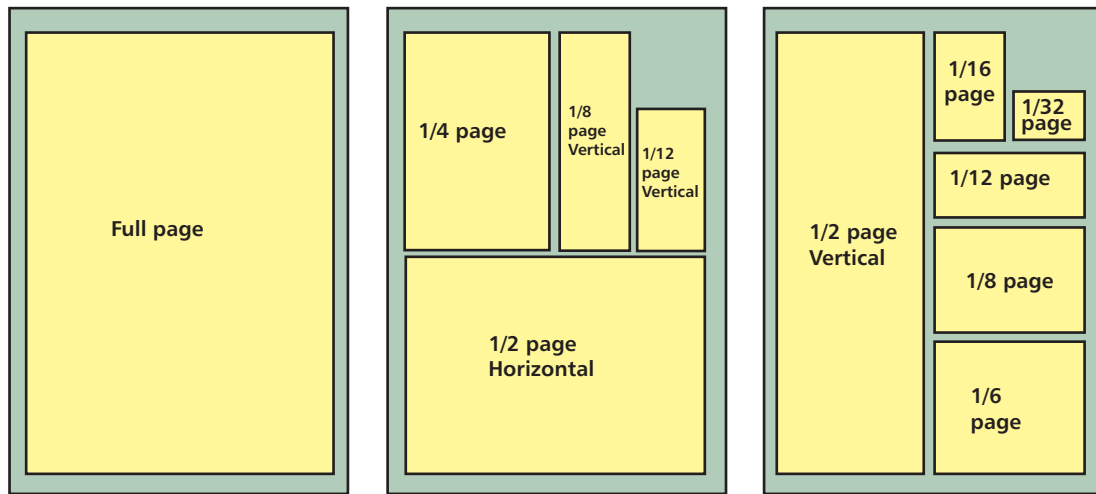


# Advertising Rates & Sizes - Non Commission Bearing



| Advert Size | Hor Vert | Width mm | Depth mm | Auckland \$ | Wellington \$ | Christchurch \$ | Dunedin \$ |
|-------------|----------|----------|----------|-------------|---------------|-----------------|------------|
| Full page   |          | 258      | 370      | \$4,000     | \$2,000       | \$2,000         | \$1,000    |
| 1/2 page    | V        | 127      | 370      | \$2,250     | \$1,250       | \$1,250         | \$800      |
| 1/2 page    | H        | 258      | 180      | \$2,250     | \$1,250       | \$1,250         | \$800      |
| 1/4 page    | V        | 127      | 180      | \$1,667     | \$892         | \$892           | \$678      |
| 1/6 page    | H        | 127      | 120      | \$1,111     | \$595         | \$665           | \$452      |
| 1/8 page    | H        | 127      | 90       | \$833       | \$446         | \$499           | \$339      |
| 1/8 page    | V        | 62       | 180      | \$833       | \$446         | \$499           | \$339      |
| 1/12 page   | V        | 62       | 120      | \$556       | \$297         | \$333           | \$226      |
| 1/12 page   | H        | 127      | 60       | \$556       | \$297         | \$333           | \$226      |
| 1/16 page   | V        | 62       | 90       | \$417       | \$223         | \$249           | \$170      |
| 1/32 page   | H        | 62       | 45       | \$208       | \$112         | \$125           | \$85       |

## Inserts

\$65 per thousand  
(Minimum insert run is 3,000)

## Column widths

1 Column - 62mm  
2 Column - 127mm  
3 Column - 192mm  
4 Column - 258mm  
Double page spread - 370mm x 540mm wide

\* Rates are subject to change

## Advertising Options

### Premium Positions

Back Cover, pages 1-7 & guaranteed placement - 10% loading

### Run of Paper

Placement in specific sections may be available on request

### Marketplace

Display ads located at the back of the publication under a descriptive subheading

### Listings

Classified - style listings with specific categories for Help is @ Hand (directory of support services for parents), Holiday Programmes, Parenting Classes, Calendar, What's on at the Theatre, holiday entertainment..

## Volume Discounts

These are available for contracts and multiple issues and for combined print and website advertising.

## Please note

All advertising rates quoted are per issue, for full colour and exclude GST and standard Agency Fee Commission.

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