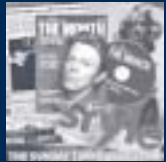
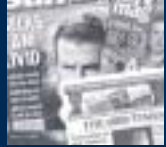


**NEWS
INTERNATIONAL
NEWSPAPERS LTD**

**ADVERTISEMENT
SUPPLY**

FROM APRIL 2004





NEWS INTERNATIONAL DROPS ADVERTISING “GATEKEEPER” CHARGES

Quickcut Delivery for Colour Advertisements

NI will accept mono and colour advertisements from all suppliers using the Quickcut system from 5th April 2004.

The new service will be used for all products: mono, colour, display, classified, newspapers and magazines.

Copy will be handled by NI (classified mono) and News Stream (all display and classified colour). Scottish and Irish copy will be handled by each local NI office.

All “gatekeeper” type charges will be dropped. The only client charge will be the transaction charge levied by Quickcut.

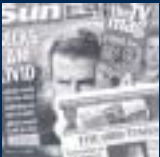
Quickcut supply can be from a client’s in-house facility or preferred repro studio.

NI will provide profiles and instruction to achieve best quality and many accredited suppliers already supply correctly-specified copy.

Presses will be controlled by densitometry and NI’s calibrated soft proofing system. Client proofs are available from many accredited suppliers and contract proofs can be supplied at a cost if required.

Clients can choose to continue with a full repro/audit service provided by News Stream Studio, based at Tapestry MM in London.

digital ad delivery



News International Newspapers Ltd

1 Virginia Street, London E98 1EX

Telephone: 020 7782 6000 Facsimile: 020 7782 6098

News International Newspapers Ltd and Quickcut Advertisement Supply

Following our announcement at the end of last year I am writing with important information regarding the use of Quickcut's file validation and delivery software for advertisements booked to appear in all News International Newspaper Ltd (NI) titles:



The Quickcut initiative will provide all of our clients with a fast and efficient method of advertisement supply. The software provides several key functions:

- internet delivery to the Quickcut server
- online database of mechanical and print specification
- client control over creative process including fonts etc
- copy instructions
- standard PDF format
- pre-flight prior to transmission.
- ability to soft-proof on calibrated systems
- single pre-flight/transmission charge levied by Quickcut (see attached price examples)
- 'Quickprint' extensions/plugins for Quark Xpress, InDesign, Illustrator and Freehand.

Quickcut's software has been successfully implemented and used in our London offices for mono (black and white) advertising supply for over a year, and the service is almost ready for all of our UK National advertising – both mono and colour. This will be the preferred method of direct copy supply to all NI titles from 5th April 2004. Some existing methods of supply will cease on this date – see attached "Copy supply/handling details"

All ad types will be included (Newspapers and Magazines, Display and Classified, Mono and Colour) and the service will be administered at our London offices by NI staff (Classified) and News Stream staff (Display). Scottish and Irish copy will be handled by each local NI office. A full description of the supply options can be found in the copy supply/handling details.

All clients will be able to supply colour advertising copy direct to NI via Quickcut and there will be no 'gatekeeper' type charges whatsoever. The only charge will be that levied by Quickcut for validation and transmission (plus initial software purchase costs).

NI will accept Quickcut delivery from any supplier. You can supply directly from an in-house facility or via a preferred repro studio – it is your choice. Either way, all advertisements should be prepared to the correct specification (especially colour) as the colour quality will be under your control.

