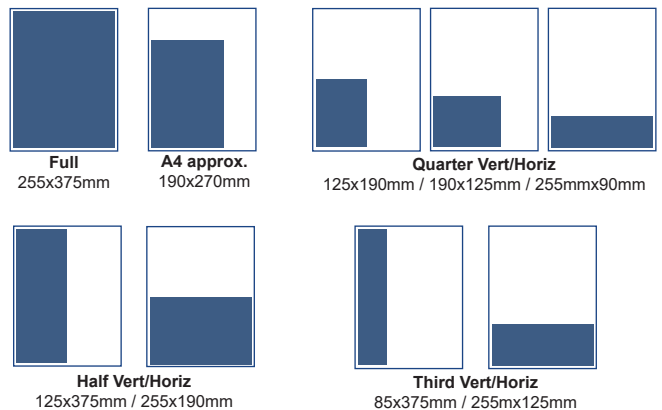


# NEW ZEALAND AVIATION NEWS ADVERTISING RATES

## LARGE ADVERTS

<b>Full Page Back Cover</b> <i>**See below for sizes and bleed specifications</i>	\$3,500.00
<b>Half Page Front &amp; Back Covers</b> <i>**See below for sizes and bleed specifications</i>	\$1,500.00
<b>Inside Front &amp; Back Covers Full Page</b>	\$3,250.00
<b>Full Page</b>	\$2,700.00
<b>A4 approx.</b>	\$1,458.00
<b>Half Page</b>	\$1,365.00
<b>Third Page</b>	\$900.00
<b>Quarter Page</b>	\$685.00



\*DISCOUNTS AVAILABLE for multiple insertions

## SMALL ADVERTS

<b>60 x 75</b>	colour b&w	\$135 \$105	<b>125 x 150</b>	colour b&w	\$540 \$420
<b>60 x 85</b>	colour b&w	\$153 \$120	<b>125 x 125</b>	colour b&w	\$450 \$350
<b>60 x 100</b>	colour b&w	\$180 \$150	<b>125 x 100</b>	colour b&w	\$360 \$280
<b>60 x 125</b>	colour b&w	\$225 \$175	<b>125 x 60</b>	colour b&w	\$225 \$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. For agencies these are non commission bearing rates.

## WEBSITE ADVERTS

Website Adverts are sized in PIXELS.

201 pixels wide x 255 pixels deep **\$125.00** + GST

201 pixels wide x 500 pixels deep **\$225.00** + GST

600 pixels wide x 200 pixels deep **\$325.00** + GST

**INSERTS:** Rates for insertions within the paper are available on request.

## ADVERTISING SPECIFICATIONS

### FREQUENCY:

Eleven issues published per year.

December/January is a combined bumper issue.

### PRINTING:

Heatset, saddle stitched & trimmed.

Cover: 104 gsm HB Gloss

Inside pages: 65 gsm silk.

Colour: Four colour process (CMYK) and Black & White.

### MATERIAL REQUIREMENTS:

Our preferred format for all advertising is PDF.

We do accept TIFF or JPEG, minimum resolution of 300 dpi, all colour and images to be CMYK, and all fonts embedded, no spot colour.

### \*\*ADVERT BLEED, FRONT AND BACK COVERS ONLY:

Bleed only available on the front and back covers

**BACK FULL PAGE:** Trimmed size: 270mm x 395mm

Live image area: 260mm x 385mm

+ 10mm bleed to make up the trimmed size.

**BACK HALF PAGE:** Trimmed size: 280mm x 195mm

Live image area: 260mm x 185mm deep

+ 10mm bleed to make up the trimmed size.

**FRONT HALF PAGE: Vertical** - Trimmed size: 200mm x 280mm

Live image area: 190mm x 260mm (right side of advert joins front cover)

+ 10mm bleed to make up the trimmed size.

**Horizontal** - Trimmed size: 280mm x 200mm

Live image area: 260mm x 190mm (top of advert joins front cover)

+ 10mm bleed to make up the trimmed size.

# 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

2020			
ISSUE	BOOKING	MATERIAL	PUBLISH
February	Tue 21 Jan	Fri 24 Jan	Fri 31 Jan
March	Tue 18 Feb	Fri 21 Feb	Fri 28 Feb
April	Tue 17 Mar	Fri 20 Mar	Fri 27 Mar
May	Tue 21 Apr	Fri 24 Apr	Fri 1 May
June	Tue 19 May	Fri 22 May	Fri 29 May
July	Tue 23 Jun	Fri 26 Jun	Fri 3 Jul
August	Tue 21 Jul	Fri 24 Jul	Fri 31 Jul
September	Tue 18 Aug	Fri 21 Aug	Fri 28 Aug
October	Tue 22 Sep	Fri 25 Sep	Fri 2 Oct
November	Tue 20 Oct	Thu 23 Oct	Fri 30 Oct
Dec/Jan	Tue 24 Nov	Fri 27 Nov	Fri 4 Dec

2021			
ISSUE	BOOKING	MATERIAL	PUBLISH
February	Tue 19 Jan	Fri 22 Jan	Fri 29 Jan
March	Tue 16 Feb	Fri 19 Feb	Fri 26 Feb
April	Tue 16 Mar	Fri 19 Mar	Fri 26 Mar
May	Mon 19 Apr	Thu 22 Apr	Fri 30 April
June	Tue 18 May	Fri 21 May	Fri 28 May
July	Tue 22 Jun	Fri 25 Jun	Fri 2 Jul
August	Tue 20 Jul	Fri 23 Jul	Fri 30 Jul
September	Tue 17 Aug	Fri 20 Aug	Fri 27 Aug
October	Tue 21 Sep	Fri 24 Sep	Fri 1 Oct
November	Mon 18 Oct	Thu 21 Oct	Fri 29 Oct
Dec/Jan	Tue 23 Nov	Fri 26 Nov	Fri 3 Dec

## CONTACT INFORMATION

**Editor |** John King  
Phone +64-9 307 7849  
Email editor@aviationnews.co.nz

**Advertising & Sales |** Belinda Paalvast  
Phone +64-9 307 7837  
Email sales@aviationnews.co.nz

**Accounts |** Donna Menzies  
Phone +64-9 307 7849  
Email accounts@aviationnews.co.nz

**Publisher Postal Address**  
PO BOX 10314, Dominion Road, Auckland 1446

**Street/Courier Address**  
22b Willcott Street, Mt Albert, Auckland 1025