

RATES per issue - full colour

SIZE	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
COLOUR				
Double Page Spread	\$6,195	\$5,576	\$5,266	\$4,956
Full Page	\$3,695	\$3,326	\$3,141	\$2,956
1/2 page	\$2,580	\$2,322	\$2,193	\$2,064
1/3 page	\$2,180	\$1,962	\$1,853	\$1,744
1/4 page	\$1,695	\$1,526	\$1,441	\$1,356
1/6 page	\$1,395	\$1,256	\$1,186	\$1,116
1/8 page	\$1,180	\$1,062	\$1,003	\$944
Outside Back Cover	\$3,930	\$3,537	\$3,341	\$3,144
INSERTS	\$3,050	\$2,745	\$2,593	\$2,440
BUSINESS DIRECTORY (min 3 issues)				
B/W				
Small (65 x 33mm)	\$195	\$176	\$166	\$156
Medium (65 x 65mm)	\$345	\$311	\$293	\$276
Large (65 x 106mm)	\$495	\$446	\$421	\$396
Colour				
Small (65 x 33mm)	\$293	\$263	\$249	\$234
Medium (65 x 65mm)	\$518	\$466	\$440	\$414
Large (65 x 106mm)	\$743	\$668	\$631	\$594

B/W or Spot colour rate POA



DPS (WITH BLEED):
486mm (width) x 346mm
TRIM SIZE:
480mm (width) x 340mm



FP AD (WITH BLEED):
246mm (width) x 346mm
TRIM SIZE:
240mm (width) x 340mm



1/3 FRONT PAGE
210mm (width) x 102mm
1/2 PAGE PONY:
151mm (width) x 213mm



1/2 PAGE HORIZONTAL AD:
210 mm (width) x 160mm
1/2 PAGE VERTICAL AD SIZE:
100mm (width) x 302mm



1/3 PAGE HORIZONTAL AD:
210mm (width) x 102mm
1/3 PAGE VERTICAL AD:
65mm (width) x 322mm



1/4 PAGE AD:
100mm (width) x 160mm
1/4 PAGE STRIP AD:
210mm (width) x 75mm



1/6 PAGE HORIZONTAL AD:
100mm (width) x 102mm
1/6 PAGE VERTICAL AD:
65mm (width) x 160mm



1/8 PAGE HORIZONTAL AD:
100mm (width) x 75mm

*** The above rates are commission bearing**

CASUAL PREFERRED POSITIONING: i.e. right hand pages +10% loading. All figures are in NZ dollars and exclude GST

- All rates are PER ISSUE.
- To get contract rate advertising, space must be booked as a series prior to the first insertion.
- Any advertisement production or modification charges are in addition to the above space charges.
- Rates are commission bearing to accredited agencies.

INSERTS - Price is for loose insert placed randomly in magazine, supplied folded so as not to protrude beyond magazine edges, maximum 4 sides A4 equivalent. Larger sizes, stitched or specific placement available POA. Regional and by industry run inserts available please enquire.

CANCELLATIONS: For cancellations of advertisements which form part of a multiple insertion advertising contract, the rate for the non-cancelled advertisements will revert to the appropriate rate that would have been charged based on the actual insertions run. Cancellations to be in writing 2 weeks prior to Ad material deadline or 50% cancellation fee may apply.

AD COPY IMPORTANT INFORMATION:

- All solid blacks used should be made from 100% black and 60% cyan.
- Use only CMYK colours.
- For bleed ads for full page and DPS please have a bleed area of

3mm all round. Files must contain crop marks.

- Preferred format is Adobe Acrobat (PDF format) - please contact us before supplying any other formats.
 - All PDF's must be high resolution. PDF files should be created with crop marks.
 - When creating a PDF file, be sure to embed the entire set of ALL fonts; this option is not the default and must be specified.
 - Preferred delivery method is via the Quickcut ad service
 - Alternative methods – In all cases specify Advertiser name/magazine/issue.
 - FTP server: ads can be uploaded to our FTP server at ftp://vpn.adrenalin.co.nz
 - **Email:** Email to margaret@adrenalin.co.nz with advertiser/magazine/issue in subject line.
 - **Courier CD:** To Adrenalin Publishing Ltd, 14c Vega Place, Mairangi Bay, Auckland, Attn: Motor Equipment News.
 - **Post CD:** To Adrenalin Publishing Ltd, PO Box 65092, Mairangi Bay, North Shore City, 0754, Attn: Motor Equipment News.
 - Ads should be supplied with a high resolution digital colour proof to ensure accurate colour reproduction. No responsibility is taken if ad is not supplied with proofs.
- If you have any technical questions or need further assistance regarding the specifications in this document, please call Margaret on (09) 478-4771 or email margaret@adrenalin.co.nz.