



Get your message to the people who matter

This booklet contains the advertising rates of the Financial Times – a multimedia global organisation that reaches the world's most influential and affluent people. There's no more effective route to this hard-to-reach audience.

The FT works extremely well for advertisers across a wide range of sectors, from technology to property. At work, our audience are the high flyers who manage large budgets and choose how to spend them. Off-duty, they enjoy spending their wealth – and they come to the FT for inspiration.

Spread out across this world, this high-value, elusive and eclectic audience mixes city financiers and top politicians with new media moguls and start-up entrepreneurs.

And we know exactly how, when and where to get their attention. Exploiting the full range of FT media, our award-winning advertising team will customise a powerful and creative package that meets your needs and delivers results.

For full details on the FT's audience, products and outstanding multi-channel opportunities – from print and online advertising to conferences and co-branding – please explore our online media kit at www.ft.com/advertising



One newspaper, three "Newspaper of the Year" Awards.
What the Papers Say 2007, British Press Awards 2008, Newspaper Awards 2008.

Financial Times
Sterling Rate Card 2009 | **Contents**

Weekday	1
Display – mono	1.1
Display – colour	1.2
Special Positions	1.3
Executive Appointments	1.4
Business to Business	1.5
Reports	1.6
Inserts and Sponsored Copies	1.7
Financial Publishing	2
Weekend and Magazines	3
Display – mono and colour	3.1
House & Home	3.2
Life & Arts	3.2
How To Spend It	3.3
FT Weekend Magazine	3.3
Digital	4
Terms & conditions	5
Technical specifications	5.1

1. Weekday

- 1.1 Display – mono
- 1.2 Display – colour
- 1.3 Special Positions
- 1.4 Executive Appointments
- 1.5 Business to Business
- 1.6 Reports
- 1.7 Inserts and Sponsored Copies

- Read by 1.3 million people, the FT
- comes in five regionally-focused
- editions. Our audience is responsible
- for expenditure in excess of £284
- million in Europe alone.

• FT Internal Figures & BE Europe 2008

1.1 Weekday display – mono

	World	Europe	UK	US	Asia	Middle East
	£	£	£	£	£	£
Section I						
First Full Page	105,400	82,500	48,600			
Full Page	89,400	69,800	40,400	21,500	10,100	
Junior Page 1	46,900	36,800	21,000	10,900	5,100	
Half Page	46,900	36,800	21,000	10,700	5,000	
Junior Page 2	35,200	27,500	15,700	7,900	3,700	
Quarter Page	23,900	18,700	10,600	5,400	2,500	5,000*
Run of Section						
– per single column unit (scu)	213	167	95	48	23	
Page 3 Guaranteed** – per scu	239	188	106			
Specified Positions – per scu	228	177	102			
Week Commencing – per scu	205	160	92	48	23	

Section II - Companies & Markets

First Full Page	114,300	89,400	57,400
Full Page	101,400	79,400	51,800
Junior Page 1	53,100	41,700	26,900
Half Page	53,100	41,700	26,900
Junior Page 2	39,500	31,100	19,900
Quarter Page	26,800	21,100	13,500
Run of Section – per scu	239	188	120

*Tuesday and Thursday only
** Maximum size 380mm x 257mm.
Minimum size 280mm x 170mm.

1.2 Weekday display – colour

	World	Europe	UK	US	Asia
Section I & II	£	£	£	£	£
First Site					
Full Page	138,100	104,400	63,600		
Junior Page 1	109,200	82,600	50,500		
Half Page	109,200	82,600	50,500		
Second Site					
Full Page	129,500	98,100	59,400		
Junior Page 1	101,500	76,900	45,300		
Half Page	101,500	76,900	45,300		
Standard Sites – Section I					
Full Page	123,400	93,400	56,300	26,700	16,400
Junior Page 1	89,300	67,500	40,100	18,900	10,200
Half Page	88,100	66,600	39,700	18,800	10,200
Junior Page 2	75,700	57,300	34,400	16,200	9,200
Quarter Page	47,100	35,700	25,500	11,100	8,200
Strips*	71,700	54,200	32,700		
Double Page Spread (DPS)	243,800	184,500	123,100		
Fireplace	192,700	145,800	97,600		

*An 8 column advertisement up to a maximum depth of 160mm.
Quarter pages and strips to run on a week commencing basis only.

1.3 Special Positions

	World	Europe	US	Asia
Cover Sites				
Weekday colour or mono	£	£	£	£
Section I				
Front Page Solus (210mm x 95mm)	27,500	20,800	7,500	4,900
Back Page Solus (250mm x 170mm)	28,400	22,900	7,500	10,000
Section II - Companies & Markets				
Front Page Solus (210mm x 145mm)	28,400	22,900	7,500	4,900
Back Page Solus (250mm x 127mm)	17,100	13,800	7,500	4,900
Weekend colour or mono				
Front Page Solus (210mm x 95mm)	17,000			
Back Page Solus (250mm x 170mm)	17,000			
Ear Pieces Section I & II				
Colour	1,700			2,500
Section II Island Sites (Mono)	Per Month	Per Day		
Managed Funds 1 & 3; Tue – Fri (UK only)	36,600	2,400		
Managed Funds 2; Tue – Sat (Europe only)	49,200	2,800		
World Stock Markets (Worldwide)	50,200	2,800		
London Share Service:				
Left or Right Hand Page (Worldwide)	51,300	3,000		

Target your market and form a close association with the FT brand, with our bespoke print and online publications.

Find out more at www.ft.com/partnershippublishing

1.4 Executive Appointments

	World	Europe	UK
Executive Appointments	£	£	£
per single column unit (scu)			
Senior Accountancy (mono)	128	112	110
Banking & Financial Markets (mono)	128	112	110
Non-Finance (mono)	128	112	110
Interim (mono)			25
All Sections Colour Premium (UK only, mono Worldwide)			24
All sections Public Sector discount: 25%			
Premium and Guaranteed Positioning per single column unit (scu)			
UK:			
Page 1*	26		
Accountancy Page 3	22		
International Editions (mono):			
International	80		
Continental Europe	40		
USA	35		
Asia	20		

Business Leaders Solution

Mono £5,500, Colour £6,880

Board Level Non-Finance Roles

- 12 x 5 ad run of paper (UK, Weds)
- 12 x 5 ad in Executive Appointments (Worldwide, Thurs)
- Two week job posting on exec-appointments.com
- Upgrade to feature status on two industry sector pages on exec-appointments.com
- Priority listing on Exec-Appointments job alert email, sent to targeted job seekers
- 50,000 impressions ribbon ad on FT.com

- 69% of FT readers
- read the Executive
- Appointments section
- at least once a month
- (FT Appointments Research 2008)

Online

exec-appointments.com

Job Postings £300 per week

Premium package £2,000

- 2 week ad
- 1 week featured ad on up to 5 sector pages
- 1 week featured ad on search results page – up to 3 categories
- Priority listing in email alerts
- 20,000 impressions ribbon ad on FT.com

Premium Plus package £3,000

Includes the Premium Package, plus:

- 1 week featured ad on main homepage
- 40,000 impressions ribbon ad on FT.com

Superior package £4,000

Includes the Premium Plus package, plus:

- Customised HTML email to up to 3,000 candidates
- 1 week as featured advertiser in A – Z directory
- 1 week as featured advertiser on homepage
- 60,000 impressions ribbon ad on FT.com

MBA-Direct.com

£200 per week per job posting

£350 per week profile search

*Please contact your sales representative regarding pre-booking on the front page and salary requirements.

