

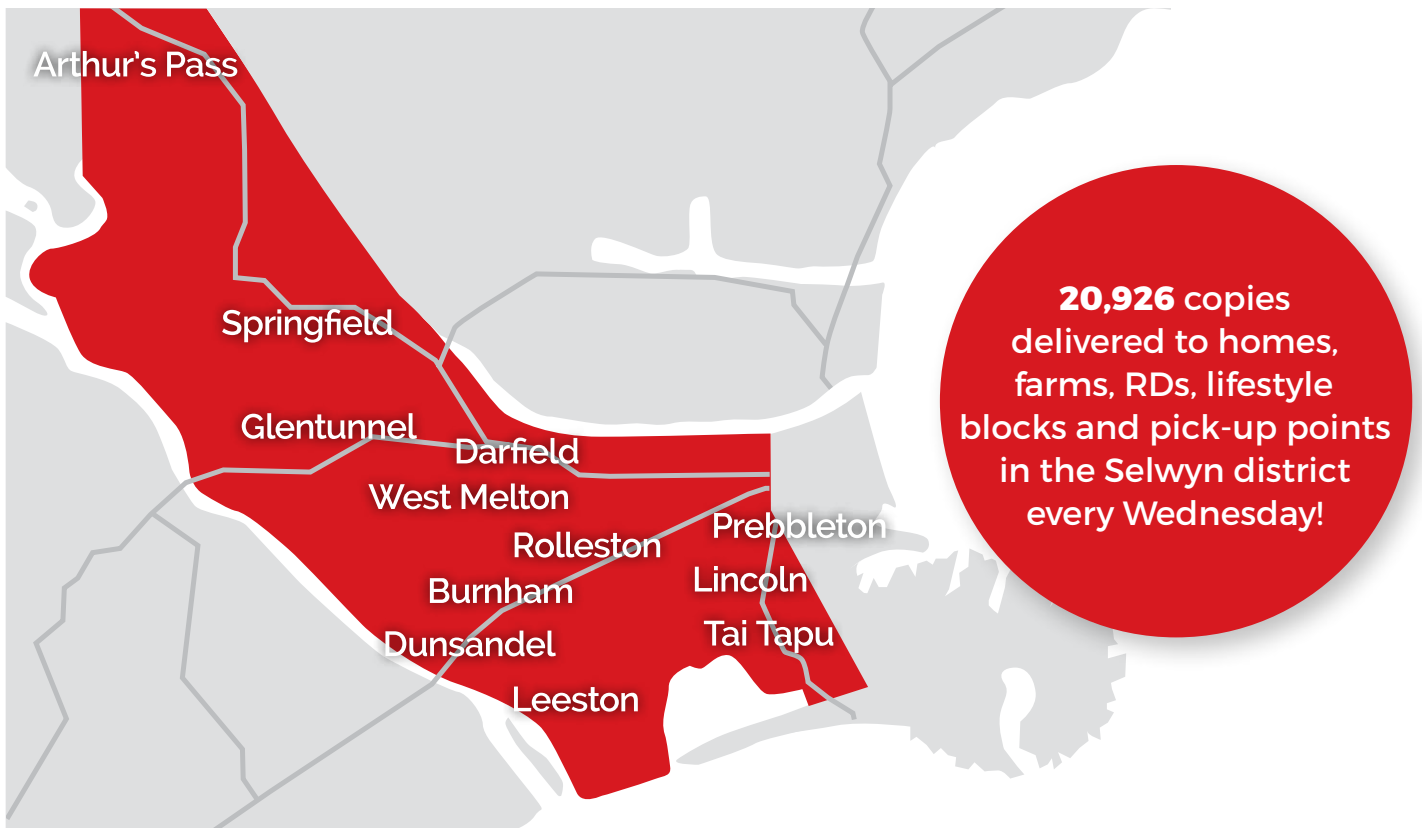
# selwyntimes

**Rate Card 2021**



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

**20,926 copies** delivered into homes, farms, RD's and lifestyle blocks in the Selwyn district **every Wednesday!**



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

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

- ✓ High readership guaranteed with informative and relevant local news to our readers every week!
- ✓ Delivered Wednesday, 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 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.
- ✓ Proud to be locally owned and operated.
- ✓ Read online 24/7.

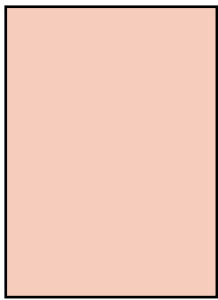
**Star \* Media**

Read us online at  
**[starmedia.kiwi/digital-editions/](http://starmedia.kiwi/digital-editions/)**

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!

