

NORTH CANTERBURY News

Rate Card 2020



No.1 for readership
47,000 readers
Every issue

No.1 for circulation
30,157 copies
Every issue

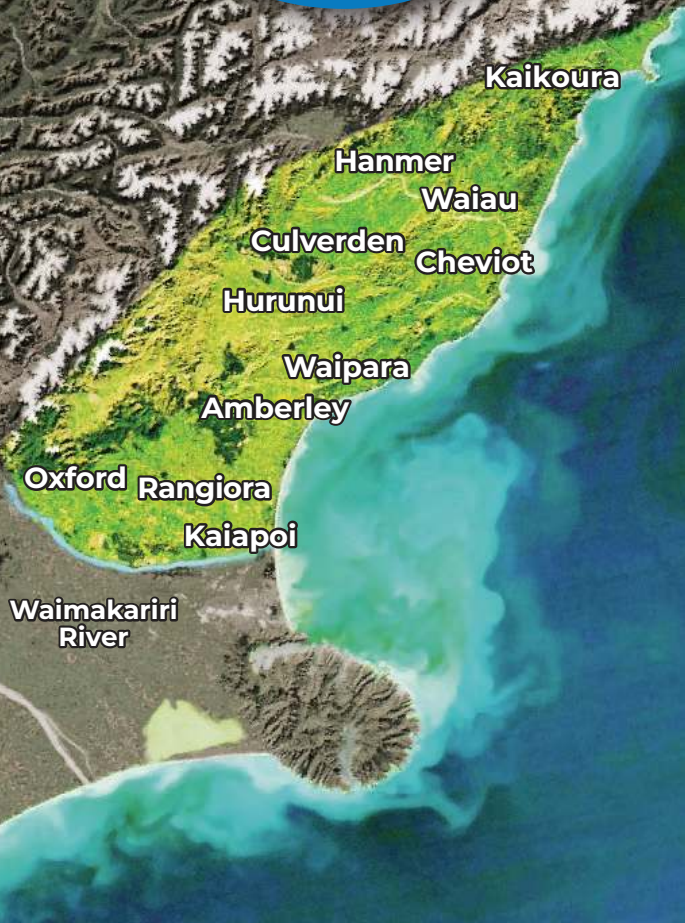
**Read us in print, online
or on your smart phone 24/7**

30,157 copies delivered into EVERY home, farm, RD and lifestyle block in Waimakariri, Hurunui and the Kaikoura districts every Thursday!

47,000 readers every week and over 30,157 copies delivered to EVERY home, farm, RD and lifestyle blocks in Waimakariri, Hurunui and Kaikoura districts every Thursday!
(Including no circulars)

Let us build your customers, sales and profits....

- ✓ No.1 read North Canterbury newspaper with 47,000 readers every week!
- ✓ Delivered Thursday, less clutter in market and lasts all week!
- ✓ Highest local story count in the district.
- ✓ We are the trusted local news source, we've been around since 1873.
- ✓ We get your message into the home "importantly where buying decisions are made".
- ✓ Our readers are local, which means that they are most likely to buy from you.
- ✓ We deliver into EVERY "No Circular" letterbox, when others don't!
- ✓ Delivered to all businesses in Rangiora, Kaiapoi, Amberley and Oxford.
- ✓ Easy and convenient compact format, high readership, ensuring your ad works harder for you.
- ✓ We offer a FREE advertising consultancy and design service.
- ✓ We live locally and understand your marketplace, we can give you the best advice to get results.
- ✓ Proud to be locally owned and operated.
- ✓ Read online 24/7.



Town and district delivery

Kaiapoi	Waikari
Eyreton	Omihi
Eyrewell	Hawarden
Flaxton	Hurunui
Rangiora	Scargill
Cust	Greta Valley
Oxford	Culverden
Ashley	Domett
Sefton	Cheviot
Summerhill	Parnassus
Loburn	Hanmer Springs
Lees Valley	Waiau
Balcairn	Oaro
Amberley	Kaikoura
Glasnevin	Kekerengu River
Waipara	Etc...

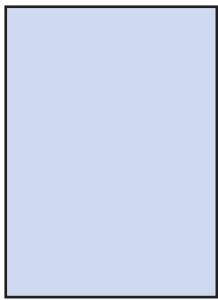
Read us online at

www.starnews.co.nz

All our latest stories can be read online, no matter where you are, our local community news is always accessible 24/7 anywhere in the world!