Executive Appointments +44 (0)20 7873 4909
exec-appointments.com and MBA-Direct.com +44 (0)845 458 9850

1.5 Business to Business

Trading Directory

(Mono – all prices worldwide)	£
3 Months	18,900
6 Months	31,500
12 Months	54,600
Business Books	
– per single column unit (scu)	74
Business Opportunities – per scu	142
Business Wanted – per scu	142
Business Services – per scu	82
Franchising – per scu	80
Public/Company Notice – per scu	142
Legal Notices: Semi Display – per scu	96

Business Education

(All prices worldwide – per single column unit)	
Venues/Conferences (Mono)	83
Business Education (Mono)	77
Business Education Report (Mono)	143
Business Education Report (Colour)	174

Businesses For Sale 142

Mono Worldwide price – per single column unit
Includes three weeks on FT.com Businesses For Sale
site: www.businessesforsale.com/FT

Contracts and Tenders 145

Mono Worldwide price – per single column unit
Includes three weeks on FT.com Contracts & Tenders site:
www.ft.com/contractsandtenders

- 90% of FT readers are
- qualified to degree level
- or above.
- (Global Readership Survey 2006)

Property

(All prices worldwide)	£
FT Property Special Report	
Mono – per single column unit (scu)	70
Colour – per scu	100
Front Page (Colour)	6,600
Back Page (Colour)	22,440
The Property Market	
Mono – per scu	70

Business Education Package

Online

(All prices worldwide)	£
www.ft.com/businesseducation	
3 Months	9,450
6 Months	15,750
12 Months	23,100
Package includes share of voice on Business Education site excluding interactive rankings.	
12 month interactive rankings sponsorship	£21,000
(excludes School Profile pages)	
Widgets	£
(per annum)	7,000
Interactive tool for schools to personalise their profile page. Includes a video, slideshow, links, text, RSS feeds and an events calendar	

MBA Gym (All prices worldwide)

www.mbagym.com	£
3 Months	18,000
6 Months	31,500
12 Months	52,500

1.6 Reports

- One in six of the FT's
- 1.3 million readers has
- responded to an ad
- in an FT Report.
- (FT Reports Research 2008)

	World
Cover Sites (Weekday)	£
Run of Report	
Mono – per single column unit (scu)	147
Front Page Guaranteed*	
Mono	39,000
Colour	70,200
Specified Positions	
Mono – per scu	150
Colour:	
Full Page	87,800
Junior Page 1	62,600
Half Page	62,200
Standard Positions - Colour	
Full Page	80,900
Junior Page 1	54,800
Half Page	54,200
Junior Page 2	46,000
Quarter Page	38,600
Quarter Page Not Solus	28,600
Tabloid Rates	£
Mono – per scu	147
Colour:	
Full Page	43,260
Junior Page	23,100
Half Page	23,100
Quarter Page	12,075

All reports are worldwide. Where appropriate, you can request regional reports rates from your regional FT representative.

*Size 280mm x 345mm

1.7 Inserts and Sponsored Copies

Inserts

UK Newspaper

Cost per 1000

	Part Run 30,000 +	Part Run 60,000+	Full Run
	£	£	£
Mon-Sat	125	100	80

International

Cost per 1000

	Part Run 30,000+	Full Run
	£	£
US	102	82
Cont Europe	102	82
Asia	Price on application	

FT Direct

Branded polybagged copies of the FT newspaper delivered to private subscribers.

Cost per 1000

		£
3 weekdays	10,000 copies per day	£10,000
Saturday	8,000 copies	£7,000
2 days package (Sat + 1 weekday)	18,000 copies	£10,000
Colour advertisement on address label (3 days)		£10,000

Sponsored Copies

Channel	Target Audience	Copies per day	Rates (£)			
Hotels	Premium business and leisure travellers at 4 star & 5 star hotels in the UK	2,500	1 Day	1 Week	2 Weeks	1 Month
			3,750	12,500	20,000	30,000
Airlines	Global First & Business Class flights & lounges	2,500	5,000	17,550	32,500	60,000
London City Airport	Hand to hand distribution on the main concourse	1,500	6,000	18,750	30,000	37,500
Heathrow Express	Business Class carriages between Paddington and Heathrow	500		5,000	8,750	15,000
Eurostar	First Class carriages on trains from London to Paris / Brussels	1,000	2,500	8,750	15,000	28,500
Mainline Rail Services	First Class carriages on trains on most UK mainline rail services	1,000	2,500	7,500	16,000	36,000
City Mailing	Same day hand-delivered mailing to targeted lists	1,000	4,000	15,000	35,000	40,000
Events, Exhibitions and Conferences	Any event nationwide can be targeted	1,000 (min)	POA	POA	POA	POA
Campus Distribution	Packages to suit the advertiser's recruitment or marketing campaign	1,000 (min)	POA	POA	POA	POA

2. Financial Publishing

- FT newspaper readers manage
- assets worth a total of £17.2 trillion
- in Europe.
- (PICS 2008)

2. Financial Publishing

	World	Europe	US	Asia
FTfm – Fund Management (Colour)	£	£	£	£
Front Page	16,280	11,450	5,400	2,250
Page 3 (Quarter Page)	8,930	6,300	3,000	1,200
Page 5 Guaranteed	32,340	22,980	10,855	4,510
Full Page	29,400	20,890	9,900	4,100
Junior Page	15,540	10,920	5,200	2,100
Half Page	15,850	11,130	5,300	2,200
Quarter Page	7,880	5,570	2,600	1,050
Island Site		3,680		700
Island Strip		6,190		1,200
Back Page	26,150	18,480	5,400	3,550
Cover Wrap (4 printed pages, only one per month)	POA	POA	POA	POA

	UK Colour	UK Mono
FT Money	£	£
Full Page – Run of paper	18,850	14,350
1st Junior Page (Page 3)	9,700	9,700
Junior Page	9,240	7,040
Half Page	9,450	7,170
Quarter Page	4,730	3,590
Front or Back Solus	12,860	12,860
Cover Wrap	POA	POA
Single Column Unit Rate	92	68

Investors Chronicle	£
Full Page	£4,000
Inside Front Cover Spread	£7,200
1st Right Hand Page/ Page 8	£4,400
Outside Back Cover	£4,800
Contents Page Strip	£1,750
Half Page	£2,800
Third of a Page	£2,600
Quarter Page	£1,960

	World	Europe	UK
Results Advertising – per single column unit (scu)	£	£	£
Mono	207	159	111
Financial Notices – per scu	170	134	89

Floating Rate Notices, Redemption Notices, Bank Base Rates,
Compliance with Stock Exchange, Listing Rules (Minimum size = 6pts)

Base Lending Rate: £3,500

- 90% of FT Money readers
- trade stocks and shares.
- (FT Personal Finance 2007)

2. Financial Publishing

Financial Online

Alphaville	£90,000 per quarter (section only. Excl emails)
Alphaville Email	£20,000 per email per month
FT Money Gym	£50,000 per workout per annum
FTfm	£10,000 per month
Long Room	POA

Investors Chronicle Online

Cost per Thousand Impressions (CPM)

Creative Type	Dimension (pixels)	£
Overlay/Pop over	300 x 300	60
MPU	300 x 250	30
Leaderboard	728 x 90	28
Skyscraper	120 x 600	28

NB: Expandable formats 20% premium on all formats.