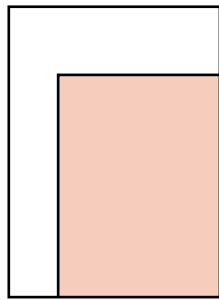


## Effective print advertising



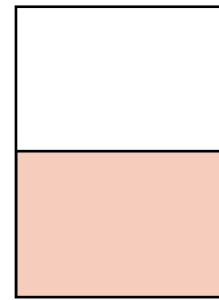
### FULL PAGE

37x8  
(370x263mm)  
**\$1,195\***



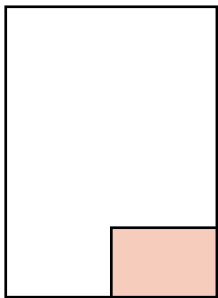
### JUNIOR PAGE

28x6  
(280x196.5mm)  
**\$760\***



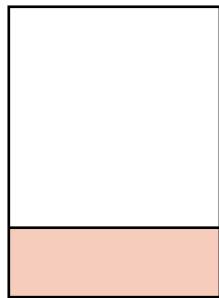
### 1/2 PAGE HORIZONTAL

18x8 (180x263mm)  
**VERTICAL**  
37x4 (370x130mm)  
**\$650\***



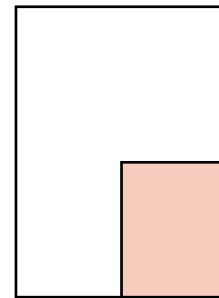
### FRONT PAGE SOLUS

9x8  
(90x263mm)  
**\$1,190\***



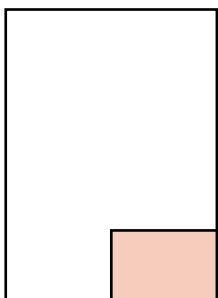
### 1/4 PAGE HORIZONTAL

9x8  
(90x263mm)  
**\$450\***



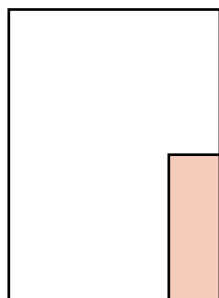
### 1/4 PAGE VERTICAL

18x4  
(180x130mm)  
**\$450\***



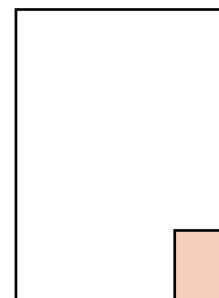
### 1/8 PAGE HORIZONTAL

9x4  
(90x130mm)  
**\$270\***



### 1/8 PAGE VERTICAL

18x2  
(180x64mm)  
**\$270\***



### 1/16 PAGE

9x2  
(90x64mm)  
**\$135\***

### 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.

The below discounts apply for buying two or more papers.

Buy 2 papers **20% discount**

Buy 3 papers **30% discount**

Buy 4 papers **40% discount**

Buy 5 papers **50% discount**

**Star \* Media**

\*All rates exclude GST

# Advertising rates including full colour

|  | <b>CASUAL</b>            | <b>CONTRACT</b><br><small>(min 12 inserts)</small> |
|--|--------------------------|--|
| <b>1/16 Page</b><br>90x63.5mm                | \$135                    | \$115  |
| <b>1/8 Page</b><br>180x63.5mm<br>or 90x130mm | \$270                    | \$230  |
| <b>1/4 Page</b><br>90x263mm<br>or 180x130mm  | \$450                    | \$380  |
| <b>1/2 Page</b><br>180x263mm<br>or 370x130mm | \$650                    | \$550  |
| <b>Junior Page</b><br>280x196.5mm            | \$760                    | \$630  |
| <b>Full Page</b><br>370x263mm                | \$1,195                  | \$850  |
| <b>Front Solus</b><br>90x263mm               | \$1,190                  | \$950  |
| <b>Front Post it</b><br>75x53mm              | \$340                    | \$270  |
| <b>Guaranteed</b><br>page or position        | +20%                     | +20%   |
| <b>Sponsorship/<br/>Contra</b>               | \$10.41 col/cm           |  |
| <b>False Cover</b><br>4 pages                | \$2500                   | 380 x 266mm<br>Includes 60mm<br>masthead           |
| <b>4 Page<br/>White Wrap</b>                 | \$3500                   | 280 x 266mm<br>each page                           |
| <b>Inserts</b>                               | Competitive rates apply. |  |

\*All rates exclude GST

## 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.

### Lynette Evans

*Advertising Consultant*

☎ 021 222 7831

☎ (03) 364 7434

✉ lynette.evans@starmedia.kiwi

## DISPLAY ADVERTISING

(For all other ad size calculations)

**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

## 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:** \$3.28\* per line  
(minimum 6 lines)

**Trades & services:** \$7.78\* per col/cm  
(minimum 10 weekly inserts for trades & services)

## Not for profit rates available

## COLUMN WIDTHS

**1 column:** 30mm<sup>#</sup>

**2 columns:** 63.5mm

**3 columns:** 97mm<sup>#</sup>

**4 columns:** 130mm

**5 columns:** 163mm<sup>#</sup>

**6 columns:** 196.5mm

**8 columns:** 263mm

\*Odd columns for classified advertising only

## DEADLINE

### Display:

Booking: 1pm Thursday prior

Copy: 1pm Thursday prior

### Classified:

Booking: noon Thursday prior

Copy: noon Thursday prior

### Complete Material:

File by: 10.00am Monday prior

\*All rates exclude GST

# Star Media

**Star Media**

**Level 1, 359 Lincoln Road,**

**Addington, Christchurch 8013**

☎ **(03) 379 7100**