



RODDER

ADVERTISING RATE SHEET

PREFERRED POSITION - FULL COLOUR

Ad Size	Dimensions (Width x Height)	Rate
BACK COVER	230mm x 280mm*	\$1500
INSIDE FRONT	230mm x 280mm*	\$1350
INSIDE BACK	230mm x 280mm*	\$1350

* Please add 5mm bleed all way round to the final supplied file. Image area size is 10mm inside the trim

DISPLAY ADVERTISING - FULL COLOUR

Ad Size	Dimensions (Width x Height)	Rate
DOUBLE PAGE	460mm x 280mm*	\$1400
FULL PAGE	230mm x 280mm*	\$800
HALF PAGE (H)	210mm x 125mm	\$500
HALF PAGE (V)	101mm x 260mm	\$500
QUARTER PAGE (H)	210mm x 70mm	\$300
QUARTER PAGE (V)	101mm x 125mm	\$300

* Please add 5mm bleed all way round to the final supplied file. Image area size is 10mm inside the trim

PLEASE NOTE: Advertising production costs are included where necessary - All rates are advertising agency commission bearing - GST is not included

FULL PAGE	<p>TRIM SIZE: 230MM X 280MM</p> <p>IMAGE AREA SIZE: 210MM X 260MM</p> <p>BLEED SIZE: 240MM X 290MM</p>	HALF PAGE	<p>HORIZONTAL: 210MM X 125MM</p>	<p>VERTICAL: 101MM X 260MM</p>	QUARTER PAGE	<p>HORIZONTAL: 210MM X 70MM</p>	<p>VERTICAL: 101MM X 125MM</p>

TECHNICAL SPECIFICATIONS

We are Mac based and can accept digital files on DVDs/USB or sent via email/internet. All full page advertisements are to have 5mm bleed added all way around. We can accept files in the following formats: Indesign up to version CC 2017 and Quark Xpress up to version 2016 - please supply all links and fonts used. Illustrator files up to version CC 2017 - Please ensure that all links, logos and fonts are supplied or text is converted to paths if you do not wish to supply fonts. Photoshop files up to version CC 2017 - If you are supplying the working file please ensure that all fonts used are supplied with the job otherwise an .eps, .tiff or .jpeg to correct file size specifications is acceptable. Please make sure that the file has been created at 300 pixels per inch at the required ad size. PDF files - Please make sure the file is high-res, all fonts are embedded and the file is set to the required measurements for the job. Text - can be supplied in a word document, text file, or in the body of an email.

Not Acceptable - Please note that files supplied as Pagemaker, Corel Draw, Publisher, and Freehand are not acceptable. Also pictures downloaded from the internet are not acceptable if they are low resolution or copyright protected! **If you have any queries over material/specifications please contact Kim McKenzie (09) 263 5305 or email production@petrolhead.co.nz**

New Zealand Rodder is published by Advance Publishing Ltd. Cnr Lambie & Cavendish Drives (Above Auto One), Manukau City, Auckland.
PO Box 76503, Manukau City, Auckland. Phone (09) 263 5305, Fax (09) 263 5306, Email: sales@petrolhead.co.nz Website: www.nzrodder.co.nz