We want to ensure clients and their preferred repro studios are in complete control of the repro process and Quickcut have adapted their workflow solutions to accommodate NI's requirements for colour advertisements. Details are available from Steve Smith (contact details below) who will help you through this process and supply all the information you will need to ensure the quality of your advertisement is maintained. Alternatively, you can contact Quickcut on 020 7691 5260. Many NI-accredited repro studios are already familiar with our newspaper specification, but we will help any prospective supplier with the provision of ICC profiles, Photoshop Settings and recommended working practices. A current list of accredited repro suppliers is attached for your reference.

digital ad delivery



NI will not offer any client proofs for files received via Quickcut but advertisements will be 'soft proofed' on calibrated monitors within our pressroom for quality/press control. Digital Cromalin proofs produced by all suppliers using the NI calibration curve can be used for client sign-off as usual. Any other proofing systems must be calibrated to our presses and we can run profile tests on our presses if required. NI will establish a regular audit procedure to ensure all supplier's proofers are matched to our presses and soft proofing systems. NI will generate calibrated proofs for query investigation.

On April 5 2004 the existing method of colour copy auditing via News Stream at Wapping will cease, but please do not be concerned if you wish to continue with this type of supply. If you are happy to pay for a full repro/audit service, then an identical facility can be provided by News Stream Studio at Tapestry MM, a Mullis Morgan company based in Soho. Repro and audit charges will be no higher than those currently charged by News Stream.

Also, if you wish to supply via Quickcut but require a secondary contract proof (a proof made from the received Quickcut PDF file), then these can be supplied by News Stream Studio and paid for by the client/supplier. They can also provide a Quickcut service from advertisers own files, with proof supplied.

The successful implementation of Quickcut supply procedures will bring significant benefits to all parties and we would like to help you through the process. The requirements are as follows:

- Purchase and install the full Quickcut software package (for higher volume users) or obtain details of the web delivery option (for occasional users).

Ring Quickcut on 020 7691 5260 for details of these software options and transmission costs and to arrange installation.

- Purchase and install Adobe Acrobat/Distiller.
- Obtain a set of ICC profiles and Photoshop Settings from News Stream or NI.

These can be sent to you by email - send your request to: david.rolfe@news-stream.ltd.co.uk or steve.smith1@newsint.co.uk

- Read our instructions for colour ad preparation, soft proofing and transmission. These details will shortly be published on a new national web site, but for now check out the repro guide on our Irish site: www.newsint.ie/advertising

In conclusion, I hope you will find a supply method that suits your needs. NI has been aware of customer frustration with repro charges for a considerable time but due to the complex technical nature of the challenge, we have had to wait for technology to evolve to a point where it can provide a reliable solution. We believe that Quickcut offers that solution right now – and we will consider alternative systems if and when they meet client and publisher requirements. But if you prefer the status quo – well, that's available too. The only services that will cease completely are those which are outdated or have a limited life expectancy.

We are also working on the provision of a web-template Property ad service. This service will provide a property ad make-up facility on the web for both mono and full colour advertisers. More details will follow.

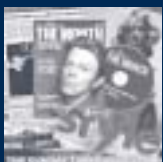
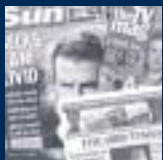
News International will be working with a number of partners over the next two months to test these systems and I will contact you with an update as soon as possible. At that time I will provide all Quickcut suppliers with some test files to process, transmit and proof prior to going live in April.

In the meantime, I would appreciate some information outlining your intentions for copy supply post-April 2004. This will help us plan for a smooth transition - whether you plan to transmit ads via Quickcut or continue with an audit service from News Stream Studio/Tapestry MM. Please complete the table at the end of this letter and send it to me at the address below, to arrive by 20 February.

If you need further information, please contact:

Steve Smith
STRATEGIC MANAGER, OPERATIONS

News International Newspapers Ltd
1 Virginia Street
London E98 1NG
steve.smith1@newsint.co.uk.



SOFTWARE AND TRANSACTION RATES



UK & IRELAND ZONE



digital ad delivery

SOFTWARE

PageStore Software Package – Includes 1 seat of QuickPrint	£495.00
PageStore Online Software	No Charge
QuickPrint Software – Single seat	£125.00
QuickPrint Software – 5 seat pack	£495.00
Quickcut ICC Software – Single seat	Usually £1,500.00 but free to NI Users
Installation and Training – Onsite, upto one day	£550.00
Office hours support: 9am - 7pm, Monday to Friday, is £50 per month.	
After hours support when required is £50.00 per hour or part thereof.	