Precision Targeting Options:

Behavioural Targeting
(ad targeting based on user interests)

Geographic

Site Section (e.g. homepage, editorial)

Time Zone & Time of Day

Frequency

Email and alert sponsorship

Price on application. Please contact your local FT representative.

- FT Alphaville achieved a double win for Best Business Blog at the 2008 Webby Awards, picking up both the People's Voice and Judging Panel awards.

Money Media

Ignites	POA
Ignites Europe	POA
Fundfire	POA

For Money Media enquiries, please contact your local FT representative.

For US Money Media enquiries, please call +001 (212) 542 1205.

Investor Relations Services

London Share Service plus Digital IR Service (per annum)	£ 2,900
Investor calendar	+ 500
Video presentations	+ 500
Slide show	+ 500
Audio podcasts	+ 500
Corporate documents	+ 500

IR Communications Package 4,900
Includes all of the above.

IR Digital Package 2,900
Includes FT Digital IR Service, Investor Calendar, Video Presentations, Slide Show, Audio Podcasts and Corporate Documents.

IR Online Announcement Package
Roadblock (Leader & MPU) & IR Digital Package.

	£
UK	£22,900
Europe	£28,900
Worldwide	£31,900

Financial Times Company Announcement Service

	£
Small	350
Medium	700
Large	1,050

2. Financial Publishing

Managed Funds Service (Print & Online)

(minimum three lines)

UK Authorised Unit Trusts and Property Trusts*

	£
Manager's Name & Address	1,020
Fund Line, per annum	1,275

Insurance Funds *

Manager's Name & Address	1,020
Fund line, per annum	1,430

Offshore and Overseas Funds**

Manager's Name & Address	1,630
Fund line, per annum	1,680

Hedge Funds**

Manager's Name & Address	1,630
Fund line, per annum	1,680

Exchange Traded Funds**

Manager's Name and Address	1,630
Fund Line, per annum	2,325

Managed Funds Logos (Print & Online)

	FTfm, FT Weekend and online	All issues and online
	£	£
Standard logo (15mm x 44mm)	5,750	15,800

Managed Funds Online***

(price per fund, per annum)

	UK Authorised	Offshore
	£	£
www.ft.com/funds	1,000	1,200

Online package includes 2 days per week print fund price listing (FTfm and Weekend).

Make your mark by sponsoring a high-profile FT conference, or customise your own event.

Find out more at www.ft.com/conferences

* Monday in FTfm (including Asia), Saturday – UK, Europe, Middle East & Africa; Tuesday to Friday UK only, fund information on FT.com.

** Monday in FTfm (including Asia), Tuesday to Saturday – UK, Europe, Middle East & Africa, fund information on FT.com.

***Certain compliance restrictions may apply.

3. Weekend and Magazines

- 3.1 Weekend display
- 3.2 House & Home
- 3.2 Life & Arts
- 3.3 How To Spend It
- 3.3 FT Weekend Magazine

- How To Spend It was named National
- Colour Supplement of the Year for the
- seventh year running in 2008.

3.1 Weekend display

	World	Europe	UK
Mono	£	£	£
per single column unit (scu)			
Run of Paper	95	80	60
Specified	101	85	62
Results	165	144	111
Financial Legal Notices	133	118	89
Other Financial Adverts	191	167	118

For Weekend FT Money rates, see Financial Publishing.

Colour

Front Page Solus (210mm x 95mm)	17,000		
Back Page Solus (250mm x 170mm)	17,000		
Run of Paper* – per single column unit (scu)	137	116	90
Prime* – per scu	150	128	99

For Weekend FT Money rates, see Financial Publishing.

- FT Weekend readers earn a
- total of £143 billion a year
- and are worth £482 billion.
- (Global Readership Survey 2006)

* Quarter page minimum size.

3.2 House & Home and Life & Arts

House & Home	£
(All prices worldwide)	
Primes (Colour)	
Front Page Solus	9,000
1st Prime (Page 3)*	
– per single column unit (scu)	92
2nd Prime (Page 5)* – per scu	90
Back Page* – per scu	92
Display	
Mono – per scu	67
Colour – per scu	92
Property Developers	
Mono – per scu	65
Colour – per scu	85
Estate Agents/Private Property Sales	
Mono – per scu	35
Colour – per scu	45
Property Gallery (100mm x 83mm)	700

Life & Arts	£
Solus Sites (Colour – All prices worldwide)	
Front Page (210mm x 127mm)	11,850
Back Page (277mm x 170mm)	15,850
Page 3 (210mm x 127mm)	10,750
Prime (All prices worldwide)	
Mono – per scu	78
Colour** – per scu	106
Specified Section (All prices worldwide)	
<i>Arts, Food & Drink, Style and Travel</i>	
Mono – per scu	67
Colour** – per scu	92
Run of section (All prices worldwide)	
<i>Entertainment, Travel and Books</i>	
Mono – per scu	38
Colour** – per scu	53
Advertising Feature	2,000
Additional Premium	
Europe Colour**	4,350
Worldwide Colour**	6,850

- 74% of House & Home
- readers never miss an
- edition and 28% keep it
- for a week or longer.
- (House & Home Reader Research 2008)

* Minimum size 280mm x 170mm – Maximum size 380mm x 257mm.
 ** Colour rates refer to colour insertions that will appear in UK only, and mono rest of world. To guarantee colour worldwide, the premium applies.

3.3 How To Spend It & FT Weekend Magazine

	World	Europe	US	Asia		Europe	UK
How To Spend It	£	£	£	£	FT Weekend Magazine**	£	£
Double Page Spread (DPS)					Primes		
Inside DPS 1	58,000	47,750	15,750	13,000	Inside DPS	47,750	24,000
Inside DPS 2	56,500	47,000	15,500	12,000	Outside Back Cover	29,500	14,000
Inside DPS 3	55,500	44,500	15,250	11,000	Left Facing Contents	27,500	12,000
1st DPS after Contents	45,000	37,500	14,750	10,500	Inside Back Cover	19,000	11,000
2nd DPS after Contents	42,250	32,500	14,000	10,000	Inc		
Centre Spread	44,500	36,000	14,000	11,000	Page	20,750	11,000
DPS Front Half	36,500	29,000	12,500	9,500	DPS	32,500	22,000
DPS Run of Magazine (ROM)	34,000	26,500	12,000	7,500	Features		
Pages					Page	17,500	10,000
Outside Back Cover	34,250	29,500	11,000	9,000	DPS	29,000	19,000
Left Facing Contents	32,500	27,500	10,750	8,750	Pursuits		
Inside Back Cover	22,500	19,000	8,500	6,750	Page	15,000	8,500
1st Right Hand Page (RHP)	31,000	25,500	10,250	8,500	DPS	26,500	17,000
2nd RHP	29,250	23,500	10,000	7,750	Fractional Sizes		
3rd RHP	28,000	23,000	9,250	7,250	Half DPS	19,000	12,500
RHP Front Half	25,750	20,500	8,500	6,750	Half Page	8,000	5,000
1st Left Hand Page (LHP)	28,000	23,000	9,500	7,250	Quarter Page	4,500	3,000
2nd LHP	26,500	20,750	8,500	6,750	Quarter Page Strip	5,000	3,500
Front Half Page	23,000	17,500	7,000	5,000	<div><div></div><div></div><div></div><div></div></div> <div>80% of FT readers read FT Magazine every week. (FT Magazine Research 2007)</div>		
RHP (ROM)	23,000	17,500	6,750	4,500			
Specified Position*	23,000	17,500	6,750	4,500			
ROM	21,000	15,000	6,500	3,750			
Fractional Sizes							
Half DPS	24,250	19,000	7,500	3,500			
Half Page	11,750	8,000	4,250	2,250			
Quarter Page	6,000	4,500	2,750	1,750			
Vertical Strip	6,250	5,000	3,000	2,000			

*Page facing Technopolis, Eclectibles or Smooth Guide.
**FT Magazine is distributed in Europe on the last Saturday of every month.

