

## Business East Tamaki Magazine Advertising Rate Card

All prices excluding GST.

### Magazine Advertising Price Guide (by size)

Full colour.

Published four times a year and posted to circa. 2000 East Tamaki business and property owners.

	Price (excl GST)
Double Page Spread A4	\$1850
Full Page A4	\$1000
Full Page (premium placement) *	\$1200
Half Page (Horizontal)	\$550
Third Page (Horizontal or Vertical)	\$400
Quarter Page (Horizontal with bleed)	\$250
Quarter Page (Horizontal without bleed)	\$200
Advertorial (subject to editorial approval) *	\$1200

*\*subject to availability*

Members need to supply Press-Ready PDF to specifications. If ads are not/cannot be supplied to these specifications, BusinessET can assist you in the development and production of your advertisement with the help of their external designer.

Please contact us for more information.

**Contact:** Shanu Gounder [comms@businessET.org.nz](mailto:comms@businessET.org.nz)

**Ph:** (09) 273 6274



## BusinessET Magazine Advertisement Specifications

Full colour. Members need to supply Press-Ready PDF to the specifications outlined.

- Ads must be created using Adobe InDesign, Illustrator or Photoshop
- Email final ad in press-ready PDF format (not from Word, PowerPoint, or Publisher)
- Four colour process (convert spot colours and images to CMYK)
- Image resolution to be 300dpi
- PC users: Convert ALL fonts to outlines prior to making a PDF

### FILE FORMATS NOT ACCEPTED:

**Microsoft Word, PowerPoint, Publisher, Excel, HTML or similar.**

If ads are not supplied to these specifications, BusinessET can assist you in the development and production of your advertisement. Please contact us for more information.

### Required Ad Sizes

	Page Trim Size (mm)	Type area (mm) -10mm each side	Bleed Size (mm) + 3mm each side	Rate
Double Page Spread A4	420 w x 297 h	400 w x 277 h	+ 3 each side	\$1850
Full Page A4	210 w x 297 h	190 w x 277 h	+ 3 each side	\$1000
Full Page (premium placement)*	210 w x 297 h	190 x 277 h	+ 3 each side	\$1200
Half Page (Horizontal)	210 w x 148.5 h	190 w x 128.5 h	+ 3 each side	\$550
Third Page (Vertical)	70 w x 297 h	50 w x 277 h	+ 3 each side	\$400
Third Page (Horizontal)	210 w x 99 h	190 w x 79 h	+ 3 each side	\$400
Quarter Page (Horizontal with bleed)	210 w x 74.25 h	190 x 54.25 h	+ 3 each side	\$250
Quarter Page (Horizontal without bleed)	190 w x 66.75 h	180 w x 56.75 h	N/A	\$200
Advertorial (subject to editorial approval)*	500 words plus one image & one logo			\$1,200

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