

Our Terms of Business at ypg.co.nz/terms and these Additional Terms apply to our **Digital Directories**. Except with respect to clause 23 of our Terms of Business, in the event of any conflict between our Terms of Business and these Additional Terms, these Additional Terms shall take priority.

These Additional Terms were last updated on 27 April 2018.

1. Listings

- 1.1. Subject to clause 1.2, for each New Zealand premise for which you have a fixed-line business phone contract with a telecommunications service provider, you may request a free business listing in certain of our online directories.

This includes, but may not be limited to: Finda, Menus, New Zealand Tourism Guide, White Pages Online, Wises, Yellow Local, Yellow Maps and Yellow Online.

- 1.2. The amount and type of content that can be included in a free listing varies by online directory. Further content is subject to additional Charges. Our Terms of Business apply to free business listings and any chargeable Deliverables. We may refuse any listing that does not comply with our Terms or internal policies. We may publish your listings in our other print, online, mobile and phone directories.

For a list of our directories and advertising options, please see our website at yellowbusiness.co.nz or contact us by phone within New Zealand on 0800 803 803 during the hours of 9 am to 5 pm, Monday to Friday (excluding public holidays).

2. Listing enhancements

- 2.1. Certain of our online directories offer listing enhancements, subject to additional Charges.

These include, but may not be limited to:

- *Finda listing enhancements (Branded Backgrounds, Sponsored Keywords, Photo Gallery and Additional Suburb / City / Region)*
- *Menus listing enhancements (Real time reservations)*
- *New Zealand tourism guide listing enhancements (Web Page Feature, Map Location Feature, Category Feature, Category Region Feature and Major Category Feature)*
- *White Pages Online listings and enhancements (Business Listing, Enhanced Business Listing, Business Description, Business / Residential Email Link, Website Link, Embedded Video)*
- *Yellow Online listing enhancements (Search Areas and Vouchers)*

- 2.2. A **Finda Branded Background** places a background image on your Finda listing page. You must have a Priority Listing on Finda to order a Branded Background. You may update the background image once per calendar fortnight, but further updates are subject to additional Charges.
- 2.3. A **Finda Sponsored Keyword** places a background image on Finda search results pages related to specified keywords. You must have a Priority Listing on Finda to order a Sponsored Keyword. You may update the background image once per calendar fortnight, but further updates are subject to additional Charges. A maximum term applies to each Sponsored Keyword, and you may only submit a renewal order if, within one month before the placement expires, no other customers have submitted an order. Orders are taken on a first-in, first-served basis, regardless of whether such order amounts to a new or renewal order.
- 2.4. A **Finda Photo Gallery** enables you to embed your Flickr photo gallery on your Finda listing page. You must have a Priority Listing on Finda in the target category and region to order a Photo Gallery. The content of your Flickr photo gallery constitutes Your Material, as defined in the Terms of Business. Your indemnity under clause 21 of the Terms of Business applies to any act or omission by you that causes you or us to be in breach of Flickr's terms of service (including <https://policies.oath.com/nz/en/oath/terms/otos/index.html>). Oath controls the Flickr service, access to which is therefore subject to change without warning.

- 2.5. **White Pages Online Embedded Video** enables you to embed video alongside your White Pages Online Enhanced Business Listings. Each video is charged separately, and may be embedded on up to 18 of your White Pages Online Enhanced Business Listings. Up to 5 videos may be embedded on each White Pages Online Enhanced Business Listing. Videos must be hosted on a compatible site, and must not exceed 15 minutes.
- 2.6. A **Yellow Online Search Area** is a specified geographical area (such as a suburb, city, region, island or nationwide) included in your Yellow Online listing to indicate your ability to service customers in that area. You must have a Priority Listing on Yellow Online in the target category to order Search Areas. Charges may vary according to Search Areas and the categories in which your listing appears. The inclusion of Search Areas in your listing does not affect the ranking of your listing.