B&W ADS

There are three usage levels plus the international rate.

The three usage levels are based on per month square cm usage (min £1.00 per ad).

Level 1 = 0 - 83,000 cm ² per month	1.9p per cm ²
Level 2 = 83,000 - 163,000 cm ² per month	1.5p per cm ²
Level 3 = 163,000+ cm ² per month	0.9p per cm ²
In excess of 800,000 cm ² per month is by negotiation	
International Rate (min £20.00 per ad)	5.0p per cm ²

COLOUR ADS

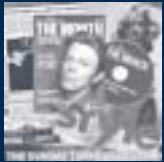
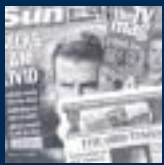
There are three usage levels plus the international rate.

The three usage levels are based on per month square cm usage (min £1.00 per ad).

Level 1 = 0 - 83,000 cm ² per month	3.1p per cm ²
Level 2 = 83,000 - 163,000 cm ² per month	2.7p per cm ²
Level 3 = 163,000+ cm ² per month	2.2p per cm ²
In excess of 800,000 cm ² per month is by negotiation	
International Rate (min £20.00 per ad)	5.0p per cm ²

For expert advice and assistance call Quickcut today on
020 7691 5260








INTERNATIONAL ZONE IDENTIFICATION



The electronic gateway providing publisher specifications worldwide

- | | | | | | |
|---|----------------|---|--------------|---|-----------|
|  | North American |  | UK & Ireland |  | Australia |
|  | South American |  | Middle East |  | China |
|  | African |  | Pacific Rim | | |
|  | European |  | New Zealand | | |

Rate Key

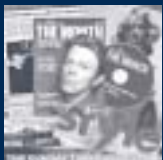
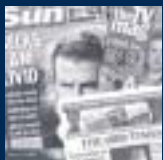
-  UK & Ireland = local advertisers sending to local publishers
-  →  UK & Ireland zone to any other zone = International Rate

International Rate
(min £20.00 per ad)
5p per cm²

digital ad delivery

For expert advice and assistance call Quickcut today on
020 7691 5260





QUICKCUT RATES

TYPICAL EXAMPLES:

Pre-flight/transmission rates are charged by the square centimeter and applied at 3 rate bands, based on volume usage.

1st Size = Full Page Broadsheet (1852.2 sq. cm)

Rate Mono Color

- 1 £35.19 £57.42
- 2 £27.78 £50.01
- 3 £16.67 £40.75

2nd Size = Full Page Tabloid (844.8 sq. cm)

Rate Mono Color

- 1 £16.05 £26.19
- 2 £12.67 £22.81
- 3 £ 7.60 £18.59

3rd Size = 37x6 (754.8 sq. cm)

Rate Mono Color

- 1 £14.34 £23.40
- 2 £11.32 £20.38
- 3 £ 6.79 £16.61

4th Size = 24x4 (337.5 sq. cm)

Rate Mono Color

- 1 £6.41 £10.46
- 2 £5.06 £ 9.11
- 3 £3.04 £ 7.43

digital ad delivery



QUICKCUT COPY SUPPLY/ HANDLING DETAIL -

OVERVIEW

CLIENT



Pre-flight/transmission rates are charged by the square centimeter and applied at 3 rate bands, based on volume usage.

