



Wellington

What's On

ADVERTISING RATECARD

Print

		CASUAL RATES	ANNUAL RATES	
			Per issue	Per annum
Double page DLE	188mm wide x 191mm deep	\$2850	\$2400	\$9600
Full page DLE	89mm wide x 191mm deep	\$1950	\$1655	\$6620
Two-thirds page DLE	89mm wide x 128mm deep	\$1290	\$1100	\$4400
Half page DLE	89mm wide x 95mm deep	\$1000	\$850	\$3400
One-third page DLE	89mm wide x 62mm deep	\$680	\$580	\$2320
Bold listing	Five lines (30 words) + full address	\$250	\$160	\$640
Discount voucher	(with display ad only)	\$375	\$213	\$850

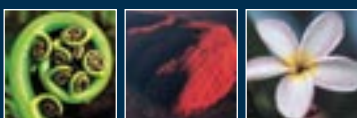
Web

Pictorial listing	\$795
Power listing	\$1395
Virtual Video	\$390
Hot Deal (per 3 months)	\$390
Feature of the Day (per 3 months)	\$390
Explore! per edition - (\$500 if a hot deal is pre-purchased)	\$890

Loading on all full pages for inside front, inside back or outside back cover – plus 25%.
 All display advertisements include optional bold listing in the Visitor Guide.
 Advertisers must advertise in all 4 issues for the annual rates to apply.

Publication specifications

Payment options	Standard terms local guides: Payment in full on publication. Cash discount: Pay full amount by cash, credit card or cheque at the point of signing and receive a 5% discount from contracted rate.
Proof forms	All advertisements are proofed once at no charge. A charge of \$50 applies to each additional proof.
Supplied art	See over
Print circulation	250,000 per annum
Print publication details	DLE Visitor Guide. Cover printed on 250gsm gloss art stock. Inside pages printed on 80gsm gloss art stock.
Deadlines	Six weeks prior to commencement of month of publication.
Web listings publication date	Commences November 2009. Listings prior to November 2009 at a pro-rata monthly cost.



ADVERTISING DIMENSIONS

NOTE: Trimmed full page size **99mm wide x 210mm deep**

5mm bleed

page trim
image area

Double page

5mm bleed – 210mm wide x 220mm deep
Page trim – 200mm wide x 210mm deep
Image area – 190mm wide x 191mm deep

Full page

5mm bleed – 109mm wide x 220mm deep
Page trim – 99mm wide x 210mm deep
Image area – 89mm wide x 191mm deep

Two-thirds page (no bleed)

89mm wide x 128mm deep

Half page (no bleed)

89mm wide x 95mm deep

One-third page (no bleed)

89mm wide x 62mm deep

Example of bold listing

full address (5 lines) plus a maximum of 30 words

CABLE CAR MUSEUM Discover the unique system that has transported people between the harbour and hills for more than 100 years. Climb aboard a 'relentless red rattler' and see the winding machinery and an original, fully restored grip car. Free entry. Open daily 10am to 5pm.

Top of the Cable Car (Upland Road entrance to Wellington Botanic Garden). Phone 475 3578 Web www.museumswellington.org.nz

PUBLICATION DEADLINES 2009/10

Edition 2009

Summer

Sales & Copy Closeoff

16 October

Edition 2010

Autumn

Winter

Spring

Summer

Sales & Copy Closeoff

29 January

16 April

23 July

15 October

SUPPLIED ART SPECIFICATIONS

We accept finished art in any of the following formats:

- High resolution pdf
- Photoshop tif/eps
- Illustrator ai/eps

All files need to be high resolution 300dpi, mac format, CMYK colour mode.

Supply files on disk to:

PO Box 9390, Newmarket, Auckland 1149
or First Floor, 2 Ngaire Ave, Newmarket,
Auckland or email to:
copy@jasons.com (file size not to exceed
10mb)

Please clearly identify with name of the advertiser/client, size of the advert booked and name of the publication in which the advert is to be printed.