4. Digital

- FT.com won the Association of Online
- Publishers Award in 2008 for the
- launch of the new access model in
- October 2007. In the first year alone
- this access model brought in over
- 800,000 registered users and
- FT.com's page views doubled.

4. Digital

FT.com Standard Sites

Creative Type	Dimension (pixels)	Cost per Thousand Impressions (CPM)		
		Geographic Target	Geographic Target +1	Geographic Target +2
		£	£	£
Non Standard Rich Media Formats	Overlays, Video Ads etc	80	108	119
Large Half-Page	336 x 850	105	116	127
Standard Half-Page	300 x 600	98	108	119
Lead MPU	336 x 280, 300 x 250	75	83	91
2nd MPU	336 x 280, 300 x 250	38	50	55
Leaderboards	728 x 90	55	60	66

Precision Targeting Options:

Geographic (country, region, city)	Contextual (industry sector content e.g. IT, Auto, Finance)
Time Zone & Time of Day (working hours, weekends etc.)	Site Section (e.g. homepage, markets, business)
User Demographic (e.g. position, industry, responsibility)	IP/Domain Targeting - the ability to reach specific named companies via web address
Behavioural Targeting (ad targeting based on user interests)	

NB: For further information on ad specs, please visit our online media kit at www.ft.com/onlineadvertising. For a combination of deliverables or a sales package designed specifically to your needs, please contact an FT.com sales representative.

FT.com Front Page Ownership

All standard advertising sites on the front page of FT.com between 9am – 5pm local time.

	World	Europe	UK	World excl. US	Continental Europe	US	Asia	US & Asia combined	World excl. UK
	£	£	£	£	£	£	£	£	£
Gold (Leaderboard + Half Page + 2nd MPU)	34,000	30,000	25,000	30,000	10,000	15,600	4,800	11,000	19,000
Plus (Leaderboard + Half Page)	31,000	27,000	22,000	27,000	9,000	13,000	4,300	10,000	18,000
Standard (Leaderboard + MPU)	27,000	24,000	18,000	24,000	8,000	11,500	3,800	9,000	15,000

4. Digital

Sponsorship opportunities:

For rates please contact your FT sales representative.

Microsite/Ad Feature	Business Education Widgets
E-commerce Opportunities	Introductory ads
Email News Alerts	News by Email
Custom Publishing including podcasts, video & discussion forums	Video (pre-roll, sponsorship & CPM)
Podcasts	

Customised opportunities can be created in partnership with sponsors on request.
Sponsorship prices may vary depending on specifics of package.

FT Mobile

Available for monthly sponsorships - please contact your FT.com sales representative for details.

m.ft.com	Java News Application - FT Mobile
----------	-----------------------------------

- FT.com users have a total net
- worth of around £1.75 trillion
- – more than the GDP of
- Switzerland, Australia and
- Saudi Arabia combined.
- (FT Global Benchmark Survey 2006,
- ABCe March 2008)

5. Terms and conditions of advertising

5.1 Advertising technical specifications

5. Terms & conditions of advertising

These terms and conditions (the "Terms and Conditions") are a legally binding contract between the Buyer and the Publisher and apply to the acceptance of all Advertisements submitted for insertion in any FT Publication. The placing of an order or request for the insertion of an Advertisement by the Buyer shall constitute acceptance of and agreement to these Terms and Conditions. No variation or addition to these Terms and Conditions without the prior written consent of the Publisher shall be effective unless agreed to in writing by the Publisher and any additional terms the Buyer may seek to impose shall be void and/or unenforceable. In the event of any conflict between any insertion order and these Terms and Conditions, the Terms and Conditions shall prevail.

1 DEFINITIONS

The following defined terms are used in these Terms and Conditions:

- 1.1 "ABC" means the Audit Report prepared by Electronic Media Audits Limited trading as ABC Electronic;
- 1.2 "Advertisement" means any advertising material submitted by or on behalf of the Buyer (including without limitation Classified Advertisements, Display Advertisements, Financial Advertisements, Financial Listings and Job Advertisements) for insertion in an FT Publication;
- 1.3 "Buyer" means the person or legal entity placing with the Publisher the order for the insertion of the Advertisement, whether such person or legal entity is the advertiser of the relevant product or service (the "Advertiser"), or the Advertiser's advertising agency, media buyer, or (in the case of Job Advertisements) a recruiter representing a prospective employer (in each case the "Agent");
- 1.4 "Classified Advertisements" means Advertisements placed in any classified section of the Newspaper using a typically using a 10 column format;
- 1.5 "Display Advertising" means any advertisements, other than Financial Advertisements and financial listings that do not appear under a Classified Advertising heading;
- 1.6 "Financial Advertisements" means Advertisements placed in order to fulfil a regulatory requirement (e.g. notices of interest rate changes) or for the specific purpose of communicating with investors (e.g. results / investor relations Advertisements) or relating to a specific financial transaction (e.g. tombstones);
- 1.7 "Financial Listings" means a single line of data appearing on daily or weekly basis that relates to a specific stock or fund and includes the most recently available market data for that stock or fund (e.g. share price, high / low, ratio);
- 1.8 "FT Publication" means the Newspaper, Message Campaigns, any FT Site and/or any other material in, on or within which the Advertisement is included which is disseminated by the Publisher in any medium, including, without limitation, printed material, digital editions, websites, and emails;
- 1.9 "FT Site" means the website <http://www.ft.com> and any online or wireless service operated by a member entity of the Financial Times group of companies on any digital platform, where such a member entity has not applied its own terms and conditions of insertion of advertisements to that service;
- 1.10 "Job Advertisement" means an advertisement advertising a job or other employment position;
- 1.11 "Mail Order Services" means buying or selling goods to be shipped by mail;
- 1.12 "Message Campaign" means where an Advertisement is inserted into emails, SMS, MMS, IM or other messages delivered by or on behalf of the Publisher, or any similar form (a "Message Campaign");
- 1.13 "Newspaper" means any or all editions of the 'Financial Times' newspaper, including any reprints, supplements, magazines or other insertion;
- 1.14 "NPA Recognised Agent" means an Agent recognised under the Joint Recognition Scheme of the Newspaper Publishers Association Limited and the Newspaper Society;
- 1.15 "Prize Promotion" means an Advertisement which includes, promotes or makes reference to a competition, prize draw or similar;
- 1.16 "Publisher" means The Financial Times Limited (or, for certain pages of the FT Site, FT Personal Finance Limited);
- 1.17 "Publication Deadline" has the meaning as set out in clause 4.1;
- 1.18 "Rate Card" means the Publisher's rate card in effect for the time being;
- 1.19 "Rates" means the gross retail price for any given Advertisement, exclusive of VAT;
- 1.20 "Rich Media" means non-standard formats of online advertising that require special production or delivery processes;
- 1.21 "Rich Publication Deadline" has the meaning set out in clause 4.1;
- 1.22 "Run of Site" means Advertisements appearing anywhere on the FT Site at the discretion of the Publisher;
- 1.23 "Run of World" means advertisements appearing to a user in any geographic location at the discretion of the Publisher;
- 1.24 "Site Campaign" means an advertising campaign consisting of one or more Advertisements submitted by the Buyer for publication on an FT Site; and
- 1.25 "Start Date" means the agreed commencement date of a Site Campaign.

