

Star \* Media

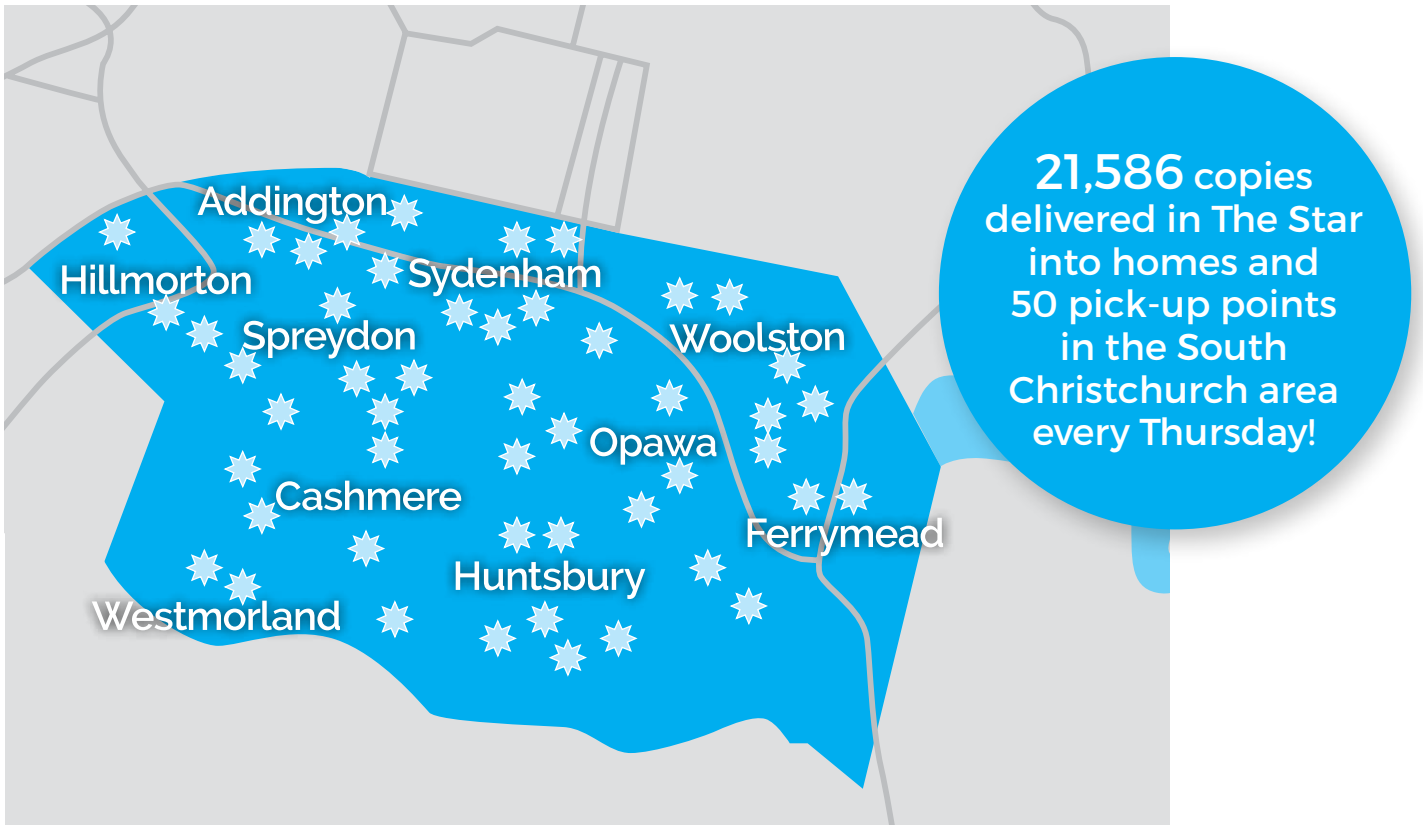
# southernview

Rate Card 2021



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

**21,586 copies** delivered in The Star, into homes and 50 pick up points in the South Christchurch area **every Thursday.**



Delivered to homes in: Spreydon, Hoon Hay, Hillmorton, Cracroft, Cashmere, St Martins, Somerfield, Sydenham, Addington, Waltham, Opawa, Beckenham, Huntsbury, Woolston.

\* Pick up points

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

- ✓ High readership guaranteed with informative and relevant local news to our 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 1954.
- ✓ 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.

