Frequently Asked Questions

NZME Classified Self-Service

Account and Passwords

How do I change my password?

Sign into your account with your current password using the sign in at the top of the main page. Click the "edit profile" link under your login name again, at the top right of the screen. Click the "Change Password" link at the bottom of your profile details, and follow the instructions.

How do I change my user name?

Sign into your account with your current password using the sign in at the top of the main page. Click the "edit profile" link under your login name again, at the top right of the screen. You will be presented with the "Account Settings" page where you can edit your personal details. Click "Save" to complete the change.

Do I have to sign in each time I return to your site?

No, you do not need to sign in unless you wish to view your booking history or update advertisements you created. However, if not signed in, to complete an advertisement booking you will be asked to enter in your account details each time so the booking is associated with your account.

I've lost or forgot my password to sign in. How can I locate it?

If you have lost or forgotten your password, simply click the "Sign In" link at the top right of the main page. You will be presented with the sign in page, click the "forgot your password" link and you will be emailed a new one.

Manage an Advertisement

How do I pay for my classified ad?

You can pre-pay using a credit card issued by *Visa*, *MasterCard*, or *Diners*. Account customers having pre-approved credit may be able to receive a monthly invoice for their advertising.

Is your site secure for transmitting my credit card information over the internet?	Yes, our payment site is secure and PCI-DDS compliant, a worldwide information security standard adopted by the Payment Card Industry Security Standards Council. 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.
What if I don't have a credit card, how can I pay?	Unfortunately, the only form 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.
When will my credit card be charged?	Your credit card will be charged the amount quoted at the time you click the submit button.
Why do I have to re-enter my credit card every time I place an order on my existing account?	In order to protect your security, we do not store your credit card information.

Placing an advertisement

When will my newspaper ad appear?	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.
How do I make a change or edit my advert before submitting	If you would like to edit or make a change to your ad, click the "edit" button under your ad preview on the "enhance" page of ad creation. Make your changes and click "Save" to continue. Finally, click "Next" once you're

finished to continue with the booking process. Click "Enhance" on the booking progress indicator to return to the enhance screen at any time to re-you're your ad before submission.

What is your refund/credit policy?	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.
Can I make changes to my photos once my ad is submitted?	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.
Do I have to login or have an account to place an ad?	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.
What are some tips for creating an effective classified ad?	Make your ad stand out: 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. **Make your copy complete:** 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. **State a price or a range:** 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). **Include a point of contact:** 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. **Specify brand names:** 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. **Let white space work for you:** 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. **Urge the reader to act now:** 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. **Checklist - Every classified should include:** • Type of sale • Sale date or days and hours • Price • Make and model • Size and colour • New, used or reconditioned • Service or warranty • Delivery details • Name, phone number • Address or directions to location.

How do I upload a photo to my classified ad?	When you place an ad, you may have the option of adding a photograph (depending on the package option you select). If you have the option, there is a "Photo Upload" section below the "Ad Details" section of the booking process. To upload a photo Click the "Choose Options" link here to select your image to upload, or alternatively drag and drop your image into the window indicated. If you initially select a package that does not include a photo upload in the package price, some packages do include an option to add a photo as an option after the ad makeup screen. From here you can use the same instructions above. 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.
What if I don't have photos to place in my ad?	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.
What is the deadline to get my classified ad in the newspaper?	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.

Who can I contact to call my classified ad in over the phone to the classifieds department?	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 using the "contact" link on the main page.
I want to advertise on a different combination of days than those listed in the packages. How can I do that?	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 contacting the classified department using the "contact" link on the main page.
Are advertisements moderated or censored?	Yes, advertisements are checked by the classifieds team. Payment (if any) is held once the advertisement is placed then processed once the advertisement has been moderated.
When I click on the first category button, a list of classifications appears. Where is the calendar for me to select my dates?	First select the best suited ad category from the available list (there may be multiple lists for better ad sorting in the paper). The calendar run date will appear after you have made up your ad.
Is it possible to combine layout features (i.e. create a border ad with shading)?	Ads placed online are restricted to the layouts options available after writing your ad. If the particular package you have chosen allows a border/extra feature (i.e. graphic) these are the only online options currently available. If you wish to design an ad with other features, such as those above, contact the classified department using the "contact" link on the main page.
Can I place the icon somewhere other than at the beginning of my ad?	Ads placed online are restricted to the layouts shown. If you wish to design an ad with other features, such as those above, contact the classified department using the "contact" link on the main page.