2 PUBLICATION - GENERAL

- 2.1 The Buyer grants the Publisher an irrevocable, world-wide, royalty-free licence to reproduce, publish and republish the Advertisement within the relevant FT Publication.
- 2.2 The Publisher shall have at its absolute discretion the right to refuse, omit, postpone, change the position of, or require changes to the whole or part of any Advertisement submitted for insertion at any time.
- 2.3 A Buyer may request an option to hold an Advertisement position, which may be granted to the Buyer by the Publisher in its discretion. No Advertisement shall be published until the option holder confirms and books the Advertisement. If another Buyer requests the same space, the Publisher will notify the option holder, and unless the option holder confirms and books the Advertisement within 2 business days, it will automatically lose the option.
- 2.4 Where FT accepts an Advertisement order from a Buyer in relation to space which has previously been the subject of an option (and the Buyer has been made aware of this at the time of order), the Buyer may not cancel or postpone the Advertisement and the cancellation and postponement provisions in Clause 8 shall not apply to the Advertisement.

5. Terms & conditions of advertising

- 2.5 All Advertisers may be requested to complete a "Financial Times Advertiser Registration Form".
- 2.6 Save as set out in Clause 5, the Publisher will not be responsible for any error or omission in the insertion, of any Advertisement, or for any damage or loss of any copy, electronic files, data, drawings or other materials supplied for the purpose of an Advertisement or any shrinkage that may occur during the normal course of production.
- 2.7 The Buyer shall be responsible for checking the accuracy of the Advertisement copy submitted and for checking the accuracy of any proof which may be provided to the Buyer by the Publisher.
- 2.8 Where an Advertisement includes a Prize Promotion, then unless otherwise agreed in writing the Buyer shall be solely responsible for the operation of that Prize Promotion (including the provision of all prizes). The Buyer warrants that it shall operate any Prize Promotion in compliance with all applicable laws, regulations and codes of practice. The Buyer further warrants that it shall comply with all applicable data protection legislation in connection with the operation of any Prize Promotion, including the Data Protection Act 1998 and that it shall only use any personal details of Prize Promotion entrants that it may obtain for the purposes expressly agreed to by such entrants.
- 2.9 THE PUBLISHER SHALL NOT BE BOUND BY NOTICES OF CANCELLATIONS OR POSTPONEMENTS RECEIVED UNLESS THEY ARE MADE IN WRITING IN ACCORDANCE WITH THE CANCELLATION DEADLINES AT CLAUSE 8. THE BUYER SHALL BE LIABLE TO PAY FOR ANY ADVERTISEMENT CANCELLED OR POSTPONED OTHER THAN IN ACCORDANCE WITH CLAUSE 8.
- 2.10 The Publisher may at its election treat as cancellation or postponement the fact that:
- 2.10.1 the Buyer is in breach of any of these Terms and Conditions, including any failure to pay fees when due; or
- 2.10.2 the Buyer enters into liquidation whether compulsorily or voluntarily (otherwise than for the purposes of a solvent amalgamation or reconstruction); becomes insolvent; ceases or threatens to cease to carry on business; compounds or makes any voluntary arrangement with its creditors; becomes subject to an administration order; is unable to pay its debts as they fall due; has an encumbrancer take possession of, or a receiver or administrative receiver appointed over, all or any part of its assets; takes or suffers any similar action due to debt; or if the equivalent of any of the above events under the law of any jurisdiction occurs in relation to the Buyer.
- 2.11 If an order is cancelled by the Publisher under Clause 2.10, the Buyer will not be entitled to recover any payments already made and will remain liable for all payments owing in respect of all cancelled Advertisements.
- 3 ADVERTISEMENTS SUBMITTED FOR INSERTION IN THE NEWSPAPER**
- The conditions set out in this Clause 3 will apply to the acceptance of all Advertisements submitted for insertion in the Newspaper.
- 3.1 Advertisement copy shall be supplied to the Publisher in accordance with the relevant technical specifications set out in the Rate Card or online at www.ft.com/techspecs, which include among other matters copy lead times.
- 3.2 For Display Advertisements, colour is guaranteed for 90% of the total ABC audited circulation, excluding those copies of the Newspaper printed at mono-only print sites (at which the Buyer acknowledges Advertisements will not be printed in colour). Classified Advertisements are published worldwide in all editions unless otherwise stated, but will only be published in colour in the UK edition; colour is therefore guaranteed for 90% of the total UK ABC audited circulation.
- 3.3 Any Buyer offering Mail Order Services or requiring payment in advance of goods being dispatched must be a member in good standing of the Mail Order Protection Scheme ("MOPS") and may be required to produce proof of such membership to the Publisher prior to acceptance of the Advertisement.
- 3.4 Should a Buyer wish to make use of a 'box number' service offered by the Publisher, reasonable efforts will be made to forward replies to box numbers to the agreed address as soon as possible. However, the Publisher accepts no liability in respect of any loss or damage arising through delay or failure in forwarding such replies. The Buyer authorises the Publisher to open and return to its origin any such reply if it seems fit to the Publisher to do so. A box number is allocated for a single insertion of an Advertisement, and the charge includes holding the box number open for 21 days after the insertion of the Advertisement and the handling and posting to the Advertiser of all replies received. Airmail handling rates will be agreed prior to insertion where applicable.
- 3.5 Unless otherwise stated, the minimum size accepted for Display or Financial Advertisements is 3 scu x 40mm. Any such Advertisement of lesser size than this will be charged as a 3 scu x 40mm space at the appropriate rate.
- 3.6 The Buyer acknowledges that regional editions of the Newspaper may be printed and/or distributed outside of the geographical area with which they are associated and the Publisher does not accept any liability that may arise to the Buyer or Advertiser as a result of this.
- 4 ADVERTISEMENTS SUBMITTED FOR INSERTION ON AN FT SITE (INCLUDING MESSAGE CAMPAIGNS)**
- The conditions set out in this Clause 4 will apply to the acceptance of all Advertisements submitted for insertion in an FT Site or Message Campaign.
- 4.1 Advertisement copy shall be supplied to the Publisher in accordance with the relevant Specifications and shall be supplied at least 4 working days prior to the intended publication date ("Publication Deadline"), or 5 working days in the case of Rich Media ("Rich Publication Deadline").
- 4.2 The Publisher shall have the option to publish the Advertisement, when the Advertisement copy is supplied after the Publication Deadline or Rich Publication Deadline. The Buyer agrees to pay the Publisher in full for all impressions or space ordered in the event of non-publication of any Advertisement, due to failure to supply the Specifications before the Publication Deadline and Rich Publication Deadline.
- 4.3 With respect to the monitoring and counting of page impressions, the Buyer agrees to rely on the Publisher's advertising management system which records and reports on the number of impressions served and unless the Buyer can prove that such a report contains a manifest error, the Buyer shall accept the results.

