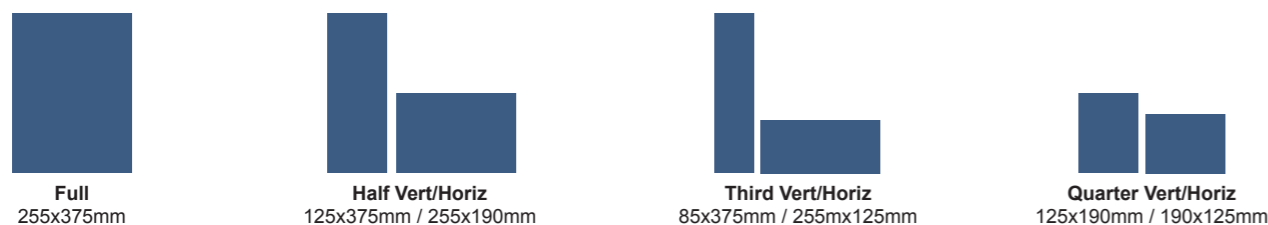


# ADVERTISING RATES

		PRICE PER NUMBER OF INSERTIONS			
LARGE ADVERTS		1x	3x	6x	9x
Full Page	colour	\$2,700	\$2,565	\$2,495	\$2,430
	b&w	\$2,100	\$1,995	\$1,940	\$1,890
1/2 Page	col vert/horiz	\$1,365	\$1,295	\$1,260	\$1,225
	b&w vert/horiz	\$1,065	\$1,010	\$985	\$955
1/3 Page	col vert/horiz	\$900	\$855	\$830	\$810
	b&w vert/horiz	\$700	\$665	\$645	\$630
1/4 Page	col vert/horiz	\$685	\$650	\$633	\$615
	b&w vert/horiz	\$530	\$505	\$490	\$475



SMALLER ADVERTS					
60 x 75	colour	\$135	125 x 100	colour	\$360
	b&w	\$105		b&w	\$280
60x85	colour	\$153	125x150	colour	\$540
	b&w	\$120		b&w	\$420
60 x 100	colour	\$180	125 x 125	colour	\$450
	b&w	\$150		b&w	\$350
60 x 125	colour	\$225	125 x 60	colour	\$225
	b&w	\$175		b&w	\$175

\*DISCOUNTS AVAILABLE for 3 or more insertions

\*CASUAL RATE COL CM \$18.00 colour / \$14.00 b&w

Other individual sizes are available on request and are subject to individual quotation. Standard column width 60mm. All smaller spaces charged on a single column centimetre rate except for Trade and Services. Rates are NZ Dollars, effective from 1st October 2010, and exclusive of GST. For agencies these are non commission bearing rates. **INSERTS:** Rates for insertions within the paper are available on request.

## ADVERTISING SPECIFICATIONS

**New Zealand Aviation News** prints on a web offset press on 70gsm paper and the material requirements differ from lighter newsprint stock. Specifications are quite different from sheet fed presses using coated stock. Agencies who deliver material which does not meet NZ Aviation News and the printer's specification will be subject to a correction charge.

**FREQUENCY:**  
Eleven issues published per year.

**PRINTING:**  
Web offset, stitch & trim.  
All pages 70gsm offset white.  
Colour: Four colour process (CMYK) and Black & White.

**SEPARATION SETUP:**  
SWOP (Newsprint) 30% Dot gain, GCR, 230% Ink limit & 80% max black ink. 70% UCA. All images scanned to 300dpi.

**BLEED:**  
Bleed available on the back cover only.  
270mm x 395mm deep + 5mm bleed  
supplied with Crop and Bleed Marks.

**MATERIAL REQUIREMENTS:**  
Our preferred format for all advertising is PDF.  
We do except TIFF or JPEG, minimum resolution of 300 dpi, all colour and images to be CMYK, and all fonts embedded.

## GENERAL TERMS & CONDITIONS FOR ADVERTISEMENTS

**New Zealand Aviation News Ltd**  
accepts all advertisements (including notices)  
for publication on the following terms and conditions:

- Warranties:** The Advertiser warrants and undertakes to New Zealand Aviation News that:
  - The advertisement does not contain any material:
    - that is or is likely to be misleading or deceptive or otherwise breaches the Fair Trading Act 1986; or
    - that is defamatory, infringes a copyright, trademark or otherwise infringes any intellectual or industrial property rights; or
    - otherwise breaches any provision of any statute, regulation, by-law or other rule or law; and
  - the material complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand; and
  - publication of the material will not give rise to any liability on the part of New Zealand Aviation News or in a claim being made against us in New Zealand or elsewhere.
- Indemnity:** The Advertiser acknowledges that New Zealand Aviation News relies on the warranties set out in clause 1 and agrees to indemnify New Zealand Aviation News against all losses or costs arising directly or indirectly from publication of the material, and from any costs incurred in our making corrections or amendments in accordance with these terms and conditions.
- Right to Alter or Refuse:** We reserve the right to alter, abbreviate or refuse to publish any advertisement if, in our sole opinion, it would be undesirable to publish it. We may adjust material to conform to our technical specifications or for other genuine reasons as long as we do so using reasonable care.
- Notification of Errors:** It is the responsibility of the Advertiser to advise New Zealand Aviation News as soon as possible (and in any case within three days of the date the advertisement appeared or should have appeared) of any error or omission in an advertisement placed by the Advertiser. After three days, any claim is deemed to have been waived by the Advertiser.
- Disclaimer of Liability:** We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from

