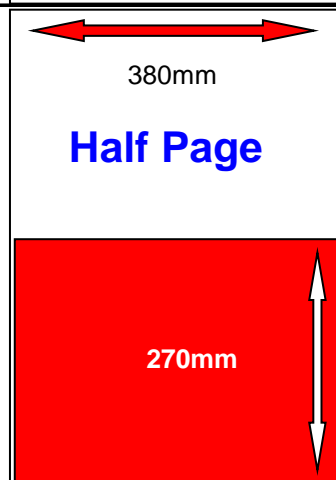
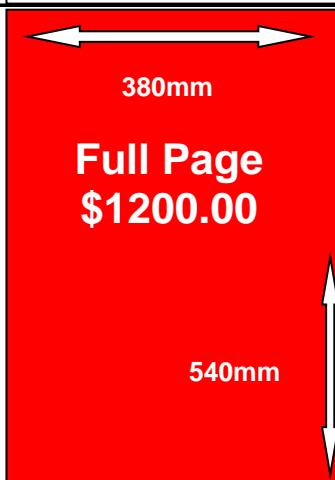
\$6.00 Per Single Columns 4.5cm Mono

\$7.50 Per Single Columns 4.5cm Colour

*** 1 Columns = 4.5cm**

For a long term contract
%15 discount of the total cost are available .

small ad's are by centimeters or by long term contract



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Mob: 0426 060 606

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Australia's Leading Arabic Newspaper

Dear. Sir / Madam

We are proud to introduce to you AL- Furat Newspaper which is Australia's Leading Arabic Newspaper issued in both Arabic and English languages.

AL-Furat, a weekly cultural and social newspaper, was first established in April 2003 By Mr. Hussein Khoshnow, with the purpose of catering for the members of all Arabic communities in Australia.

The aim of the newspaper is to help the newly arrived migrants and refugees from Arabic backgrounds, to settle in their new country and to adapt to the Australian society.

We endeavour to pass all necessary information related to living in Australia, including all Government services and issues, in addition to business and commercial products, in a simple and clear language.

We are pleased to offer you AL-Furat pages to act as a medium to advertise your services and products and to publish all information addressed to our wide range of readers.

AL-Furat has developed to become one of the most popular newspapers in Australia with a readership of 30000 drawn mainly from the Iraqi and wider Arab communities in Australia.

AL-Furat is highly regarded by its readers of various Arabic backgrounds for its comprehensiveness and neat finish since it is printed on a very good quality paper by one of the best printing firms in Australia.

Also, we remain the only Arabic Newspaper in Australia that is published electronically providing our readers with full access through the internet.

Our readers count over 8,000 every week on the net, in addition to the large number of Kurdish readers.

We provide excellent presentation and outstanding quality of printed and electronic material through both the newspaper itself and our Internet Website: www.furatnews.com .

Should you wish to know more about our publication, please feel free to call me personally On :0411 164 670.

Sincerely yours

Hussein Khoshnow
Editor in Chief
Al-Furat Newspaper
Mob: \$(&* \$* \$* \$* \$* '

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TERMS AND CONDITIONS OF ADVERTISING

These terms and conditions ('Terms') apply to all advertising services provided to any person ('Customer') by AL-FURAT PTY LTD and its subsidiaries (all of which are referred to in these Terms as AL-Furat).

1. Publication of Advertising

1.1 Subject to these Terms, AL-Furat will use its reasonable endeavors to publish advertising submitted by Customers ('advertising') in the format submitted by the Customer and in accordance with the placement instructions of the Customer.
1.2 AL-Furat may, in its discretion and without further cost to the Customer, re-publish Advertising in other AL-Furat publications and media. For example, "The Guide Advertising" may publish print Advertising online, or vice versa.

2. Right to Refuse or Withdraw Advertising

2.1 Neither these Terms nor any written or verbal quotation by AL-Furat represent an offer to publish Advertising. A binding contract in relation to a request for Advertising will only be formed between AL-Furat and a Customer when AL-Furat accepts Advertising in writing or generates a GST-compliant invoice for that Advertising.
2.2 Even if a contract has been formed in accordance with the above clause, AL-Furat reserves the right to refuse or withdraw from publication any Advertising at any time without giving reasons (even if the Advertising has previously been published by AL-Furat).

3. Right to Vary Format and Placement

3.1 AL-Furat reserves the right;
a. to vary the placement of Advertising within a particular print title or Internet site; and
b. to change the format of print Advertising (including but not limited to changing a format from colour to black and white).
3.2 AL-Furat will endeavour to notify the Customer of any such changes. However, except in accordance with clause 12, AL-Furat will not be liable for any costs, expenses, losses or damages suffered or incurred by a Customer arising from AL-Furat's failure to publish Advertising in accordance with a Customer's request.

