

# Lodging classified advertising: instructions

These instructions are provided to assist agencies in lodging classified advertisements to ensure that they meet the Tasmanian Government's Classified Advertising Guidelines.

It is mandatory for State Government agencies to use 'whole-of-government' contracts where they have been established, therefore all Tasmanian classified advertisements should be placed through the Tasmanian Government's contractor for 'Advertising - Print Media Services for Vacancy Notices, Tenders and Public Notices', Gray Matters Advertising (formerly TMP Worldwide), ph 6224 8777.

All 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 'composite' section under the State Government banner.

These advertisements are also made available online. Public notices appear on PUBLICiNFO at [www.publicinfo.tas.gov.au](http://www.publicinfo.tas.gov.au), vacancy notices at [www.jobs.tas.gov.au](http://www.jobs.tas.gov.au) and tenders at [www.tenders.tas.gov.au](http://www.tenders.tas.gov.au).

In addition to observing the Classified Advertising Guidelines, you are advised to ensure that you are aware of any procedural or approval requirements within your own agency.

## Procedure

**Public notices** are to be ordered (and copy provided) through the online PUBLICiNFO system. Instructions follow. **Tender notices** can be booked manually or electronically as detailed later in this document. **Vacancy notices** are to be placed through your Human Resources division, unless alternative procedures exist in your agency.

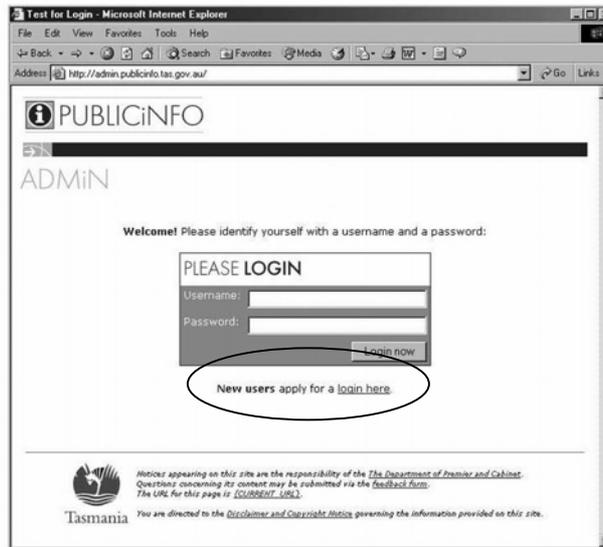
## Classified deadlines

<b>Media</b>	<b>Publication day Monday-Friday</b>	<b>Saturday</b>
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)		Friday, week prior, 5pm
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

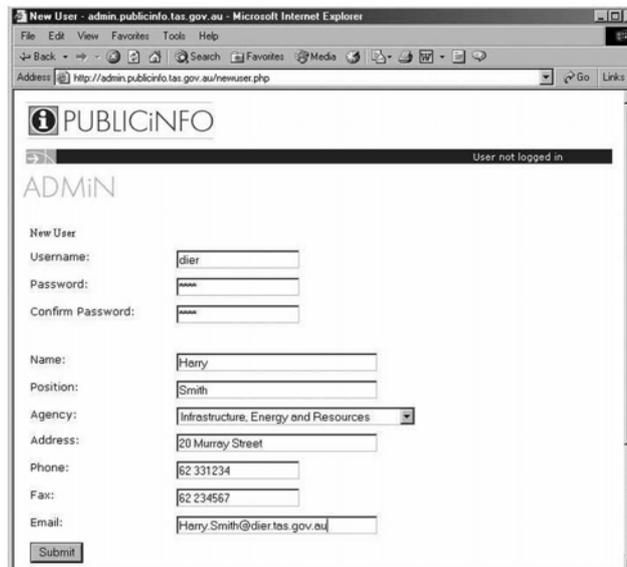
Note: Please call Gray Matters Advertising on 6224 8777 to confirm booking and material deadlines for Tasmanian community papers and feature sections of interstate papers (eg Media and IT sections of The Australian).

## Lodging public notices

1. Go to <http://admin.publicinfo.tas.gov.au>
2. You need a username and password to enter the site. If you do not have a username and password, click on **new users apply for a login here**. If you have a username and password, enter your details and go to step 5.



3. Fill out the form and click on **submit**.



- Once the administrator has approved you as a new user (you will be notified by email) you will be able to log in using the **username** and **password** that you selected.

- Once you've logged in, you will see this screen -

- Click on **Add Notice** to create a new notice. This form will appear and you can then enter the details of the notice. Once you have completed the form, click on **next**.

**Add Notice**

Department: Department of Infrastructure, Energy and Resources

Title: Bridge Closure

Subtitle: Derwent River Bridge, Gordon River Main Road

Category: Road Works Request a new category

Region: South Request a new region

Short Description (Max. 240 characters): The Department of Infrastructure, Energy and Resources advises the Derwent River Bridge on Gordon River Main Road just south of Bushy Park will be closed to all traffic on

Keywords: Derwent River Bridge Gordon River Main Road

Publish Date: 7 8 2002

Close Date: 7 8 2002

Notice:

The Department of Infrastructure, Energy and Resources advises the Derwent River Bridge on Gordon River Main Road just south of Bushy Park will be closed to all traffic on Saturday 22 August 2002 between 9am and 11am.

