

# Rate Card 2020/21



## Annual Package:

Description	Annual Package	Equivalent per issue
Outside back cover	\$8360 (+GST)	\$2090 (+GST)
Inside front cover	\$7700 (+GST)	\$1925 (+GST)
Inside back cover	\$7240 (+GST)	\$1810 (+GST)
Full page advertisements	\$7040 (+GST)	\$1760 (+GST)
Half page advertisements	\$4400 (+GST)	\$1100 (+GST)
Product and Service Directory Listing/Advertisements (Ad size 92mm (w) x 59mm (h))	\$1650 (+GST)	\$412.50 (+GST)

## Deadlines 2020-2021

Issue	Publishing Date	Booking Deadline	Advertising Copy Deadline
Winter	Early June	8 <sup>th</sup> April 2020	6 <sup>th</sup> May 2020
Spring	Mid September	15 <sup>th</sup> July 2020	12 <sup>th</sup> August 2020
Summer	Mid December	30 <sup>th</sup> Sept 2020	28 <sup>th</sup> October 2020
Autumn	Mid March	15 <sup>th</sup> January 2021	12 <sup>th</sup> February 2021

## Further information on Advertising Opportunities in *IrrigationNZ News* Quarterly Publication

### Full & Half Page Advertisements

- There is limited advertising available in the editorial body of the magazine
- INZ members will get first option on Editorial advertising (*membership is recommended*) and first right of renewal each subsequent year
- Each package will comprise either a full, half page advert per issue (depending on package purchased)
- For 2020-21 the annual package will consist of 4 issues

### Advertorial

#### Up to 3 pages per issue available

This is a great opportunity to sell your company's products and/or service through an editorial approach. Identified as advertorial your editorial piece can sing the praises of your business and its products in detail!

- Double page spread \$3,520 plus GST
- Single page \$2,200 plus GST
- Must meet the format requirements of publisher
- Editorial services available on request
- Single page number maximum 600 (less with photo)
- Double page number maximum 1200 (less with photo)

## Additional Opportunities

### **Body of Magazine Promotional Inserts - \$220 plus GST per 1000**

Promote your latest product releases, sales \*item or company brochure by inserting it in IrrigationNZ News.

*\*Cost of item to be produced for inserting is the responsibility of the advertiser*

## Contact

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