4. Submission of Advertising

4.1 By submitting Advertising for publication, the Customer warrants to AL-Furat that the Advertising does not breach or infringe:
a. the Trade Practices Act (Cth), Fair Trading Acts (State) and equivalent legislation;
b. State and Commonwealth anti-discrimination legislation;
c. any copyright, trade mark or obligation of confidentiality;
d. any law of defamation or obscenity;
e. any law of contempt of any court, tribunal or royal commission;
f. the Privacy Act (Cth); and
g. 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).
4.2 The Customer must not submit Advertising for publication that contains contact details for the Customer if those contact details do not include the full name and street address of the Customer. Post office box and email addresses alone are insufficient.
4.3 If, in AL-Furat's opinion, a Customer submits Advertising that looks like editorial material, AL-Furat may publish the Advertising under the heading 'Advertising' and with a border distinguishing it from nearby editorial.

4.4 The Customer must collect Advertising material submitted to AL-Furat immediately after publication. AL-Furat will endeavour to take reasonable care of Advertising material in its custody and control, but will not be responsible for any loss or damage to Advertising material (even if caused by AL-Furat's negligence).

5. Classified Advertising

5.1 AL-Furat will publish classified Advertising under the classification heading that it reasonably believes is most appropriate. Classified Advertising headings are for the convenience of readers and are determined at the discretion of AL-Furat.
5.2 AL-Furat will publish classified display Advertising sorted by alphabetical caption and, where space permits, with related line Advertising.

6. Online Advertising

6.1 For online banner and display Advertising, the Customer must
a. confirm all online Advertising at least 30 days before the Advertising is scheduled to appear, by submitting a signed 'Advertising Confirmation' form to AL-Furat; and
b. cancel online Advertising in writing at least 30 days before the Advertising is scheduled to appear. AL-Furat reserves the right to charge the Customer for online Advertising cancelled on less than 30 days notice.
6.2 For online banner and display Advertising, the Customer must submit creative materials and a click-through URL for online Advertising to AL-Furat at least 3 working days (5 working days for non-gif material) before the Advertising is scheduled to appear.
6.3 All online Advertising (including rich media) must comply with AL-Furat's advertising specifications, which are available on request.
6.4 AL-Furat will measure online display and banner Advertising (including impressions delivered and clicks achieved) through its own aderving systems. Results from Customer or third party adservers will not be accepted for the purposes of AL-Furat's billing and assessment of Advertising.
6.5 Subject to **clause 12**, AL-Furat is not liable for any loss, damages or liabilities arising from a failure of the World Wide Web or any telecommunications structure.
6.6 Customer acknowledges that AL-Furat may at its discretion include additional features or inclusions such as third party advertisements within online classified Advertising.

7. Errors

7.1 The Customer must promptly:
a. check proofs of Advertising provided to the Customer by AL-Furat; and
b. notify AL-Furat of any errors in the proofs or any published Advertising.
7.2 AL-Furat does not accept responsibility for any errors in print Advertising placed over the telephone.
7.3 If a Customer wishes to make a claim on AL-Furat for credit, re-publication or any other remedy in respect of Advertising, the Customer must send the claim in writing to AL-Furat no later than 25 days after the date of the tax invoice or date of publication of the Advertising (whichever is earlier).
7.4 AL-Furat will only investigate complaints during normal office hours (9am to 5pm, Monday to Friday excluding public holidays).

8. Advertising Rates and Taxes

8.1 The customer must pay for advertising in accordance with the rates in AL-Furat's Advertising Ratecard (and, unless otherwise agreed, at the casual or basic rate). The rates in the Ratecard:

- a. may be varied at any time by AL-Furat without notice; and
- b. are exclusive of taxes, duties or GST ('Taxes'), unless the Ratecard specifies that GST or other Taxes are included.

8.2 The Customer must pay an additional amount equal to any Taxes payable by AL-Furat in respect of Advertising. AL-Furat will provide Customers with a tax invoice or adjustment note (as applicable) in a compliant form for GST purposes.

8.3 The Customer's eligibility for discounts and rebates will be based on the Customer's GST-exclusive Advertising spend, which will be subsequently adjusted for applicable GST.

9. Credit

9.1 AL-Furat may grant, deny or withdraw credit to a Customer at any time in its discretion.

9.2 The Customer must ensure that its Customer account number is available only to those of its employees authorised to use it. The Customer acknowledges that it will be liable for all Advertising requested with the quotation of the Customer's account number.