3. Listing placements

- 3.1. Certain of our Digital Directories offer priority placements for listings, subject to additional Charges.

These include, but may not be limited to:

- *Finda Priority Listings (Market Leader, Regional Market Leader, Gold, Silver and Bronze)*
- *Finda Category Sponsorship (Platinum and Siderunner)*
- *Menus Priority Listings (Market Leader, Platinum, Gold, Silver and Bronze)*
- *New Zealand tourism guide listings (Platinum, Gold, Silver and Bronze)*
- *White pages listing enhancements (Business Listing, Enhanced Business Listing, Business Description, Business / Residential Email Link, Website Link)*
- *White Pages Online QuickFinder (Standard)*
- *White Pages Online Category Sponsorship (Siderunner)*
- *Yellow Priority Listings (Gold, Silver and Bronze)*
- *Yellow Category Sponsorship (Platinum)*

- 3.2. You must have a Gold Priority Listing (or higher) on Finda in the target category and region to order a **Finda Category Sponsorship** placement. A maximum term applies to each placement, and you may only submit a renewal order if, within ten working days before the placement expires, no other customers have submitted an order. Orders are taken on a first-in, first-served basis, regardless of whether such order amounts to a new or renewal order.
- 3.3. **White Pages Online QuickFinder (Standard)** placements are available where you have business, medical and/or Government listings in each of the Auckland, Wellington and Christchurch regions. An Initial Term applies to each placement, which commences from the date it is first published (and you accept that this may differ from the start date stated on the applicable Order Form, which is indicative only). We do not guarantee that you will be permanently displayed in any given placement, and your placement may be rotated randomly among other customers. Initial orders are taken on a first-in, first-served basis, and renewal orders are given priority over new orders.
- 3.4. You must have a Priority Listing on Yellow Online in the target category and region to order a **Yellow Online Category Sponsorship** placement. An Initial Term applies to each placement, which commences from the date it is first published (and you accept that this may differ from the start date stated on the applicable Order Form, which is indicative only). We do not guarantee that you will be permanently displayed in any given placement, and your placement may be rotated randomly among other customers. Four weeks before your Fixed Term is due to expire, the placement will be re-opened for ordering. Orders are taken on a first-in, first-served basis, regardless of whether such order amounts to a new or renewal order.

We recommend you submit any renewal orders within at least five working days of the re-opening of the applicable placement.

4. Display advertising

- 4.1. Certain of our Digital Directories offer display advertising positions, subject to Charges.

These include, but may not be limited to:

- *Finda display advertising (Homepage Island)*
- *Finda Mobile Platinum*
- *Menus display advertising (Homepage Island)*
- *New Zealand tourism guide display advertising (Ad Spot, Large Ad Spot, Banner, Tile, Skyscraper and Audio Visual)*

- *White Pages Online display advertising (Residential Search Results Page Island, Homepage Island / Banner and Search Results and Details Page Skyscraper)*
- *Wises display advertising (Island)*
- *Yellow Guide to Auckland display advertising (Island and Skyscraper)*
- *Yellow display advertising (Banner, Island and half page ads)*

- 4.2. Your placement may be rotated randomly among other customers. A maximum term applies to display advertising on Yellow Online, White Pages Online and Finda, and you may only submit a renewal order if, within ten working days before the placement expires, no other customers have submitted an order. Orders are taken on a first-in, first-served basis, regardless of whether such order amounts to a new or renewal order.
- 4.3. Where display advertising is on a “Cost per thousand impressions” (**CPM**) basis, you acknowledge and accept that:
- (a) **impression** means each display of an advertisement to an End-user, and that our measurements of the number of impressions shall be final;
 - (b) except where specified on an Order Form, we have not guaranteed the number of Impressions; and
 - (c) Charges may not be exact, due to rounding.
- 4.4. Where display advertising is on a “run of site” (**ROS**) basis, you acknowledge and accept that placements exclude sponsored websites, microsites, and audio and video players.