

# Rate Card

## Annual Package only:



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)	\$1815 (+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 2018-2019

**Winter 2018** Booking – early April Advert copy – mid May Editorial – mid May Publication – June 22

**Spring 2018** Booking – Jun 30 Advert copy – early August Editorial – early August Publication – mid Sept

**Summer 2018** Booking – Oct 6 Advert copy – early Nov Editorial – early Nov Publication – early Dec

**Autumn 2019** Booking – late Jan Advert copy – mid Feb Editorial – mid Feb Publication – approx. 22 March

## 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
- Advertising **will only be sold as annual packages.**
- Each package will comprise either a full, half page advert per issue (depending on package purchased)
- **for 2018-19 the annual package will consist of 4 issues**

**Terms** Annual packages will be invoiced in full to coincide with the release of the first magazine unless alternative terms for invoicing are coordinated with INZ.

### 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*

### Product and Service Directory Listing/Advertisements

- ***Sold as annual packages only***
- one advertisement each issue, four issues per package (June, September & December 2018 & March 2019).
- Ad size 92mm (w) x 59mm (h), slightly larger than business card size
- ***Annual package \$1650 plus GST (equivalent to \$412.50 plus GST per issue)***

**Contact:** [icolgan@irrigationnz.co.nz](mailto:icolgan@irrigationnz.co.nz) or phone: 021 332 898