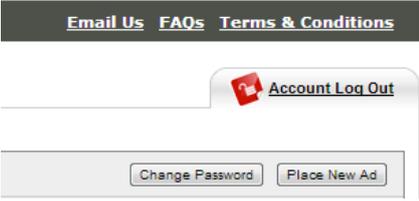
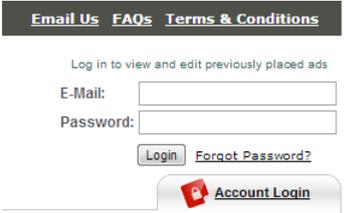


**Account and Passwords**

<p>How do I change my password?</p>	<p>Once you login to your account, look at the upper right hand corner and you will see the "Change Password" button.</p> 
<p>How do I change my user name?</p>	<p>If you would like to change your user name, please send us an email with the new user name you'd like to use by following the link below and we'll be happy to assist you. Please note that certain user names may already be taken and not available. Send an email to <a href="mailto:inky@northernadvocate.co.nz">inky@northernadvocate.co.nz</a></p>
<p>Do I have to sign in each time I return to your site?</p>	<p>You do not need to sign in unless you wish to view your booking history or update advertisements you created.</p> <p>You don't have to log in because when you book an advert for the first time the system will remember your email address. Each time you return we remember you by matching to your email address.</p> <p>An exception to this is business customers who have multiple user accounts registered for the company.</p>
<p>I've lost or forgot my password to sign in. How can I locate it?</p>	<p>If you have lost or forgotten your password, simply click LOG IN or SIGN IN on the main page. From there, click FORGOT/LOST PASSWORD and you will be prompted for either your user name or your email address associated with your account. Click SUBMIT and you will receive an email with your password within a few minutes.</p> 

**Manage an Advertisement**

<p>I sold my product or service. How do I cancel my ad?</p>	<p>Once you sign in to your classifieds account, simply view the ad that you would like to stop and click the cancel button. Your ad will be removed from the next print and online edition.</p> <p>Please note that edits, including cancels, must be received by the newspaper's deadline for inclusion in the next edition.</p>
<p>Why do I have an account? I don't remember registering for a classifieds account.</p>	<p>Your account was created for you when you placed your first classified ad with us. You will need this account to manage, edit, cancel or rerun a previously placed classified ad.</p>

## Payment

How do I pay for my classified ad?	<p>You can pre-pay using a credit card issued by Visa, MasterCard, and where shown, also with American Express. Account customers having pre-approved credit can receive a monthly invoice for their advertising.</p> <p>Additionally, verify that your card number, card security code (a three digit number on the back of your card's signature panel for Visa and MasterCard transactions and a four digit number on the front of the card for American Express transactions) and expiration date are correct.</p>
Is your site secure for transmitting my credit card information over the internet?	<p>Yes our payment site is secure and PCI-DDS compliant, a worldwide information security standard adopted by the Payment Card Industry Security Standards Council.</p> <p>Depending on your browsers security settings, you may receive a warning that the payment page contains both secure and non-secure items. To display only the secure items, click "No" and only the secure page elements will appear. Clicking "Yes" or "No" doesn't change the security of the page, the billing and credit card fields and the information you submit on the payment page are always secure.</p>
What if I don't have a credit card, how can I pay?	<p>Unfortunately, the only forms of payment taken for classified ads placed online are with a credit card. Contact the classified bookings team to place an advert with the contact centre.</p>
When will my credit card be charged?	<p>Your credit card will be pre-authorized with the amount quoted at the time you click the submit button. It will be charged using this authority, when the ad is reviewed and approved by us.</p>
Why do I have to re-enter my credit card every time I place an order on my existing account?	<p>In order to protect your security, we do not store your credit card information.</p>

## Placing an advertisement

When will my newspaper ad appear?	<p>When placing your ad, you choose the days you would like it to run in the publication. The calendar tool will show you what days are available. The calendar will reflect the available days based on the classification for your advertising and the deadlines for making the printed publication. Once you choose the dates, newspaper ads have to clear the legal review at the newspaper before they appear in the newspaper. This normally takes one full business day, but occasionally can take a little longer. You will receive an email when your ad has been approved.</p>
How do I make a change on my order summary page before paying?	<p>If you would like to make a change, please click on any one of the tabs located on top of the ad placement page so that you can return to the appropriate page to make any corrections and changes to your ad. Once the changes have been made, you can return to the payment page to order your ad.</p>
What is your refund/credit policy?	<p>Due to the nature of placing a classified ad online, we do not generally offer refunds on listing fees. Once an ad is posted, the advertisement will immediately gain exposure to our visitors, however, no guarantees are made as to the success of the advertisement.</p>
Can I make changes to my photos once my ad is submitted?	<p>Unfortunately, you cannot make changes to any photo in your print ad. You are able to make changes to the pictures in your online ad through your classifieds account.</p>

