

Valley Voice

Rural

Rate Card Franklin Issue

The Valley Voice is a full colour publication printed on white 60gsm stock and delivered monthly to rural homes. It provides the rural community with local features, profiles and cost effective advertising.

Circulation

The circulation is 15,800 copies delivered to lifestyle and rural homes including the following areas: Papakura, Ararimu, Kaiaua, Miranda, Waitakaruru, Mangatarata, Maramarua, Te Kauwhata, Meremere, Mercer, Pukekawa, Onewhero, Tuakau, Port Waikato, Waiau Pa, Pukekohe, Drury, Waiuku, Bombay, Clevedon, Whitford, Maraetai, Thames, Te Puru, Ngatea, Turua, Patumahoe, Clarks Beach, Karaka, Pokeno.



Rates	Contract – 6 Months	Casual	Dimensions Width x Depth
Full page	\$1260.00	\$1360.00	240mm x 330mm
Back page	\$1420.00	\$1560.00	240mm x 330mm
Half page vertical	\$635.00	\$695.00	118mm x 330mm
Half page horizontal	\$635.00	\$695.00	240mm x 164mm
Quarter page vertical	\$385.00	\$425.00	118mm x 164mm
Quarter page horizontal	\$385.00	\$425.00	240mm x 80.5mm
Eighth page vertical	\$245.00	\$275.00	57mm x 164mm
Eighth page horizontal	\$245.00	\$275.00	118mm x 80.5mm
Business Card	\$115.00	\$125.00	77mm x 60mm
Front page Solus	\$600.00	\$650.00	260mm x 35mm
Business Listings (6 months)	\$120.00 = 1 line	\$165.00 = 2 lines	\$210.00 = 3 lines

ALL PRICES PLUS GST

Format

Ads are to be supplied with fonts as outlines or embedded within a PDF. Minimum resolution of the images at the printed size should be 300dpi. A full page ad with a bleed must extend the bleed 5mm over the trimmed size of the publication. All colours and images are to be CMYK process. RGB or spot colour components may not separate as expected. The Photoshop CMYK setup can be supplied upon request, SWOP (Newsprint), 30% dot gain, GCR, medium black generation, 230% maximum ink, 80% maximum black & 70% UCA.

All Ads will be proofed prior to print

Issue	Copy Deadline	Distribution
February 2017	20 January	7 February
March 2017	10 February	27 February
April 2017	17 March	3 April
May 2017	21 April	8 May
June 2017	19 May	5 June
July 2017	16 June	3 July
August 2017	14 July	7 August
September 2017	18 August	4 September
October 2017	15 September	2 October
November 2017	20 October	6 November
December 2017	17 November	4 December
January 2018	13 December	8 January 2018

For more information please call Colleen Watson:

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