

Rate Card

Annual Package only:

Description	Annual Package	Equivalent per issue
Outside back cover	\$8360 (+GST)	\$2090 (+GST)
Inside front cover	\$7700 (+GST)	\$1925 (+GST)
Inside back cover	\$7240 (+GST)	\$1815 (+GST)
Full page advertisements	\$7040 (+GST)	\$1760 (+GST)
Half page advertisements	\$4400 (+GST)	\$1100 (+GST)
Product and Service Directory Listing/Advertisements (Ad size 92mm (w) x 59mm (h))	\$1650 (+GST)	\$412.50 (+GST)

Deadlines 2017-2018

Winter 2017	Booking – April 10	Advert copy - May 1	Editorial - May 5
Spring 2017	Booking – July 13	Advert copy - August 3	Editorial - August 7
Summer 2017	Booking – Oct 3	Advert copy – Oct 23	Editorial – Oct 27
Autumn 2018	Booking – Jan 16	Advert copy - Feb 8	Editorial - Feb 12

Further information on Advertising Opportunities in *IrrigationNZ News* Quarterly Publication

Full & Half Page Advertisements

- There is limited advertising available in the editorial body of the magazine
- INZ members will get first option on Editorial advertising (*membership is recommended*) and first right of renewal each subsequent year
- Advertising **will only be sold as annual packages.**
- Each package will comprise either a full, half page advert per issue (depending on package purchased)
- **for 2017-18 the annual package will consist of 4 issues**

Terms Annual packages will be invoiced in full to coincide with the release of the first magazine unless alternative terms for invoicing are coordinated with INZ.

Advertorial

Up to 3 pages per issue available

This is a great opportunity to sell your company's products and/or service through an editorial approach. Identified as advertorial your editorial piece can sing the praises of your business and its products in detail!

- Double page spread \$3,520 plus GST
- Single page \$2,200 plus GST
- Must meet the format requirements of publisher*
- Editorial services available on request
- Single page number maximum 600 (less with photo)
- Double page number maximum 1200 (less with photo)

Additional Opportunities

Body of Magazine Promotional Inserts - \$220 plus GST per 1000

Promote your latest product releases, sales *item or company brochure by inserting it in IrrigationNZ News.

**Cost of item to be produced for inserting is the responsibility of the advertiser*

Product and Service Directory Listing/Advertisements

- ***Sold as annual packages only***
- one advertisement each issue, four issues per package (June, September & December 2017 & March 2018).
- Ad size 92mm (w) x 59mm (h), slightly larger than business card size
- ***Annual package \$1650 plus GST (equivalent to \$412.50 plus GST per issue)***

Contact: ccoughlan@irrigationnz.co.nz or phone: 03 341 2225 extn 703 or 0276 71 7705