

Rate card 2022

The Ashburton Courier

BUSINESS OWNERS

Build customers,
sales and profits, with us . . .

The best
read and largest
circulating
newspaper in
Mid Canterbury



Read us in print, online or mobile 24/7

The Ashburton Courier is the best read newspaper in the Mid Canterbury district and is delivered into over 15,950 homes, farms, rural delivery and lifestyle blocks every week.



THE NUMBER ONE CHOICE TO REACH MID CANTERBURY READERS

The Ashburton Courier is the best read newspaper in the Mid Canterbury district and is delivered into over 15,950 homes, farms, rural delivery and lifestyle blocks every week.

We pride ourselves on connecting our people in Mid Canterbury, with the best local news, views and issues.

We get fantastic feedback from our readers and advertisers from this.

What can the Ashburton Courier offer you?

- Reach into over 15,950 Mid Canterbury homes where buying decisions are made
- Largest reach than any other Mid Canterbury newspaper
- Modern design and engaging layout
- Engaging content, with new reading environments

About the Ashburton Courier

- The Ashburton Courier is a thriving, free community newspaper.
- Editorially led with community stories and campaigns, the paper is for locals.
- Our reader loyalty and strong, local identity gives advertisers in the Ashburton Courier an advantage, as they can share in this emotional connection and engagement with our readers.



Circulation for maximum reach

- More than over 15,950 copies of the Ashburton Courier are delivered into Mid Canterbury every Thursday/Friday giving your business the saturation, and most importantly the results, you need.
- Copies are home delivered.

www.ashburtoncourier.co.nz News Website

Community news is available online at www.ashburtoncourier.co.nz

All our latest stories can be read online, so no matter where you are, our community news is always accessible.

Contact

To obtain the right advertising solution in The Ashburton Courier, please contact our Sales Manager or one of our team today. Phone 03 308 7664

Alternatively email jann.thompson@ashburtoncourier.co.nz

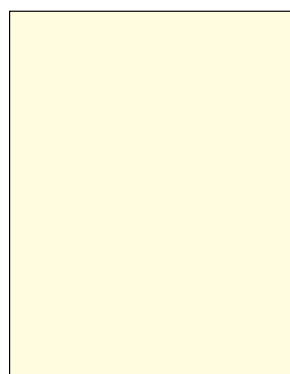
The Ashburton Courier
199 Burnett Street, Ashburton 7700