10. Payment

10.1 The Customer must pay for Advertising:

- a. by pre-payment, if so required by AL-Furat;
- b. if print Advertising on account, within 7 days after the date of the invoice; and
- c. if online Advertising on account, within 30 days after the date of the invoice.

10.2 The Customer must pay:

- a. for print Advertising in accordance with the size of the Advertising material lodged by the Customer, or the Advertising space ordered by the Customer, whichever is greater;
- b. the full price for Advertising notwithstanding:
 - i. the fact that AL-Furat has exercised its right to vary the format or placement of the Advertising; and
 - ii. any error or omission in the Advertising (unless the error or omission was the fault of AL-Furat).
- iii.

11. Failure to Pay and other Breach

11.1 If a Customer fails to pay for Advertising in accordance with clause 10 or if a Customer suffers an Insolvency Event as defined in clause 11.2, AL-Furat may (in its discretion and without limitation):

- a. cancel any provision of credit to the Customer;
- b. require cash pre-payment for further Advertising;
- c. charge interest on all overdue amounts at the rate 2% above the National Australia Bank Overdraft Base Rate;
- d. take proceedings against the Customer for any outstanding amounts;
- e. recover from the Customer all costs relating to any action taken by AL-Furat to recover amounts owing for Advertising, including without limitation any mercantile agency costs and legal costs on a full indemnity basis;
- f. cease publication of any further Advertising on behalf of the Customer and terminate any agreement in relation to Advertising not yet published; and
- g. exercise any other rights at law.

11.2 A Customer suffers an 'Insolvency Event' if:

- a. (a) the Customer is a natural person and the Customer commits an act of bankruptcy;
- b. (b) the Customer is a body corporate and the Customer:
 - i. cannot pay its debts as and when they fall due;
 - ii. enters into any arrangement with its creditors other than in the ordinary course of business;
 - iii. passes a resolution for administration, wind up or liquidation (other than for the purposes of re-organisation or reconstruction);
 - iv. a receiver, manager, liquidator or administrator is appointed to any of its property or assets; or
 - v. any petition is presented for the winding up of the Customer.

11.3 AL-Furat reserves the right to withhold any discounts or rebates if the Customer fails to comply with its payment obligations.

11.4 A written statement of debt duly signed by an authorised employee of AL-Furat shall be prima facie evidence and proof of the amount owed by the Customer to AL-Furat.

12. Liability

12.1 The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of AL-Furat in connection with the Advertising.

12.2 AL-Furat 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').

12.3 AL-Furat 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 AL-Furat, to (at AL-Furat's option) re-supply of the Advertising services affected by the breach, or payment of the cost of re-supply.

12.4 Subject to clauses 12.2 and 12.3, AL-Furat 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 AL-Furat, whether that liability arises in contract, tort (including by AL-Furat's negligence) or under statute. Without limitation, AL-Furat will in no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.

12.5 The Customer indemnifies AL-Furat 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.

13. Privacy

13.1 AL-Furat collects a Customer's personal information to provide the Advertising services to the Customer and for invoicing purposes. AL-Furat may disclose this personal information to its related companies, to credit reporting agencies and other third parties as part of provision of the Advertising. Where a Customer has an overdue account, AL-Furat may disclose personal information to debt collection agencies to recover the amount due.

13.2 Customers may gain access to their personal information by writing to the AL-Furat Privacy Officer at info@furatnews.com or Po Box :727 Fairfield 2165 NSW .

. More information about privacy and accessing personal information is in AL-Furat's privacy policy which is accessible at www.furatnews.com

14. General

14.1 These Terms represent the entire agreement of the Customer and AL-Furat in relation to Advertising and cannot be varied except in writing by an authorised officer of AL-Furat. No purchase order or other document issued by the Customer will vary these Terms.

14.2 AL-Furat will not be liable for any delay or failure to publish Advertising caused by a factor outside AL-Furat's reasonable control (including but not limited to any Act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

14.3 These Terms are governed by the laws of the Sstate of:

- a. Victoria, in relation to Advertising published in VIC
- b. New South Wales, in all other cases.

Each party submits to the non-exclusive jurisdiction of the courts of the relevant State.

Date Contract Signed: _____

Client Name : _____

Company /Shop Name: _____

Authorized Signature _____

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Advertising Contract:

Company Name: _____

Address: _____ Postcod: _____ State: _____

Telephone (with area code): _____ Fax: _____

Signature: _____ Date: _____

Printed Name: _____ Title: _____

AD Size: _____ Position: _____

Contract Start: _____ Contract End: _____ Total of Weeks: _____

Cost per week: _____ Total Amount payable: _____