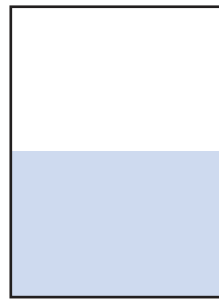


Effective print advertising



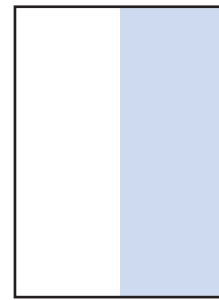
FULL PAGE

37.5x8
(375x265mm)
\$1,195*



HALF PAGE

18x8
(180x265mm)
\$750*



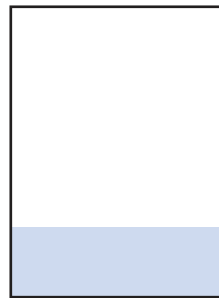
HALF PAGE VERTICAL

37.5x4
(375x131mm)
\$750*



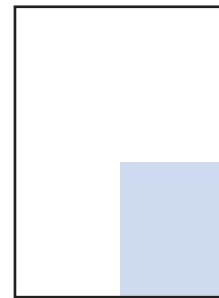
FRONT PAGE SOLUS

8x8
(80x265mm)
\$750*



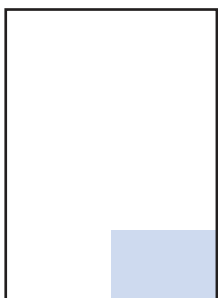
1/4 PAGE HORIZONTAL

9x8
(90x265mm)
\$450*



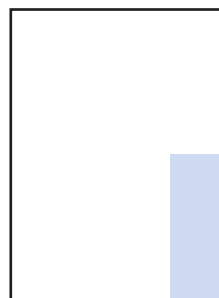
1/4 PAGE VERTICAL

18x4
(180x131mm)
\$450*



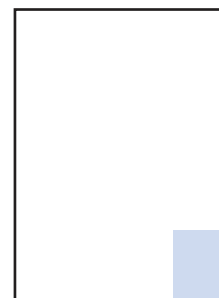
1/8 PAGE HORIZONTAL

9x4
(90x131mm)
\$270*



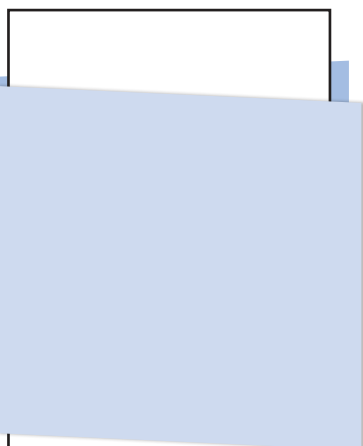
1/8 PAGE VERTICAL

18x2
(180x64mm)
\$270*



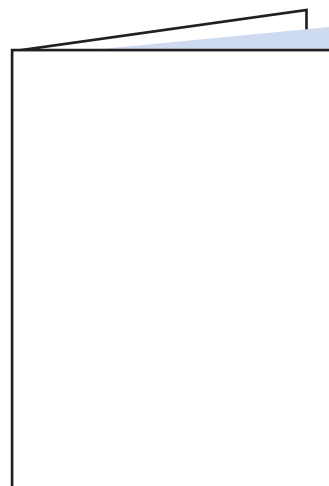
1/16 PAGE

9x2
(90x64mm)
\$135*



4 PAGE MAILER WRAP

Printed on enhanced 60gsm white, 4 pages 3/4 size, delivered around the outside of the paper.
(280 x 265mm each page)
\$5,500*



INSERTS

Competitive rates apply.
Enquiries welcome
Phone: 03 314 8335
info@ncnews.co.nz

*All rates exclude GST

Advertising rates including full colour

	CASUAL	CONTRACT <small>(min 26 inserts)</small>
1/16 Page 90x64mm	\$135	\$117
1/8 Page 180x64mm or 90x131mm	\$270	\$234
1/4 Page 90x265mm or 180x131mm	\$450	\$400
1/2 Page 180x265mm or 375x131mm	\$750	\$650
Full Page 375x265mm	\$1,195	\$995
Front Solus 80x265mm	\$750	\$715
Front Post it 70x64mm	\$325	\$295
Guaranteed page or position	+25%	+25%

*All rates exclude GST

COMPLETE MATERIAL

Complete material to be supplied using the Allied Press upload service:
www.selfservice.alliedpress.co.nz

If you need help at any stage please call the number on the website. Ensure adverts are the correct dimensions with fonts embedded and outlined. Files to contain no crop marks or bleed.

File formats accepted:

All digital advertising material supplied must be in either of two industry standard formats

- EPS (encapsulated postscript)
- PDF (portable document format)

We strongly recommend using Adobe Acrobat Distiller software to create PDF files.

NON SUPPLIED ADVERTS

Please supply any logos required in your advert in high resolution jpg or pdf formats. Photos are to be high resolution jpg.

Amberley Office:

119 Carters Road, Amberley

☎ 03 314 8335

✉ info@ncnews.co.nz

✉ sales@ncnews.co.nz

Rangiora Office:

1st Floor, 77 - 83 High St

☎ 03 313 2840

✉ info@ncnews.co.nz

✉ sales@ncnews.co.nz

Christchurch Office:

Level 1, 359 Lincoln Road,
Addington, Christchurch

☎ 03 364 7460 ☎ 021 372 479

✉ steve@starmeda.kiwi

DISPLAY ADVERTISING

(For all other ad size calculations)

Casual: \$7.50* per col cm

Contract: \$6.50* per col cm

1/2 Page Advertorial: \$650

Commission bearing: 20%

Casual: \$9.37* per col cm

Contract: \$8.12* per col cm

CLASSIFIED ADVERTISING

Casual: \$7.50* per col cm

Contract: \$6.50* per col cm

Commission bearing: 20%

Casual \$9.37* per col cm

Contract \$8.12* per col cm

Line ads: \$1* per line
(minimum 6 lines)

Trades & services: \$5.50* per col cm
(minimum 10 weekly inserts for trades & services)

Not for profit rates available

COLUMN WIDTHS

1 column: 3.1 cm[#]

2 columns: 6.4 cm

3 columns: 9.8 cm[#]

4 columns: 13.1 cm

5 columns: 16.5 cm[#]

6 columns: 19.8 cm

7 columns: 23.2 cm[#]

8 columns: 26.5 cm

*Odd columns for classified advertising only

DEADLINE

Display:

Booking: 12pm Friday prior

Copy: 12pm Friday prior

Classified:

Booking: 10.00am Tuesday prior

Copy: 10.00am Tuesday prior

Complete Material:

File by: 4.30pm Tuesday prior

*All rates exclude GST