QUICKCUT - SERVER



News Stream

Quickcut account for all Display copy:

Mono
Colour

Newspapers
Magazines

AND

Colour Classified Copy:

Newspapers
Magazines



News International

Quickcut account for Mono Classified copy:

Newspapers
Magazines



News International (Scotland)

Quickcut account for all Scottish copy:

Display
Classified

Mono
Colour
Newspapers
Magazines



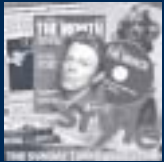
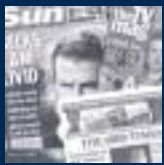
News International (Ireland)

Quickcut account for all Irish copy:

Display
Classified
Mono

Colour
Newspapers
Magazines

digital ad delivery



QUICKCUT COPY SUPPLY/ HANDLING DETAIL - NATIONAL CLASSIFIED

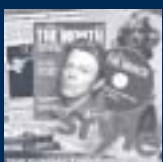
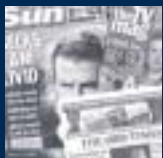
STANDARD SUPPLY: Classified copy for all National Products

SEND TO:	Copyflow dept, London (mono only) QC account: "News International" News Stream London (colour only)* QC account: "News Stream UK"
COPY TYPES:	Newspaper (coldset) Magazine (gravure) Magazine (heatset)
METHODS AVAILABLE:	Mono copy: Quickcut Colour copy (inc spot as process): Quickcut
NOTES:	*Colour classified copy handling may transfer to NI Copyflow in the future ie all national classified will go to Copyflow. No colour proofs on copy receipt.

SPECIAL SUPPLY: Classified copy for some National Products

SUPPLY TYPE:	Clients who require a full repro or auditing service with contract proof
AVAILABLE FOR:	All copy types
NOTES:	News Stream will no longer offer full repro services, but any client who requires this can send copy to their sister companies Tapestry MM or News Stream Studio (both based in London W1) can provide an identical service to the previous News Stream operation and charges will be billed to the client as usual. Completed ads are transmitted to NI via News Stream.
SUPPLY TYPE:	Existing clients wishing to send national copy using ISDN/A.D.S.
AVAILABLE FOR:	Mono copy only
NOTES:	NI will temporarily accept A.D.S transmissions from existing classified users but support for ISDN/ADS will be withdrawn in the future and the only alternative currently recognised by NI is Quickcut. Future delivery methods will be adopted if they meet both the client and publisher requirements.
SUPPLY TYPE:	National Properties copy
AVAILABLE FOR:	Mono and Colour property ads only
NOTES:	Spec Ad web delivery service using web based templates. Possible expansion into other classifications in the future. This service may also be made available for Scottish and Irish clients.

digital ad delivery



QUICKCUT COPY SUPPLY/ HANDLING DETAIL - NATIONAL DISPLAY

STANDARD SUPPLY: Display copy for all National Products

SEND TO:	News Stream London QC account: "News Stream UK"
COPY TYPES:	Newspaper (coldset) Magazine (gravure) Magazine (heatset)
METHODS AVAILABLE:	Mono copy: Quickcut Colour copy (inc spot as process): Quickcut
NOTES:	No colour proofs on copy receipt.

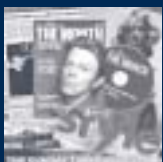
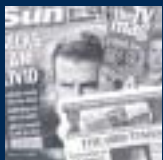
SPECIAL SUPPLY: Display copy for all National Products

SUPPLY TYPE:	Clients who require a full repro or auditing service with contract proof
AVAILABLE FOR:	All copy types
NOTES:	News Stream will no longer offer full repro services, but any client who requires this can send copy to their sister companies Tapestry MM or News Stream Studio (both based in London W1) can provide an identical service to the previous News Stream operation and charges will be billed to the client as usual. Completed ads are transmitted to NI via News Stream.

