

# CHRISTCHURCH DINING GUIDE RATE CARD 2010

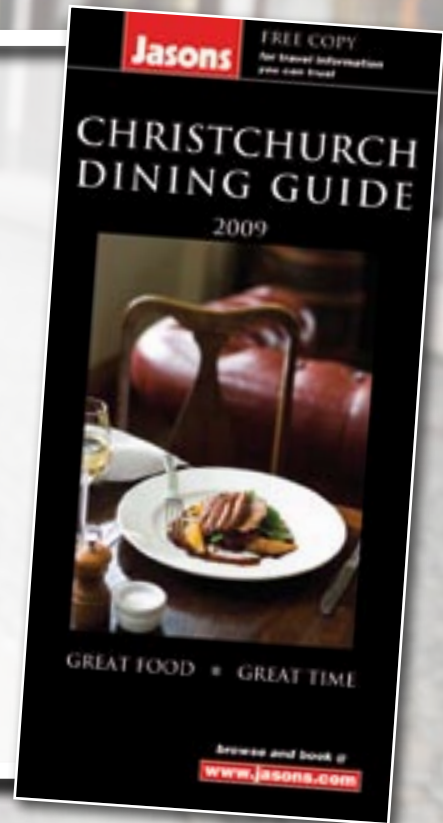
## PRINT

Full page template/display ad	\$3150
Half page template/display ad	\$1690
Half page display (cafés & bars)	\$1690

## WEB

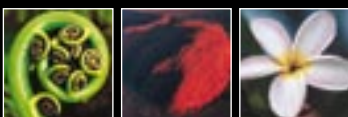
Pictorial listing	\$795
Power listing	\$1395
Virtual video	\$390
Hot Deal (per 3 months)	\$390
Feature of the Day (per 3 months)	\$390
Explore! (per edition)	\$890
(\$500 if a hot deal is pre-purchased)	

All prices exclude GST



## PUBLICATION SPECIFICATIONS

<b>Sales close</b>	23 October 2009
<b>Print publication</b>	December 2009
<b>Copy due</b>	30 October 2009
<b>Web listing publication date</b>	December 2009
<b>Payment options</b>	Payment in full on publication
<b>Supplied art</b>	See over
<b>Print publication details</b>	DLE directory. Cover printed on 250gsm gloss art stock. Inside pages printed on 80gsm gloss art stock.
<b>Print circulation</b>	60,000 per annum (plus 400,000 Christchurch What's On Guides)



**Jasons Travel Media Ltd**

PO Box 9390, Newmarket, Auckland 1149, New Zealand

phone +64 9 912 8400 fax +64 9 912 8401 email sales@jasons.com

## FULL PAGE TEMPLATE

**Dimensions** 84mm(w) x 185mm(d)  
**Artwork** Elements to be supplied ie:  
 logo, image, text.  
 Ad is created inhouse.



## FULL PAGE DISPLAY

**Dimensions** 84mm(w) x 185mm(d)  
**Trim size** 99mm(w) x 210mm(d)  
**\*Bleed size** 109mm(w) x 220mm(d)  
 (includes 5mm bleed)

\*Note: Bleed size only applies to ads booked for cover placements



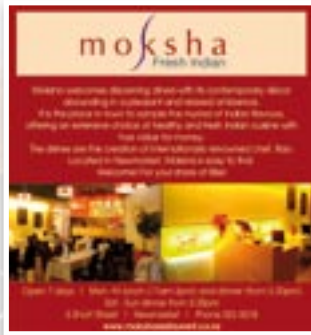
## HALF PAGE TEMPLATE

**Dimensions** 84mm(w) x 91mm(d)



## HALF PAGE DISPLAY - INCL. CAFES & BARS

**Dimensions** 84mm(w) x 91mm(d)



## 1/6 WHAT'S ON GUIDE TEMPLATE

**Dimensions** 89mm(w) x 28mm(d)  
**Artwork** Elements to be supplied ie:  
 logo/image,  
 60 words of text.  
 Ad is created inhouse.



## SUPPLIED ART

**WE ACCEPT FINISHED ART IN ANY OF THE FOLLOWING FORMATS**

- High resolution PDF 300dpi
  - Photoshop tif/eps mac format
  - Illustrator ai/eps mac format
- All files need to be high resolution 300dpi and in CMYK colour mode.

SUPPLY FILES ON DISK TO  
 PO Box 9390, Newmarket, Auckland 1149, New Zealand or  
 First Floor, 2 Ngaire Avenue, Newmarket, Auckland, New Zealand or  
 Email to [copy@jasons.com](mailto:copy@jasons.com) (file size not to exceed 10mb)  
 Please clearly label the name of the advertiser/client, the size of the advert and the name of the publication for which the advert is booked.

## TERRITORY MANAGER

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