

# ROTORUA DINING GUIDE RATE CARD 2010

## PRINT

Full page template/display ad	\$2140
Half page display (cafés & bars only)	\$1490

## WEB

Pictorial listing	\$795
Power listing	\$1395
Virtual video	\$390

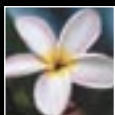
Hot Deal (per 3 months)	\$390
Feature of the Day (per 3 months)	\$390
Explore! (per edition)	\$890
(\$500 if a hot deal is pre-purchased)	

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 250,000 Rotorua What's On Guides)



## 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)

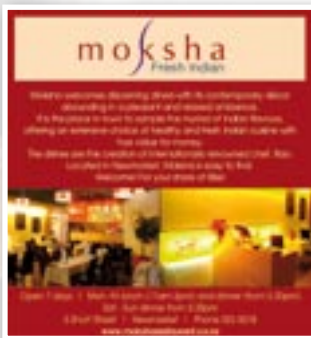
**\*Bleed size** 109mm(w) x 220mm(d)  
(includes 5mm bleed)

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



## HALF PAGE DISPLAY - CAFES & BARS ONLY

**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.

## SALES EXECUTIVE

**Sharon Murray**

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