

# Lodging classified advertising: instructions

## Placement of ads

The [Tasmanian Government Communications Policy](#) requires that any Tasmanian Government classified advertisements for jobs, tenders and public notices in the three Tasmanian daily papers (Mercury, Examiner, Advocate) are to be placed in the consolidated format under the Tasmanian Government banner.

Exceptions to this include:

- where there is a recognised need for a display advertisement to be placed in the early general news (EGN) or other non-classified section
- advertisements that market educational courses.

Where an agency wishes to run a campaign or notice outside the consolidated format, permission must be sought from the Manager – Strategic Communications and Marketing (DPAC) outlining justification for the variation.

As well as being published in the daily papers, classified advertisements can be made available online at on [www.tas.gov.au/publicinfo](http://www.tas.gov.au/publicinfo), [www.jobs.tas.gov.au](http://www.jobs.tas.gov.au) and [www.tenders.tas.gov.au](http://www.tenders.tas.gov.au).

In addition to observing the requirements of the *Tasmanian Government Communications Policy*, ensure that you are aware of any procedural or approval requirements within your own agency.

## Booking ads

It is mandatory for Tasmanian Government agencies to use 'whole-of-government' contracts where they have been established. Therefore all Tasmanian classified advertisements for print media must be placed through the Tasmanian Government's common use contractor for '[Advertising - Print Media Services for Vacancy Notices, Tenders and Public Notices](#)', Gray Matters Advertising, phone 6224 8777 or email [lisa@graymatters.com.au](mailto:lisa@graymatters.com.au).

## Public notices

Public notices are to be booked (and copy provided) through Gray Matters Advertising, phone 6224 8777 or email [lisa@graymatters.com.au](mailto:lisa@graymatters.com.au).

For instructions regarding the publication of public notices on the [Public Info site](#), refer to the [Instructions and Walkthrough](#).

## Tender notices

Tenders must be publicly advertised in the Saturday edition of the *Mercury*, the *Examiner* or the *Advocate* and on the Tenders section of [purchasing.tas.gov.au](http://purchasing.tas.gov.au). Information on the requirements and procedures for inviting tenders is available via [Buying For Government - Inviting Tenders](#).

Advertisements can be placed electronically or manually:

### Electronic placement

Consult with your agency's eTendering system administrator or user to place the tender on the purchasing website. By placing your tender information on the eTendering website, advertising copy will be automatically supplied to Gray Matters Advertising who will use it to generate the print advertisement.

### Manual placement

1. Complete the [Tender Advertisement Proforma](#).
2. Email the form to [lisa@graymatters.com.au](mailto:lisa@graymatters.com.au) for publication in the print media, advising which newspapers it should appear in.
3. Email the form to [tenders@treasury.tas.gov.au](mailto:tenders@treasury.tas.gov.au) for publication on the web.

## Job/vacancy

Job/vacancy notices are to be placed through your Human Resources division, unless alternative procedures exist in your agency.

## Classified deadlines

Media	Publication day	Saturday
	Monday - Friday	
Mercury	2 days prior, 10am	Wednesday, 12pm
Examiner	2 days prior, 10am	Wednesday, 12pm
Advocate	2 days prior, 10am	Wednesday, 12pm
Australian (public notices and employment)	2 days prior, 10am	Wednesday, 12pm
Weekend Australian (general/executive appointments)		Tuesday, 5pm or Friday, week prior, 5pm if requesting a specific page
The Age (Melbourne)	2 days prior, 10am	Wednesday, 12pm
Sydney Morning Herald	2 days prior, 10am	Wednesday, 12pm
Canberra Times	2 days prior, 10am	Wednesday, 12pm
Australian Financial Review (Friday)	Tuesday, 12pm	N/A

Note: Please call Gray Matters Advertising on 6224 8777 to confirm booking and material deadlines for Tasmanian community papers and feature sections of interstate papers (eg Media and IT sections of The Australian).