

# Advertising Rates and Sizes

- Prices are per insertion and GST exclusive
- Contract prices apply to 6+ consecutive issues
- Ads must be professionally designed
- Sizes below are height x width in millimetres (mm)
- Please supply finished artwork at exact ad space dimensions. Save as cmyk, pdf, tiff or jpeg, at 300dpi.
- Microsoft, Power Point or similar files will not be accepted.
- All bookings are subject to conditions as per Beacon advertising contract below.
- **Front page plus 30% | Back page plus 20%**

## NEED YOUR AD DESIGNED?

Full page	\$150.00
Half page	\$100.00
Third page	\$85.00
Quarter page	\$75.00
All smaller sizes	\$60.00

**FULL PAGE**

Casual	\$940.00
Contract	\$830.00

250 x 180mm

**HALF PAGE**

Casual	\$590.00
Contract	\$500.00

125 x 180mm

**THIRD PAGE**

Casual	\$490.00
Contract	\$400.00

Banner  
80 x 180mm

Tower  
250 x 57mm

Square  
125 x 118mm

**QUARTER PAGE**

Casual	\$390.00
Contract	\$300.00

60 x 180mm

**SIXTH PAGE**

Casual	\$290.00
Contract	\$200.00

Portrait  
125 x 57mm

Landscape  
60 x 118mm

Banner  
40 x 180mm

**NINTH PAGE**

Casual	\$190.00
Contract	\$140.00

80 x 57mm

**TWELFTH PAGE**

Casual	\$170.00
Contract	\$120.00

60 x 57mm

**BUSINESS PROFILE PACKAGE**

This exclusive offer, which runs for four consecutive editions, comprises a FULL page advertorial in the first edition, and a sixth page advertisement in the next three editions. A photo and interview for the advertorial are both included free of charge.

**\$1450.00**



## Enquiries

**Kerrie Subritzky**

Editor/Advertising BHB Beacon

m 027 290 4444

e kerrie@bhb.nz



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ADVERTISING CONFIRMATION CONTRACT

Company Name: ..... Contact: .....

Street address: .....

Postal address: .....

Tel: ..... Mobile: ( ) ..... Email: .....

Size of ad (circle): FP 1/2 1/3 1/4 1/6 1/9 1/12 Cost per insertion: .....

Number of issues: ..... Contract price 6+ consecutive issues

Months ads are to appear (delete those not applicable):

February March April May June July August September October November December

Finished artwork being supplied? See the conditions below.

Artwork to be amended or created? See the conditions below.

PLEASE NOTE THESE IMPORTANT CONDITIONS:

- 1. Bookings or contracts made in writing, by letter or email, or verbally, directly or by telephone, will be assumed to have read and understood the following conditions:
2. If new material, or approvals for work we have done is not received in time, the Beacon reserves the right to use existing material or charge the advertiser for the space reserved.
3. Advertisers must book their advertisement AND supply publication-quality artwork on or before the specified deadline for each publication.
4. Suitable artwork includes CMYK, PDF, TIFF or JPG files with the correct dimensions and a minimum resolution of 300 dpi. Microsoft Word, Power Point or similar files are NOT suitable.
5. The Beacon can broker publication-quality artwork for advertisers. See green balloon on rate card for prices. This service is provided to the advertiser at cost (i.e. no margin is added by the Beacon).
6. No responsibility will be taken for loss or damage to any material supplied.
7. New and/or casual advertisers are required to pay for their advertisement upon booking, for the first insertion.
8. Agency commission is over and above the advertising rates specified.
9. All advertisements are "run of paper" (RoP) unless contracted otherwise. Every effort will be made to meet requests, however, no responsibility will be taken by the Beacon should desired position not be achieved.
10. Should it be necessary for legal action to be taken to recover amounts owed by an advertiser, the advertiser will be liable for all costs incurred.
11. Advertising supplied in editorial format ("advertorial") is accepted only at the editor's discretion and must carry the word "Advertisement" at the top or bottom of the copy.
12. Premature cancellation of advertisements on discount (contract) rates will not be accepted.
13. All advertisements are subject to the approval of the Beacon which reserves the right to decline, cancel or amend supplied copy which does not meet the required standards.
14. While the Beacon will make every effort to ensure advertisements are correct, no responsibility will be taken for any errors which may occur including non-insertion, insertion of wrong material, and errors and omissions within the advertisement, including slight variations in colour.

