

# selwyntimes

Rate card 2023

The biggest  
circulating  
newspaper  
in Selwyn!



**46,000 readers!.. in homes,  
farms, RD's and lifestyle  
blocks in the Selwyn district  
every Wednesday!**

Read us in  
print, online  
or mobile  
24/7

Star ✱ Media

Newspapers | Magazines | Events | Digital

[www.starmedia.kiwi](http://www.starmedia.kiwi)

**Trusted.**

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

**High readership with  
informative and relevant local  
news to our readers every week!**

- Delivered Wednesday, less clutter in market and lasts all week!
- We are the trusted local news source, we've been around since 1996.
- We get your message into the home

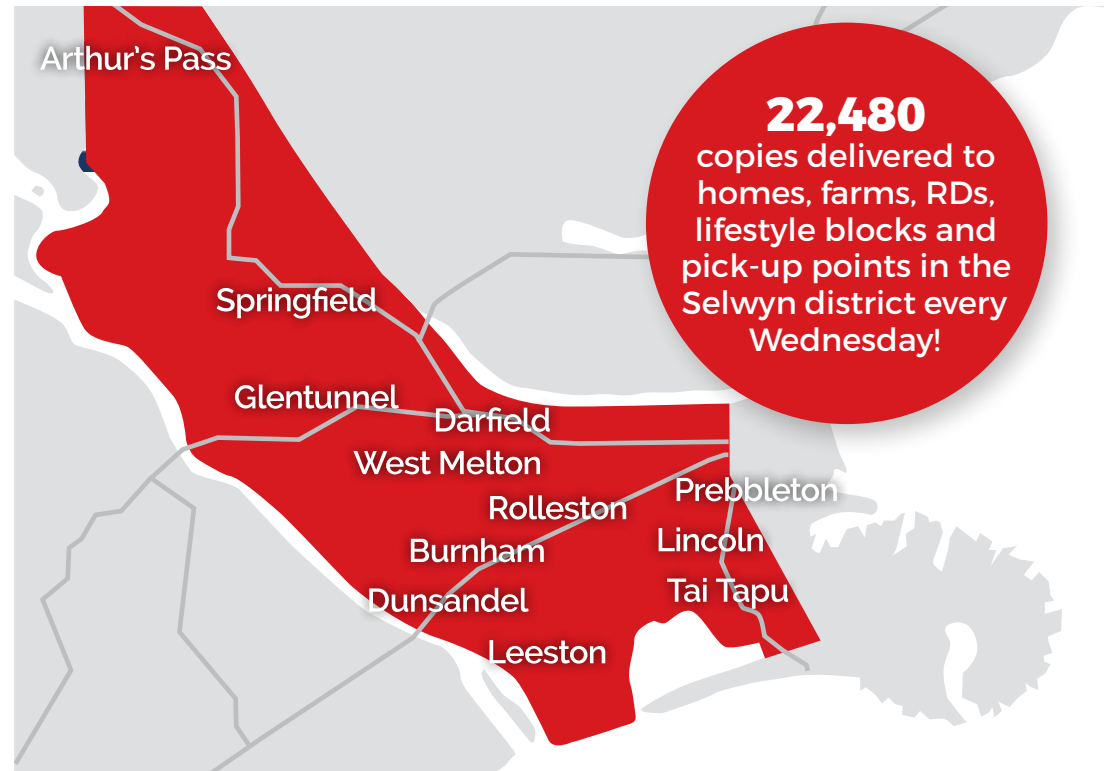
"importantly where buying decisions are made".

- Our readers are local, which means that they are most likely to buy from you.
- 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.



**Read us online at  
starnews.co.nz**

(Click Digital Editions).  
All our latest stories can  
be read online, so no  
matter where you are, our  
community news is always  
accessible 24/7 anywhere in  
the world!



Homes in: Ladbrooks, Tai Tapu, Leeston, Lincoln, Southbridge, Prebbleton, Rolleston, Burnham, West Melton, Darfield, Arthur's Pass.

**Trusted.**

Newspapers | Magazines | Events | Digital

[www.starmedia.kiwi](http://www.starmedia.kiwi)

**Star \* Media**



**46,000 People**  
read a edition of  
the Selwyn Times  
in the average week.

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

### What we offer

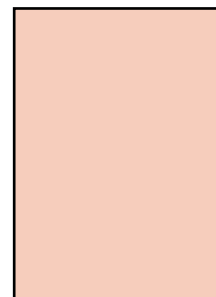
As an advertiser with Star Media, we work alongside you to create tailored solutions that best connect you with your desired markets to maximise your investment.

We look forward to working with you and our promise is simple – we're not happy until you're happy. So let's get together and discuss how we can help you.

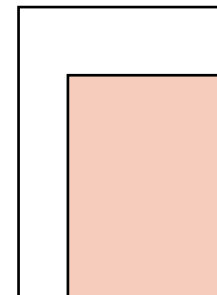
### MULTI-PAPER BUYS

Multi-paper buy discounts are available for our community papers: Pegasus Post, Southern View, Western News, Nor'West News, Bay Harbour News, Ashburton Courier and North Canterbury News.