NO LONGER ACCEPTED

FILM SEPARATIONS:	NI will no longer accept film separations, either CMYK or Spot colour. Copy currently supplied in this way should be sent via Quickcut.
COMPLETE BROMIDES:	NI will no longer accept complete bromides, with or without halftones for scanning. Copy currently transmitted in this way should be sent via Quickcut.
A.D.S/ISDN:	NI will no longer accept A.D.S / ISDN transmissions for display copy. Copy currently transmitted in this way should be sent via Quickcut.

digital ad delivery



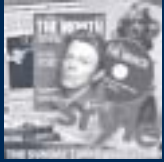
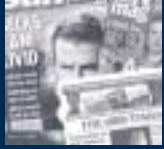
QUICKCUT COPY SUPPLY/ HANDLING DETAIL - SCOTTISH (ALL)

STANDARD SUPPLY: Classified & Display copy for all Scottish Products

SEND TO:	Ad Production dept, Kinning Park QC account: "News Intenational (Scotland)"
COPY TYPES:	Newspaper (coldset) Magazine (gravure) Magazine (heatset)
METHODS AVAILABLE:	Mono copy: Quickcut Colour copy (inc spot as process): Quickcut
NOTES:	No colour proofs on copy receipt.

SPECIAL SUPPLY: Classified & Display copy for all Scottish Products

SUPPLY TYPE:	Clients who require a full repro or auditing service with contract proof
AVAILABLE FOR:	All copy types
NOTES:	Clients can send copy to Creative Colour Bureau, Transcolor or Scottish Studios who will provide an accredited service with charges billed to the client as usual. Completed ads are transmitted as PDF to Ad Production, Kinning Park
SUPPLY TYPE:	Existing clients wishing to send Scottish copy using ISDN/A.D.S.
AVAILABLE FOR:	Mono copy only
NOTES:	NI Scotland will temporarily accept A.D.S transmissions from existing users but support for ISDN/ADS will be withdrawn in the future and the only recognised alternative is Quickcut. Future delivery methods will be adopted if they meet both the client and publisher requirements.
SUPPLY TYPE:	Clients wishing to send Scottish copy as non-Quickcut PDF
AVAILABLE FOR:	Motor clients
NOTES:	NI Scotland will accept PDF's from selected clients which will be automatically converted to NI spec using Q-Automator. This service carries certain risks in terms of unreliable PDF processing and colour control and clients should be encouraged to use Quickcut.



QUICKCUT COPY SUPPLY/ HANDLING DETAIL -

IRISH (ALL)

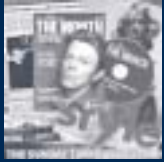
STANDARD SUPPLY: Classified & Display copy for all Irish Products

SEND TO:	Ad Production dept, Dublin QC account: "News Intenational (Ireland)"
COPY TYPES:	Newspaper (coldset) Magazine (gravure) Magazine (heatset)
METHODS AVAILABLE:	Mono copy: Quickcut Colour copy (inc spot as process): Quickcut
NOTES:	No colour proofs on copy receipt.

SPECIAL SUPPLY: Classified & Display copy for all Irish Products

SUPPLY TYPE:	Clients who require a full repro or auditing service with contract proof
AVAILABLE FOR:	All copy types
NOTES:	Clients can send copy Typeform who will provide an accredited service with charges billed to the client as usual. Completed ads are transmitted as PDF to Ad Production, Dublin
SUPPLY TYPE:	Clients wishing to send Irish copy as non-Quickcut PDF
AVAILABLE FOR:	Selected clients
NOTES:	NI Ireland will accept PDF's from selected clients which will be automatically converted to NI spec using Q-Automator. This service carries certain risks in terms of unreliable PDF processing and colour control and clients should be encouraged to use Quickcut.

digital ad delivery



NI ACCREDITED LIST FOR CMYK SUPPLY -

Adplates
Adroit (Bristol)
Admagic
Adtec
Asset Graphics
Barkers (Glasgow regional only)
Coltas (Glasgow regional - currently 'Peoples Ford' only)
Crafthouse
Creative Colour (Glasgow regional only)
Domino
Electronic Studios
Facilities Group / Trucolour
Keene Group
Lithoset (Dublin regional only)
News Stream Studio
Mechs
Mullis Morgan
Production Response
Rapida Graphics
Scottish Studios (Glasgow regional only)
Seven
Tapestry MM
The Complete Group
The Network
Transcolour (Edinburgh regional only)
Typeform (Dublin regional only)