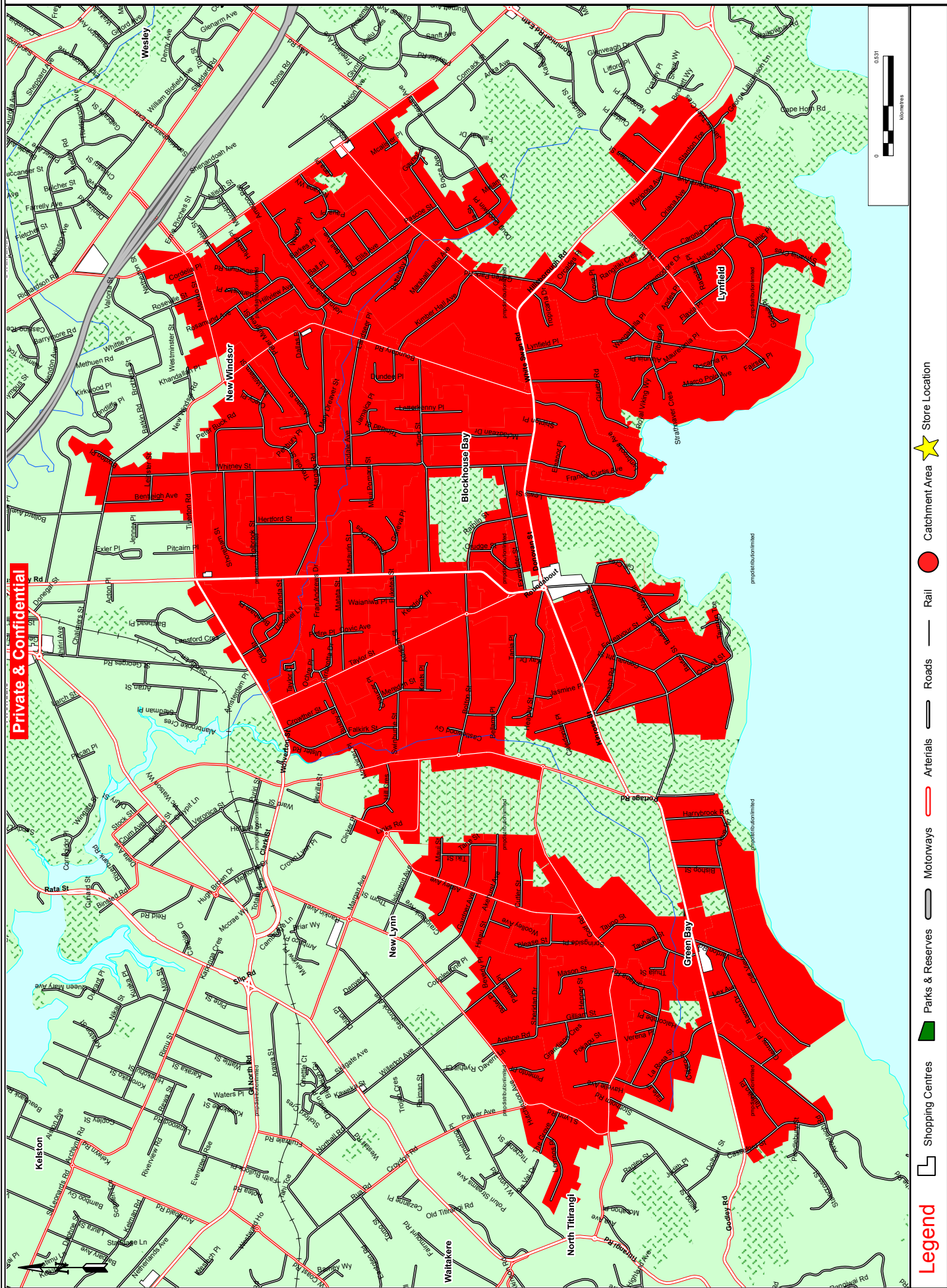
I have read and accept the above conditions Signed .....

Name ..... Date .....

# Blockhouse Bay Beacon

Distribution areas

August 2018



Private & Confidential

- Shopping Centres
- Parks & Reserves
- Motoways
- Arterials
- Roads
- Rail
- Catchment Area
- Store Location

Legend

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