* Prices exclude GST

**The Ashburton
Courier**

www.ashburtoncourier.co.nz

Effective print advertising



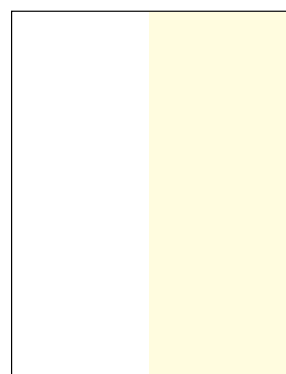
FULL PAGE

38x7
(380mmx265mm)
\$1813
Contract
\$895



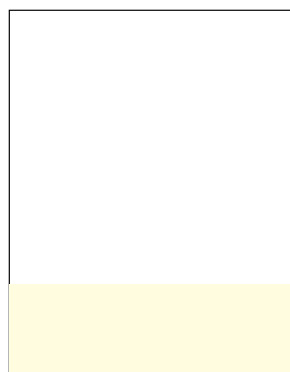
HALF PAGE

19x7
(190mmx265mm)
\$931
Contract
\$595



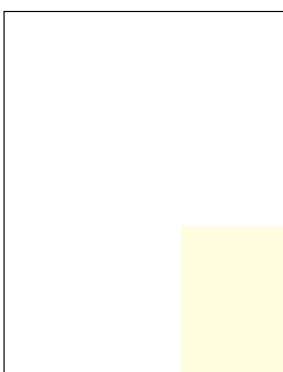
HALF PAGE VERTICAL

38x4
(380mmx148mm)
\$1036
Contract
\$625



1/4 PAGE HORIZONTAL

10x7
(100mmx265mm)
\$490
Contract
\$420



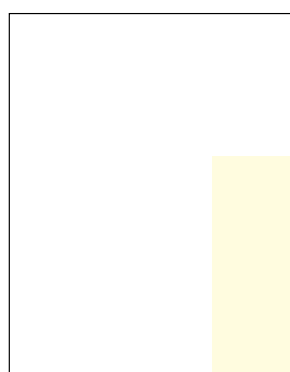
1/4 PAGE VERTICAL

19x3
(190mmx110mm)
\$399
Contract
\$342



1/8 PAGE HORIZONTAL

10x4
(100mmx148mm)
\$280
Contract
\$240



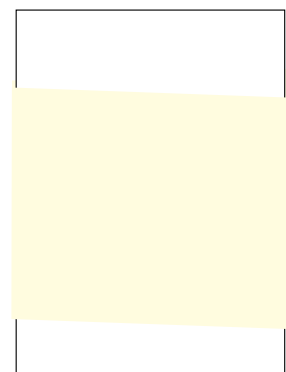
1/8 PAGE VERTICAL

20x2
(200mmx72mm)
\$280
Contract
\$240



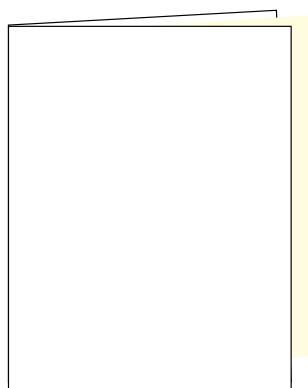
1/16 PAGE

10x2
(100mmx72mm)
\$140
Contract
\$120



4 PAGE MAILER PREMIUM WRAP

Printed on enhanced 60gsm white sapphire, 4 pages ¾ size. (280mm x 265mm each page)
\$3,000



INSERTS

\$70 per 1000
Enquiries welcome to:
jann.thompson@ashburtoncourier.co.nz
(03) 308 7664

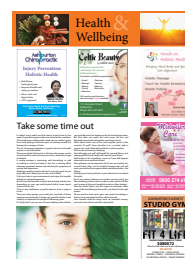
TRADES & SERVICES GUIDE



50mmx40mm **\$20**
50mmx84mm **\$40**
50mmx127mm **\$60**
100mmx84mm **\$80**

*Available on contract only

HEALTH & WELLBEING



100mmx84mm **\$95**

*Available on contract only

* Prices exclude GST

The Ashburton
Courier

www.ashburtoncourier.co.nz

Advertising rates including full colour

	CASUAL	CONTRACT (min. 12 insertions)
Full Page 38x7 380mmx265mm	\$1813	\$895
Half Page Vertical 38x4 380mmx148mm	\$1036	\$625
Half Page 19x7 190mmx265mm	\$931	\$595
1/4 Page Horizontal 10x7 100mmx265mm	\$490	\$420
1/4 Page Vertical 19x3 190mmx110mm	\$399	\$342
1/8 Page 20x2 10x4 200mmx72mm 100mmx148mm	\$280	\$240
1/16 Page 10x2 100mmx72mm	\$140	\$120
Guaranteed	+25%	+25%

Complete advertisements print

Complete advertisements

Complete advertisements must be received as print ready and only in the following formats: pdf, .eps, .jpg.

Any changes to a print ready file require a revised version to be supplied to us.

Bitmap images must be 200 dpi or higher

All fonts should be embedded/supplied or converted to curves/paths/outlines.

All colour files must be CMYK (no spot colours)

Please ensure black elements are K: 100% only.

Supplied media

Email: Complete files can be emailed to jann.thompson@ashburtoncourier.co.nz

Please note: Publisher, Open Office, Word etc. are not acceptable computer files. Please check with us if you are in any doubt, we're happy to help.

DISPLAY ADVERTISING

Casual \$7.00

Contract \$6.00 (12 or more insertions)

Commission bearing

\$8.75

CLASSIFIED ADVERTISING

\$6.00 black and white

\$7.00 colour

Commission bearing

\$8.75

Run on Classifieds: \$8 for first 24 words, (\$1.50 for every 4 words thereafter)

Run on Family Notices: Births, In Memoriam, Engagements, Acknowledgements, Anniversaries, Death notices \$18 for first 35 words, \$2.50 for every 5 words thereafter)

COLUMN WIDTHS

1 column: 34mm

2 columns: 72mm

3 columns: 110mm

4 columns: 148mm

5 columns: 186mm

6 columns: 224mm

7 columns: 265mm

WRAP

Bookings for newspaper wraps are limited to one per month so early bookings are essential

Paper: 60gsm white art

Size: Each page 280x265mm

Price: \$3,000

DEADLINES

Display: 10am Tuesday prior

Copy: 10am Tuesday prior

Classified:

Booking: 4:00pm Tuesday prior

Copy: 4:00pm Tuesday prior

Complete Material:

File by 5pm Tuesday prior

PUBLICATION

Every Thursday

CONTACT US: Phone (03) 308 7664, The Ashburton Courier, 199 Burnett Street, Ashburton