5. Terms & conditions of advertising

.....

- 4.4 Buyer agrees that automated page impressions may be included in the total number of page impressions purchased. Automated page impressions constitute approximately one third of the total number of page impressions on an FT Site. Automated page impressions as a percentage of total campaign page impressions for a specific campaign may be greater or less than the average percentage referred to. This data is accurate as at 1 May 2007, data is regularly updated at www.abce.org.uk.
- 4.5 For a Message Campaign, the terms set out in this sub-Clause 4.5 shall apply:
- 4.5.1 the Publisher will not make available to the Buyer or any third party any data relating to recipients or intended recipients of the Message Campaign (including, without limitation, the Publisher's database of users or any part thereof);
- 4.5.2 the Publisher makes no representation as to the accuracy or completeness of its database of users, and will accept no liability arising from any inaccuracy or incompleteness thereof;
- 4.5.3 the Buyer agrees that the charge made for a Message Campaign shall be based on the number of Advertisements sent, and not the number of Advertisements received, and acknowledges that the Publisher cannot provide any guarantees as to the number of Advertisements that will be received;
- 4.5.4 Advertisements for use in a Message Campaign will be subject to additional restrictions as to size, format and content;
- 4.5.5 no reference to the Publisher shall be made in the Advertisement without the Publisher's prior written consent to the specific form and wording of such reference; and
- 4.5.6 the Publisher will not intentionally send Advertisements to users of an FT Site who have informed the Publisher that they do not wish to receive such Advertisements.
- ### 5 LIABILITY
- 5.1 The Buyer contracts with the Publisher as a principal and warrants it has the authority to do so.
- 5.2 Subject to sub-Clause 5.3, if the Buyer is an Agent representing an Advertiser, the Agent and Advertiser shall each be a party to these Terms and Conditions and shall be jointly and severally liable to the Publisher. The Agent warrants and represents that it is authorised by the Advertiser to place the Advertisement in an FT Publication and shall be solely responsible for making the Advertiser aware of these Terms and Conditions or any subsequent amendments that may be made by the Publisher.
- 5.3 If the Buyer is an NPA Recognised Agent sub-Clause 5.2 above does not apply in respect of any Advertisement submitted for publication in the Newspaper unless otherwise agreed by the parties. For the purposes of this sub-Clause 5.3, if the Buyer is an NPA Recognised Agent and breaches these Terms and Conditions, only the Buyer (and not, if a separate entity, the Advertiser) shall be liable to the Publisher in respect of Advertisements submitted for publication in the Newspaper.
- 5.4 The Buyer warrants and represents that Advertisements submitted for publication (and, in the case of Advertisements submitted for publication on an FT Site, any website to which such an Advertisement links) shall comply with all applicable laws, regulations, codes of practice or similar in countries where the FT Publication is available. Without limiting the generality of the foregoing, the Buyer also warrants and represents that:
- 5.4.1 Advertisements submitted for insertion shall not contain any libellous, fraudulent, misleading or false statement, and shall not give cause, directly or indirectly, for any action to be brought against the Publisher for libel, fraud or publication of a false or misleading statement;
- 5.4.2 Advertisements submitted for insertion shall not infringe the intellectual property rights (including, but not limited to, copyright, moral rights, trade mark rights (whether registered or unregistered) or trade or business names), rights in confidential information, rights of privacy or any other intellectual property, personal or proprietary rights whatsoever) of any third party or unfairly prejudice the legitimate interest of any third party by implication or otherwise;
- 5.4.3 all necessary authority and permission has been secured in respect of the use in the Advertisement of the name or pictorial representations of (or purporting to be of) identifiable persons, and of references to the words attributed to identifiable persons;
- 5.4.4 Advertisements submitted for insertion shall comply with the requirements from time to time of United Kingdom financial services legislation both as to content and authorisation (including but not limited to the Financial Services and Markets Act 2000 or legislation pertaining to gambling), and that such Advertisements shall not give cause, directly or indirectly, for any action to be brought against the Publisher under the provisions of such legislation;
- 5.4.5 Advertisements submitted for insertion shall comply with all applicable state and federal laws and regulations of the United States America relating to the offer or sale of securities or pertaining to gambling and shall not give cause, directly or indirectly, for an action to be brought against the Publisher under the provisions of such laws;
- 5.4.6 Advertisements submitted for insertion shall comply with the Committee of Advertising Practice's British Code of Advertising, Sales Promotion and Direct Marketing and all other codes under the general supervision of the Advertising Standards Authority ("ASA") or any successor body;
- 5.4.7 Advertisements submitted for insertion shall not indicate an intention to discriminate on grounds of sex, race, religion or belief, disability, ethnic origin, age or sexual orientation (unless such an Advertisement is exempted from any statutory requirements relating to such forms of discrimination and the Buyer notifies the Publisher of the applicability of such an exemption at the time when the Advertisement is booked);
- 5.4.8 Advertisements submitted for insertion in an FT Site shall not be designed or likely to cause disruption to any computer, computer system or network;
- 5.4.9 any information supplied to the Publisher in connection with the Advertisement is accurate, complete and true; and
- 5.4.10 it shall not represent to any third party that Publisher in any way endorses the Buyer, the Advertisement and/or the Buyer's products or services.
- 5.5 THE BUYER WILL INDEMNIFY AND KEEP INDEMNIFIED THE PUBLISHER, ITS DIRECTORS, AGENTS AND EMPLOYEES, FULLY AND EFFECTUALLY AGAINST ANY AND ALL LOSSES, LIABILITIES, COSTS, CLAIMS, DAMAGES, DEMANDS, EXPENSES AND FEES (INCLUDING BUT WITHOUT LIMITATION LEGAL AND OTHER PROFESSIONAL FEES) SUFFERED OR INCURRED BY THE PUBLISHER ARISING OUT OF OR IN CONNECTION WITH ANY BREACH OR NON-PERFORMANCE OF THE WARRANTIES AND REPRESENTATIONS SET OUT IN THESE TERMS AND CONDITIONS OR IMPLIED BY LAW.