## Placing an advertisement (Cont.)

<p>Do I have to login or have an account to place an ad?</p>	<p>No, you do not need to login to place an ad. An account will be created for you automatically under your email address when you place your first ad. You only need to login to your classifieds account to manage, edit, cancel or rerun your ad.</p>
<p>What are some tips for creating an effective classified ad?</p>	<p><b>Make your ad stand out:</b> Classified ads that use attention getters such as graphics, borders and photos usually attract more eyes than run-of-the-mill ads. Use a headline that grabs the reader's attention.</p> <p><b>Make your copy complete:</b> This means two things: know what is important to people browsing in your classified category, and make sure you touch on those points; and use complete sentences - they're easier to read than a series of phrases and random words.</p> <p><b>State a price or a range:</b> Quote a price, even if it's high or low. If you're high, explain why it's worth it, and if you're low-balling it, support it with facts that make it believable (for example: moving, quick sale, special purchase).</p> <p><b>Include a point of contact:</b> It goes without saying, but if you have no way for a reader to contact you in the ad, you're not going to get a response. Include multiple forms of contact such as a home and cell phone number or your email address.</p> <p><b>Specify brand names:</b> If you are selling name brand merchandise, be sure to name the brand (and model if pertinent) in the ad - the more specific the better.</p> <p><b>Let white space work for you:</b> This is an important layout element in classified advertising because the average classified page is heavy with small type. The more "empty" space in your ad, the more it will naturally be noticed. Boxing an ad (adding a simple border around it) automatically creates white space around it, which in turn automatically draws the eye.</p> <p><b>Urge the reader to act now:</b> By ending your ad with a call to action such as "12 hour sale," "this week only," or "call now, won't last long," you add extra incentive for the interested buyer to call you first.</p> <p><b>Checklist - Every classified should include:</b></p> <ul style="list-style-type: none"><li>• Type of sale</li><li>• Sale date or days and hours</li><li>• Price</li><li>• Make and model</li><li>• Size and color</li><li>• New, used or reconditioned</li><li>• Service or warranty</li><li>• Delivery details</li><li>• Name, phone number,</li><li>• Address or directions to location</li></ul>

## Placing an advertisement (Cont.)

<p>How do I upload a photo to my classified ad?</p>	<p>When you place an ad, you may have the option of adding a photograph in print, online or both depending on the type of package you select.</p>
	<p>To upload a photo during the ad placement process, click on the browse button in the Add a Photo box under the Photo Upload section. A window will appear that contains a set of folders on your computer. Please choose the folder that contains the photos that you would like to use in your ad. Find the photo you wish to add, click it, and then select open. The photo will be uploaded and appear in your ad.</p>
	<p>Please note that users on slower internet connections may experience difficulty in uploading photos depending on the size and resolution of the photo. Photo files cannot be larger than 2 MB. The following formats are acceptable: GIF, JPG, and TIF.</p>
<p>What are the benefits of placing an ad online?</p>	<p>More and more buyers are using the Internet every day. As a seller, you can tap into the thousands of qualified buyers who use this trusted site for the ability to search locally by specific area, price range, and features to find a local item or service that suits their needs. You can make it easy for them to find what you're selling by taking advantage of this site's capabilities and providing in-depth information such as detailed descriptions and multiple photos.</p>
<p>What if I don't have photos to place in my ad?</p>	<p>That's OK. If you do not have photos at the time of ad placement, you can always add the photos at a later time to your online ad if the package selected allows for it. Unfortunately, you will not be able to insert them at a later date to your print ad if the package selected allows for it.</p>
<p>What is the deadline to get my classified ad in the newspaper?</p>	<p>Deadlines for classified ads vary by newspaper. When you select the required date(s) from the calendar only dates available for your selected publication will be displayed, according to the deadlines</p>
<p>Who can I contact to call my classified ad in over the phone to the classifieds department?</p>	<p>If you would like to call your classified advertisement in over the phone instead of creating your own ad online, you can contact the classified department</p>
<p>I want to advertise on a different combination of days than those listed in the packages. How can I do that?</p>	<p>Ads placed online are restricted to the combinations of days listed in the packages. These combinations reflect the most popular days for each category of advertising. If you wish to use other combinations you can place an ad by calling +64 9 470 2899</p>
<p>Are advertisements moderated or censored?</p>	<p>Yes, advertisements are checked by the classifieds team. Payment is held once the advertisement is placed then processed once the advertisement has been moderated.</p>
<p>When I click on the select button a list of categories appears. Where is the calendar for me to select my dates?</p>	<p>First select the best suited ad category from the pull down list (there may be multiple lists for better ad sorting in the paper). When you have made your selection, the calendar should appear.</p>
<p>Is it possible to combine layout features (i.e. create a border ad with shading)?</p>	<p>Ads placed online are restricted to the layouts shown on the Select Layout page. If you wish to design an ad with other features, such as those above, call +64 9 470 2899</p>
<p>Can I place the icon somewhere other than at the beginning of my ad?</p>	<p>Ads placed online are restricted to the layouts shown on the Select Layout page. If you wish to design an ad with other features, such as those above, call +64 9 470 2899</p>