an error or omission in material published, or for failure to publish, whatever the reason for the error. If we are found to have any direct liability to an advertiser or third party in any circumstance that liability is limited to the cost of the advertising space. We accept no responsibility for any error in advertisements placed by any telecommunications method. We will not be liable for errors or omissions arising from the advertiser having given us incorrect instructions, or in any circumstances where a proof has been submitted and approved by the Advertiser.

- Placement:** While we will make reasonable efforts to place advertisements in the positions requested, we cannot guarantee positions unless a guaranteed position loading charge is agreed and paid.
- Late Material:** If material does not arrive prior to the copy deadline the company reserves the right to transfer the advertisement to the first available issue following the receipt of the material.
- Cancellation:** Cancellation of advertisements after the booking deadline will attract a cancellation fee of 50% of the total advertising charge.
- Consumer Guarantees Act Exclusion:** The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the Advertiser acquires, or holds himself out as acquiring, goods or services from New Zealand Aviation News for the purpose of a business.
- Payment:** Unless otherwise agreed in writing, payment for advertising is to be made in full by the 20th of the month following the date of the invoice or statement. If payment is not made by due date the Advertiser will be liable for interest at market rates and all costs of recovery, commissions and collection fees. In some cases payment is required in advance of publication.
- Material Specifications:** New Zealand Aviation News has the right to reject advertising material that does not conform to its current policies on material specifications. Should material supplied not comply with the company's material specifications and the material cannot be replaced or substituted before deadline then the company will charge for the space booked.
- Copyright:** Whenever NZ Aviation News Ltd creates and/or produces artwork for publication on behalf of the advertisers, this material remains the property of NZ Aviation News Ltd and cannot be published in other publications without written permission.

## PUBLICATION DEADLINES

2012			
ISSUE	BOOKING	MATERIAL	PUBLISH
February	Tue 24 Jan	Fri 27 Jan	Fri 3 Feb
March	Tue 20 Feb	Fri 24 Feb	Fri 2 Mar
April	Mon 26 Mar	Thurs 29 Mar	Thurs 5 Apr
May	Tue 24 Apr	Fri 27 Apr	Fri 4 May
June	Tue 22 May	Fri 25 May	Fri 1 Jun
July	Tue 26 Jun	Fri 29 Jun	Fri 6 Jul
August	Tue 24 Jul	Fri 27 Jul	Fri 3 Aug
September	Tue 21 Aug	Fri 24 Aug	Fri 31 Aug
October	Tue 25 Sep	Fri 28 Sep	Fri 5 Oct
November	Tue 23 Oct	Fri 26 Oct	Fri 2 Nov
Dec/Jan	Tue 27 Nov	Fri 30 Nov	Fri 7 Dec

2013			
ISSUE	BOOKING	MATERIAL	PUBLISH
February	Tue 22 Jan	Fri 25 Jan	Fri 1 Feb
March	Tue 19 Feb	Fri 22 Feb	Fri 1 Mar
April	Mon 18 Mar	Thurs 21 Mar	Thurs 28 Mar
May	Tue 23 Apr	Fri 26 Apr	Fri 3 May
June	Tue 21 May	Fri 24 May	Fri 31 May
July	Tue 18 Jun	Fri 21 Jun	Fri 28 Jun
August	Tue 23 Jul	Fri 26 Jul	Fri 2 Aug
September	Tue 20 Aug	Fri 23 Aug	Fri 30 Aug
October	Tue 17 Sep	Fri 20 Sep	Fri 27 Sep
November	Tue 22 Oct	Fri 25 Oct	Fri 1 Nov
Dec/Jan	Tue 26 Nov	Fri 29 Nov	Fri 6 Dec

## CONTACT INFORMATION

<b>Editor  </b> John King Phone +64-9 307 7849 Email editor@aviationnews.co.nz	<b>Advertising &amp; Sales  </b> Betty Evans Phone +64-9 307 7837 Email sales@aviationnews.co.nz	<b>Accounts  </b> Donna Menzies Phone +64-9 307 7849 Email editor@aviationnews.co.nz
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**Publisher Postal Address**  
PO BOX 9711, New Market, Auckland 1149

**Street/Courier Address**  
25 Exmouth Street, Newton, Auckland 1021