

ADVERTISING RATES, Effective from 1 January 2010

List rates based on advertising content being supplied in digital format to printer's specifications:

SIZE	DIMENSIONS	RATE Four Colour (GST excl.)
Full Page, Premium Outside back cover Inside front & back covers	Full A4 size run to bleed, or within the magazine's margins 180mm x 267mm	\$1,200
Full Page, inside	Full A4 size run to bleed, or within margins 180mm x 267mm	\$1,000
Half page, Vertical	103mm wide x 297mm high, run to bleed, or within margins 88mm wide x 267mm high	\$ 630
Half page, Horizontal	210mm wide x 148mm high, run to bleed or within margins 180mm wide x 133mm high	\$ 630
Full Column	A4 height, 90mm x 297mm run to bleed, or within margins 75mm wide x 267mm high	\$ 630
Third page, Horizontal	180mm wide x 87mm high	\$ 420
Quarter page, Portrait	88mm wide x 132mm high	\$ 365
Eight's page	88mm wide x 65mm high	\$ 200
* Business Card	Standard business card size	\$ 170
Inserts	Per 1000, single page	\$ 100

* **Business Cards**, all we need is an undamaged, clean card – saves time and cost of new art work.

Classifieds – sell, buy, services, miscellaneous

This section is for black and white, run-on advertisements, first two to four words in bold:

\$40.00 incl GST for up to 50 words, \$1.00 per word thereafter, if photograph (colour) is to be included, please add \$25.00. Payment must accompany order; cheques payable to Top View Media Ltd; Visa & Mastercard accepted; internet banking – please ask for details. Post to Top View Media Ltd, P O Box 185, Waimauku 0842.

Multiple Issue Insertion Discounts (not classified)	
2 Issues	5 % discount
3 Issues	10 % discount
4 Issues	15 % discount

ADVERTISING DEADLINES AND ESTIMATED PUBLISHING DATES FOR 2010

Issue	Advert Booking Deadlines	Material Deadlines (ready to our specs)	On Sale From:
Issue 22, Autumn 2010	22 February 2010	5 March 2010	30 March 2010
Issue 23, Winter 2010	21 May 2010	4 June 2010	29 June 2010
Issue 24, Spring 2010	20 August 2010	31 August 2010	29 September 2010
Issue 25, Summer 2010/11	1 November 2010	12 November 2010	17 December 2010

Specifications for print-ready advertisements: (if not sure please ask for more details)

MAC: Press quality PDF preferred (high resolution, fonts embedded, and images in CMYK)

PC Format: Press quality PDF preferred. (high resolution, fonts embedded, and images in CMYK). Image files acceptable at finished size with bleeds if necessary. Native Illustrator or InDesign CS2 or CS3 accepted, but please package with fonts and all linked images.

Our fees to design and produce your advertisements: \$40 p/h and \$50 per photograph, plus GST

Payment Terms: strictly 20th following month of publication; classifieds payment with booking, please.

For a deal to suit your advertising needs, please contact Erika Currie now:

Phone 09 411 9331

Email advertising@heritagematters.co.nz