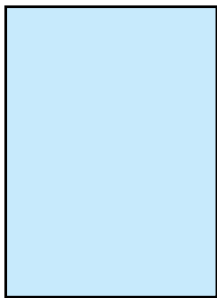
**Star \* Media**

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!

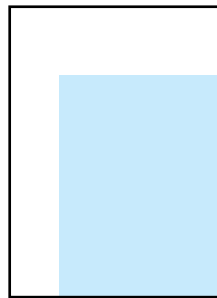


## Effective print advertising



### FULL PAGE

37x8  
(370x263mm)  
**\$799\***



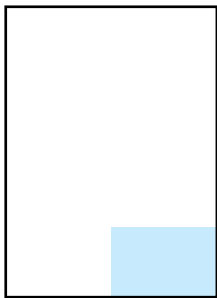
### JUNIOR PAGE

28x6  
(280x196.5mm)  
**\$700\***



### 1/2 PAGE HORIZONTAL

18x8 (180x263mm)  
**VERTICAL**  
37x4 (370x130mm)  
**\$599\***



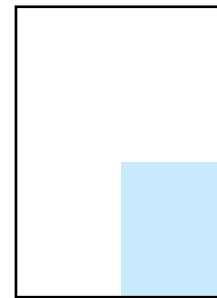
### FRONT PAGE SOLUS

9x4  
(90x130mm)  
**\$295\***



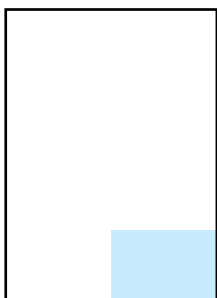
### 1/4 PAGE HORIZONTAL

9x8  
(90x263mm)  
**\$395\***



### 1/4 PAGE VERTICAL

18x4  
(180x130mm)  
**\$395\***



### 1/8 PAGE HORIZONTAL

9x4  
(90x130mm)  
**\$198\***



### 1/8 PAGE VERTICAL

18x2  
(180x64mm)  
**\$198\***



### 1/16 PAGE

9x2  
(90x64mm)  
**\$99\***

### MULTI-PAPER BUYS

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

	CASUAL	CONTRACT <small>(min 12 inserts)</small>
<b>1/16 Page</b> 90x63.5mm	\$99	\$85
<b>1/8 Page</b> 180x63.5mm or 90x130mm	\$198	\$165
<b>1/4 Page</b> 90x263mm or 180x130mm	\$395	\$330
<b>1/2 Page</b> 180x263mm or 370x130mm	\$599	\$500
<b>Junior Page</b> 280x196.5mm	\$700	\$580
<b>Full Page</b> 370x263mm	\$799	\$670
<b>Front Solus</b> 90x130mm	\$295	\$250
<b>Front Post it</b> 75x53mm	\$275	\$220
<b>Guaranteed</b> page or position	+20%	+20%
<b>Sponsorship/ Contra</b>	\$10.41 col/cm	
<b>False Cover</b> 4 pages	\$1995	380 x 266mm Includes 60mm masthead
<b>4 Page White Wrap</b>	\$1995*	330 x 266mm 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.

### Mark Sinclair

Advertising Consultant

☎ 021 913 566

☎ (03) 364 7461

✉ mark.sinclair@starmedial.kiwi

## DISPLAY ADVERTISING

(For all other ad size calculations)

**Casual:** \$5.50\* per col/cm

**Contract:** \$4.72\* per col/cm

### Commission bearing: 20%

Casual: \$6.88\* per col/cm

Contract: \$5.97\* per col/cm

## CLASSIFIED ADVERTISING

**Casual:** \$5.50\* per col/cm

**Contract:** \$4.72\* per col/cm

### Commission bearing: 20%

Casual \$6.88\* per col/cm

Contract \$5.97\* per col/cm

**Line ads:** \$2.99\* 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:** 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

## DEADLINE

### Display:

Booking: 3pm Thursday prior

Copy: 3pm Thursday prior

### Classified:

Booking: noon Friday prior

Copy: noon Friday prior

### Complete Material:

File by: 10am Tuesday prior

\*All rates exclude GST

# Star Media

**Star Media**

**Level 1, 359 Lincoln Road,**

**Addington, Christchurch 8013**

☎ **(03) 379 7100**