5. Terms & conditions of advertising

- 5.6 IN EACH CASE TO THE FULL EXTENT PERMITTED BY LAW: (A) THE PUBLISHER'S TOTAL LIABILITY TO THE BUYER IN RESPECT OF ANY BREACH OF THE PUBLISHER'S OBLIGATIONS UNDER THESE TERMS AND CONDITIONS SHALL BE SOLELY FOR DIRECT LOSSES INCURRED BY THE BUYER; (B) ANY LIABILITY ON THE PART OF THE PUBLISHER FOR: (I) ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL LOSS OR DAMAGE; OR (II) FOR ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF REVENUES OR ANTICIPATED SAVINGS IS HEREBY EXPRESSLY EXCLUDED, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE AND WHETHER SUCH DAMAGES WERE REASONABLY FORESEEN OR ACTUALLY FORESEEN; AND (C) ANY LIABILITY ON THE PART OF THE PUBLISHER SHALL BE LIMITED IN TOTAL TO THE PRICE PAID BY THE BUYER TO THE PUBLISHER FOR THE INSERTION OF THE ADVERTISEMENT WHICH CAUSES THE LIABILITY TO ARISE. NOTHING IN THE FOREGOING SHALL BE CONSTRUED AS EXCLUDING OR LIMITING THE PUBLISHER'S LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY ITS NEGLIGENCE.
- 5.7 THE BUYER SHALL BE REQUIRED TO NOTIFY THE PUBLISHER WITHIN 30 DAYS OF THE DATE THE ADVERTISEMENT IS PUBLISHED IF THERE ARE ANY COMPLAINTS ABOUT THE PUBLISHED ADVERTISEMENT. IF THE BUYER FAILS TO NOTIFY THE PUBLISHER WITHIN THIS PERIOD OF TIME, THE BUYER AGREES THAT THE PUBLISHER CANNOT CONSIDER ANY COMPLAINT AND WILL NOT BE LIABLE FOR ANY COMPENSATION OR CLAIMS. THIS DOES NOT AFFECT THE BUYER'S STATUTORY RIGHTS.
- 6 PAYMENT**
- 6.1 Advertising rates are specified in the Rate Card. Rates are quoted exclusive of Value Added Tax and any other applicable sales taxes. Any Value Added Tax or any other applicable tax due on an Advertisement will be paid by the Buyer in addition to the Rate Card and shown separately on the invoice.
- 6.2 The Buyer shall pay all amounts payable by it under these Terms and Conditions free and clear of all deductions or withholdings unless the law requires a deduction or withholding. If a deduction or withholding is required by law, the Buyer shall pay such additional amount as will ensure that the net amount the Publisher receives (after account is taken of any such deduction or withholding in respect of the additional amount) equals the full amount which it would have received had the deduction or withholding not been required. The Publisher shall comply with all reasonable requests from the Buyer to file, or to provide the Buyer with such forms, statements or certificates as shall enable the Publisher or the Buyer to claim a reduced rate of tax or exemption from tax in accordance with the applicable double tax treaty with respect to any withholding taxes required to be borne by the Buyer pursuant to this Agreement.
- 6.3 The prices quoted for Advertisements do not guarantee the Buyer that the Advertisement booked will be a specific size, which will depend on the size and design of any FT Publication from time to time. Advertisements will however cover a fixed proportion (based on the size booked) of the printed area of the page. The Publisher shall not be liable for any claims for refunds or compensation on the basis that a printed Advertisement is not the same size as quoted when booking. Please see the Rate Card or the Specifications for more details.
- 6.4 For Advertisements submitted for insertion in an FT Site, rates apply per thousand impressions served and are dependent on volume ordered and site position, except in the case of Job Advertisements or unless otherwise specified by the Publisher.
- 6.5 In the case of Job Advertisements submitted for insertion in an FT Site, charges will vary according to the terms of the individual agreement. The Publisher may agree to charge the Buyer according to:
- 6.5.1 the number of 'job slots' the Buyer agrees to occupy with individual Job Advertisements over a specified period of time; or
- 6.5.2 the number of individual Job Advertisements the Buyer agrees to order over a specified period of time.
- 6.5.3 Where a Buyer is charged according to sub-Clause 6.5.1 above, the Publisher will make no adjustment to the charge in respect of 'job slots' not occupied within the specified period of time. Where a Buyer is charged according to sub-Clause 6.5.2 above, and where the Buyer orders fewer Job Advertisements than is agreed within the specified period of time, the charge will be adjusted upwards accordingly.
- 6.6 Gross rates for Advertisements submitted for insertion in the Newspaper (except classified lineage and semi-display Advertisements) are subject to a 0.1% Advertising Standards Board of Finance ("ASBOF") surcharge for all advertisements booked within the United Kingdom. This surcharge finances the self-regulatory system administered by the ASA.
- 6.7 Payment in respect of Advertisements submitted for insertion in an FT Publication is due, in the absence of any other specific arrangement between the Publisher and the Buyer, 8 working days in advance of publication or Start Date (as applicable).
- 6.8 Where the Publisher, within its discretion, agrees to allow credit to the Buyer in respect of Advertisements inserted in the Newspaper, the due time for payment shall be no later than 10.00 am:
- 6.8.1 if the Buyer is an NPA Recognised Agent, on the last working day of the month following that in which the Advertisement appeared; or
- 6.8.2 in any other case, on the 25th day following the date on which the Advertisement appeared (or, if such 25th day is not a working day, the working day immediately prior to such 25th day). Full details of each remittance are to be supplied to the Publisher by the due time.
- 6.9 Where the Publisher, within its discretion, agrees to allow credit to the Buyer, payment in respect of Advertisements inserted on an FT Site is due within 30 days of the date shown on the invoice. Except in the case of Job Advertisements, the Publisher may invoice the Buyer in respect of such Advertisements on or at any time after the Start Date. In the case of Job Advertisements (where the Buyer is required to book a minimum number of Advertisements over a defined period), the Publisher will invoice the Buyer for the minimum amount of Advertisements booked on or at any time after the date on which the first such Advertisement is published, and will invoice the Buyer for any further amounts due on, or at any time after, publication of the last such Advertisement.
- 6.10 Payment shall mean the receipt by the Publisher at its principal place of business (or elsewhere as it may direct) of cash or the crediting to the Publisher's bank account of a cheque or money transferred electronically or through the clearing bank's BACS system.

5. Terms & conditions of advertising

- 6.11 The Publisher may require the Buyer to furnish a bank guarantee or other collateral security or to enter into an escrow arrangement, as a condition of any order for the insertion of an Advertisement.
- 6.12 Except in the case of Financial Listings, a commission of 15% on the gross invoiced amounts is allowed to NPA Recognised Agencies. In the case of Financial Listings, a commission of 10% is allowed to such agencies. Where the Buyer is not an NPA Recognised Agent, no commission is allowed unless otherwise agreed by the Publisher.
- 6.13 The Publisher shall not provide a refund when an annual contract relating to an entry in the Financial Times Share Information Service, a Unit Trust, Offshore Fund or Insurance Bond quotation, or any other listing for which a charge is made is cancelled. Where payment is not received in accordance with this Clause 6, the Publisher reserves the right to remove the listing from any or all FT Publication(s) without prior warning to the Buyer.

7 MISCELLANEOUS

- 7.1 The Buyer acknowledges that FT Sites are accessible worldwide. The Publisher makes no representation that any publication of any Advertisement will be confined to persons resident in any particular legal jurisdiction(s).
- 7.2 The Buyer acknowledges that in order to publish an Advertisement on a particular date, the Publisher will be obliged to supply to external parties copies of and/or information relating to the Advertisement prior to the agreed date of publication. The parties agree that any such action by the Publisher shall not constitute breach of any embargo (or similar) placed on the Advertisement.
- 7.3 The Buyer may not assign or transfer any of its rights under these Terms and Conditions to any third party.
- 7.4 These Terms and Conditions shall constitute the entire agreement between the parties with regard to its subject matter and shall supersede all prior understandings, commitments and undertakings that either party may have given.
- 7.5 Except as expressly provided in these Terms and Conditions, no provision of these Terms and Conditions shall confer any right on any third party. To the fullest extent permitted by applicable law, the parties hereby exclude any such right (including any such right arising under statute).
- 7.6 With exception of the Buyer's payment obligations, neither the Publisher nor the Buyer shall be liable to each other for any failure to comply with the terms of these Terms and Conditions as a result of any event beyond the control of either of them.
- 7.7 If any provision of these Terms and Conditions shall be invalid or unenforceable, it shall not affect any other provision, which shall remain in full force and effect.
- 7.8 At the time of publication of the Rate Card, the registered offices of The Financial Times Limited (registered no. 227590) and FT Personal Finance Limited (registered no. 3855520) are at Number One Southwark Bridge, London SE1 9HL.
- 7.9 These Terms and Conditions are governed by English Law. The parties agree that the English courts shall (subject to the following sentence) have exclusive jurisdiction to settle any dispute which may arise out of these Terms and Conditions and submit all disputes to the jurisdiction of those courts. However, for the exclusive benefit of the Publisher, the Publisher shall retain the right to bring proceedings in the courts of the country (or state) of the Buyer's place of business.