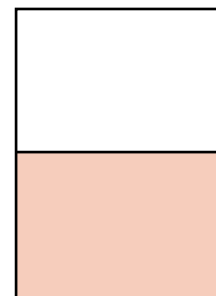
Buy 2 papers **20% discount**  
Buy 3 papers **30% discount**  
Buy 4 papers **40% discount**  
Buy 5 papers **50% discount**



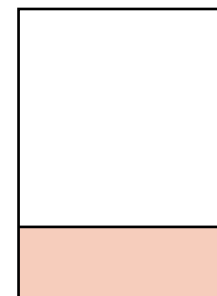
**FULL PAGE**  
37x8  
(370H x 263mmW)  
\$1,195



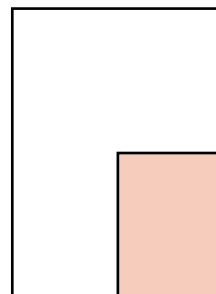
**JUNIOR PAGE**  
28x6  
(280H x 196.5mmW)  
\$760



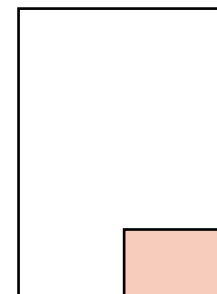
**1/2 PAGE  
HORIZONTAL**  
18x8  
(180H x 263mmW)  
**VERTICAL**  
37x4  
(370H x 130mmW)  
\$650



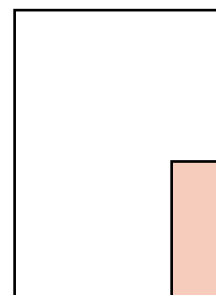
**1/4 PAGE  
HORIZONTAL**  
9x8  
(90 Hx 263mmW)  
\$450



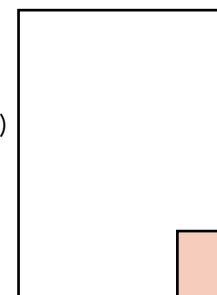
**1/4 PAGE  
VERTICAL**  
18x4  
(180H x 130Wmm)  
\$450



**1/8 PAGE  
HORIZONTAL**  
9x4  
(90H x 130mmW)  
\$270



**1/8 PAGE  
VERTICAL**  
18x2  
(180H x 63.5mmW)  
\$270



**1/16 PAGE**  
9x2  
(90H x 63.5mmW)  
\$135

All rates exclude GST. Source Nielsen CMI Q2 2022 - Q1 2023

# Trusted.

Newspapers | Magazines | Events | Digital

[www.starmedia.kiwi](http://www.starmedia.kiwi)

**Star \* Media**





# Trusted.

## Advertising rates including full colour

	CASUAL	CONTRACT (Minimum 12 inserts)
<b>1/16 Page</b> 90Hx63.5mmW	\$135	\$115
<b>1/8 Page</b> 180Hx63.5mmW or 90Hx130mmW	\$270	\$230
<b>1/4 Page</b> 90Hx263mmW or 180Hx130mmW	\$450	\$380
<b>1/2 Page</b> 180Hx263mm W or 370Hx130mmW	\$650	\$550
<b>Junior Page</b> 280Hx196.5mmW	\$760	\$630
<b>Full Page</b> 370Hx263mmW	\$1,195	\$850
<b>Front Solus</b> 90Hx263mmW	\$1,190	\$950
<b>Front Post it</b> 75Hx53mmW	\$340	\$270
<b>Guaranteed page or position</b>	+20%	+20%
<b>Sponsorship/ Contra</b>	\$10.41 col/cm	
<b>False Cover</b>		
2 pages	\$2,995	380H x 266mmW
4 pages	\$3,995	Includes 60mm masthead
<b>4 Page Premium White Wrap</b>	\$3,995	280H x 266mmW each page
<b>Inserts</b>	Competitive rates apply.	

**Display Advertising**  
(For all other ad size calculations)  
Casual: \$7.50 per col/cm  
Contract: \$6.50 per col/cm

**Classified Advertising**  
Casual: \$7.50 per col/cm  
Contract: \$6.50 per col/cm

**Classified Advertising**  
Line ads: \$3.28 per line  
(minimum 6 lines)  
Trades & services: \$7.78 per  
col/cm (minimum 10 weekly  
inserts for trades & services)  
\*All rates exclude GST

## Deadlines and information

**Display**  
Booking: 1.00pm Thursday prior  
Copy: 1.00pm Thursday Prior

**Classified:**  
Booking: noon Thursday prior  
Copy: noon Thursday prior

**Complete Material:**  
File by: 10.00am Monday prior

## Column Widths

1 column:	30mm*
2 columns:	63.5mm
3 columns:	97mm*
4 columns:	130mm
5 columns:	163mm*
6 columns:	196.5mm
8 columns:	263mm

\*Odd columns for classified advertising only

## Complete Material

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.

Level 1, 359 Lincoln Road  
Addington, Christchurch 8013  
(03) 379 7100

**Star Media**