This closure is required to undertake necessary safety works to the bridge.

Every effort will be made to keep the closure to the shortest possible period time possible. Motorists will be advised of the closure in advance.

Every effort will be made to keep the closure to the shortest possible period time possible. Motorists will not take an alternative route during these times.

We apologise for any inconvenience you may experience and ask you to observe all signs and directions of traffic. Your safety is important to us.

Contact: If you would like more information, please contact Stuart Hughson, Project Manager, Phone 6221 Email: [stuart@dpact.as.gov.au](mailto:stuart@dpact.as.gov.au), Fax 62 23456 or c/- OPO Box 123 Hobart Tas 7001

Note: This is a note to TBP

Email: sarah.owen@dpact.as.gov.au

**Next >>**

7. You now have the option of adding a document to the notice. To do this, click on **Add Document**. If you do not need to add a document, click on **Next** and go to step 9.

ADMIN

public info > notices >

**Add Notice**

<< Back   Next >>   Add Document

<< 1 2 3 >>  
<< 1 2 3 >>

8. Give the document a **Label** and click on **Browse** to find the document you want to upload. Select the **type** of document. To add more documents, click on **Add Document**. If there are no additional documents, click on **Next**.

**Add Notice**

<< 1 2 3 >>

**Supporting Document 1:**   Delete

Label:   Bridge Location

Document:   C:\bridge.pdf   Browse...   Remove

Type:   PDF

<< Back   Next >>   Add Document

<< 1 2 3 >>

9. To select the newspapers that you want your ad to appear in, click on **Add Newspaper**.

ADMIN

public info > notices >

**Add Notice**

<< Back   Submit   Add Newspaper

<< 1 2 3 >>  
<< 1 2 3 >>

10. Choose a **newspaper** from the drop-down list. Select the **Date** that it is to appear. Provide your **Phone number** and an **Order number** (if appropriate). Once you have completed the form, click on **Submit**.

**Newspaper 1:**

Newspaper:  [Request a new newspaper](#)

Date:

Contact Phone No.:

Order Number:

Note:

Newspaper Text:

Department of Infrastructure, Energy and Resources

## Bridge Closure

Derwent River Bridge, Gordon River Main Road

This closure is requires to undertake necessary saftey works to the bridge.

Every effort will be made to keep the closure to the shortest possible period time possible. Motorists will ne take an alternative route during these times.

**Note:** If the notice that you are submitting is after the close-off date, this alert will appear. You can either change the date or proceed with the late notice. Gray Matters will be alerted that a late notice has been added and you will receive an email to let you know whether the notice has been accepted or not.

ADMiN

public info > notices >

Newspaper 1 is a late submission - you can change submission date or proceed with late submission process.

Department of Infrastructure, Energy and Resources

## Bridge Closure

Derwent River Bridge, Gordon River Main Road

11. If you only want to place the ad in one newspaper, click on **Submit**. If you want to add another newspaper, click on **Add Newspaper**.

take an alternative route during these times.

We apologize for any inconvenience you may experience and ask you to observe all signs and directions given. Your safety is important to us.

Contact: If you would like more information, please contact Stuart Hughson, Project Manager, Phone 6221 37816, Email: [test@email.com.au](mailto:test@email.com.au), Fax 62 23456 or c/- GPO Box 123 Hobart Tas 7001

<< Back   Submit   Add Newspaper

12. You will be asked to **confirm** the notice or you can **edit** it if you have changes.

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Confirm   Edit

13. Your copy will now be automatically forwarded to Gray Matters and you will receive a confirmation.
14. Once Gray Matters has formatted your ad, you will receive a proof in PDF format. Check your proof and media details carefully and alert Gray Matters of any amendments\* required or provide your approval.
15. Once your approval is received, the ad will be supplied electronically to the required media for publication.

## **Important**

\* If you make changes to the ad after receiving a proof from Gray Matters, it is **your responsibility** to make sure these changes are made in the online version of the ad that will appear on PUBLICiNFO.

## **Contacts for more information**

*PUBLICiNFO website*

Dean Parry

Ph: 6233 6573

Email: [Dean.Parry@dpac.tas.gov.au](mailto:Dean.Parry@dpac.tas.gov.au)

*Classified Advertising Guidelines*

Director Communications Policy

Ph: 6233 7293

Email: [info@communications.tas.gov.au](mailto:info@communications.tas.gov.au)

*Advertising advice (copy, placement, alterations)*

Gray Matters Advertising

Ph: 6224 8777

## **Lodging 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. This process has a feature that enables the information that has already been supplied to be used to generate the print advertisement copy and supply it to Gray Matters.

### **Manual placement**

1. Complete the [Tender Advertisement Proforma](#).
2. Email the form to [mathew@graymatters.com](mailto:mathew@graymatters.com) 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.