8 CANCELLATIONS AND POSTPONEMENTS

This Clause 8 does not apply to bookings made under Clause 2.4. All cancellations and postponements must be made in writing in accordance with the following deadlines:

8.1 FT Newspaper (Mono and Colour)

60 working days notice for all special positions, all colour advertisements.

60 working days notice for all mono advertisements of a quarter page (277 mm x 4 cols or equivalent) and above, except multi-page advertisements and reports.

28 working days notice for multi-page advertisements and reports. (Orders for advertisements in reports are accepted on the understanding that the Financial Times may publish at any time within 5 weeks of the proposed reports date.)

10 working days notice for early printed sections excluding reports and multi-page advertisements.

8 working days notice for all other mono advertisements.

8.2 How To Spend It

60 days prior to copy deadline. Cover sites, contracts and double page spreads, 120 days.

Advertorials are non-cancellable.

8.3 FT Magazine

28 days prior to copy deadline. Cover sites, contracts and double page spreads, 42 days.

Advertorials are non-cancellable.

8.4 FT Sites

28 days prior to Start Date for sponsorship of microsites, surveys, Message Campaigns and other sponsorship or featured Advertiser Positions.

28 days prior to the Start Date for all Advertisements or sponsorship on wireless versions of FT Sites.

28 days prior to the Start Date for pop-ups and country-specific or other targeted Run of Site Advertisements.

4 working days prior to the Start Date for Job Advertisements, Run of World or non-targeted Run of Site Advertisements.

8.5 Reallocated options

These cannot be cancelled or postponed.

9 CHANGES TO TERMS AND CONDITIONS

- 9.1 The Publisher may from time to time modify these Terms and Conditions or the Rate Card by publishing any changes online at www.ft.com/advertising/terms Buyers should check online before placing an order since by placing an order for the insertion of an Advertisement a Buyer agrees to be bound by any updates to such Terms and Conditions or Rate Card.
- 9.2 This version of the Terms and Conditions was last updated on 1 December 2008.

© The Financial Times Limited 2009

5.1 Advertising technical specifications

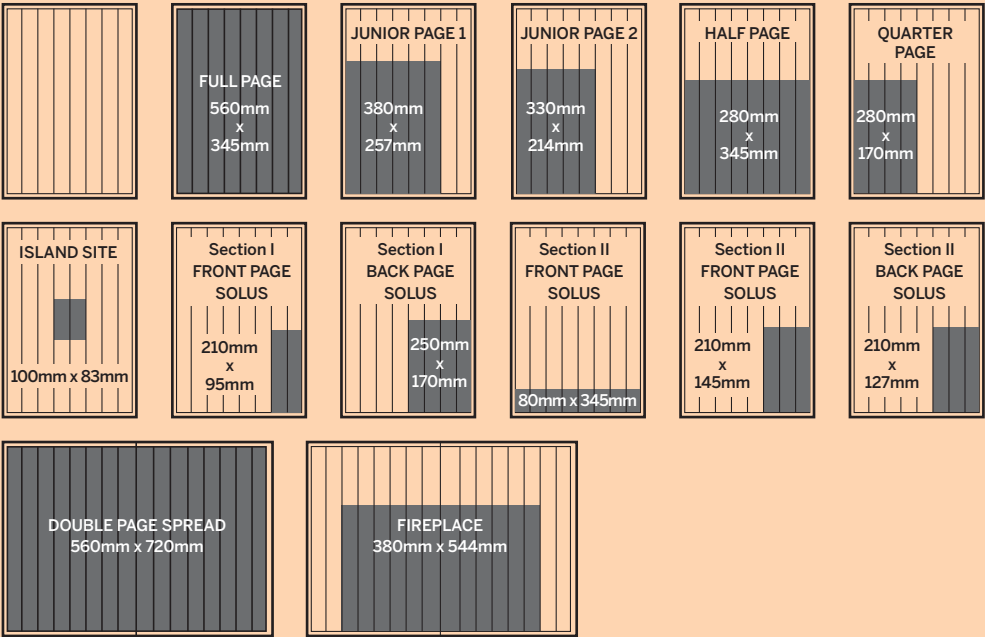
A guide to space

The following charts show the relative size of the most commonly requested space sizes and special positions available in the newspaper. However, many other sizes and shapes are available on request – visit www.ft.com/techspecs for details.

The grid shows the standard 8 column format of the newspaper. This applies to all advertising with the exception of Executive Appointments (which uses a 10 column format) and some special positions. Space sizes are described by their number of units in height across the number of column widths.

Standard copy dimensions

Display positions fit into an 8 column grid.



Column widths

All sizes, except for Executive Appointments, fit into the 8 column grid.

Columns	1	2	3	4	5	6	7	8	10
Standard (mm)	40	83	127	170	214	257	301	345	
Executive Appointments (mm)	32	67	101	136	171	205	240	274	345
Tabloid (mm)	40	84	129	173	218	262			

Tabloid sizes (mm)	Width	Depth	Panoramic sizes (mm)	Width	Depth
Full Page	262	340	Double Page Spread	720	560
Half Page	262	167	Fireplace	544	380
Junior Page	173	250	Double Page Spread (Milan print site)	632	492
Quarter Page	129	167	Fireplace (Milan print site)	478	334

5.1 Advertising technical specifications

.....

Advertisement dimensions disclaimer

The Financial Times employs a standard measurement of advertising space called the Single Column Unit (SCU). Each broadsheet page is divided into 8 columns across the page and 56 rows down the page. Tabloid pages are divided into 6 columns across the page and 34 rows down the page. A Single Column Unit (SCU) is defined as an area one column wide and one row deep on a broadsheet, tabloid or magazine page. Because the Financial Times is produced at multiple print sites worldwide, each of which has a different specification, the actual physical dimensions of an SCU will vary across each of the FT's editions. However, an SCU will always cover the same percentage of the total printed page area in any edition. With

regard to creative, advertisers are required to submit copy to physical dimensions based on our standard page size (a standard page is 560mm x 345mm for broadsheet, 340mm x 262mm for tabloid). Guidelines for these dimensions can be found on the previous page. Depending on the editions booked, copy will not always be reproduced to the same dimensions as the material submitted. However, it will always occupy the same proportion of the printed page in each edition. FT will not therefore consider claims for compensation on the basis that a printed advertisement is not the same as a quoted copy size.
(Data accurate as of January 2009)

Financial Times account contact details

Number One Southwark Bridge, London SE1 9HL, UK. Telephone: +44 (0)20 7873 3000 Bankers: HSBC Bank PLC, PO Box 125, 27-32 Poultry, London EC2P 2BX, UK. Bank Sort Code: 40-02-50	Account Numbers: Sterling 71050990, Euros 37860407 US Dollars 37777311 Registered in England Number: 227590 VAT Number: GB 278 5371 21
--	---