



# Creative WOOD New Zealand

Published by the National Association of Woodworkers NZ Inc.

ISSN 1176-5089

## Advertising Placement Rates

Effective January 2009

Artwork Rates are Additional

(all rates are per issue and exclusive of GST)

	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>	<b>Trade Ad</b>
Black and white:	\$640	\$352	\$194	\$106*
Full colour:	\$900	\$495	\$272	\$150*

**Note:** \*Trade advertisements are only sold at this contract price for four issues.

### Black and White Strips (bottom margin)

	<b>8 pages*</b>	<b>16 pages</b>	<b>24 pages</b>	<b>30 pages</b>
Black and white only:	\$124	\$180	\$240	\$300

**Note:** \*8 pages is the minimum.

### Special requirements

Other sizes:	\$20 column / cm – black only
Inside Front Cover:	plus 20%
Inside Back Cover:	plus 15%
Outside Back Cover:	plus 25%
Inserts:	\$500 (plus photocopying costs) Insert must not exceed A4 size and 100grams in weight.
Note:	5% Discount for Business Members. 5% Discount for four-issue contract. There are no discounts for trade advertisements.

### Tasman Image

Suite 1, Level 1  
215 Main Road, Tawa  
PO Box 51014, Wellington 5249

Phone: (04) 232 3128  
Fax: (04) 232 3129  
Email: [pam@tasmanimage.co.nz](mailto:pam@tasmanimage.co.nz)



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**Note:** *Tasman Image can help you with all your artwork requirements*

## Circulation/readership profile

Circulated to about 1000 members of the National Association of Woodworkers New Zealand Inc. The Association's aims are to promote, foster and encourage participation in woodturning and other wood crafts. An indication of the size of the disposable income of the readership is that each year they spend an estimated one million dollars on woodturning, woodworking and associated products.

## Frequency

Published 4 times a year in March, June, September and December.

## Editorial

Creative Wood is committed to publishing news, articles and information which will assist members in their development.

## Advertising deadlines

	#92 March	#93 June	#94 September	#95 December
2009 Advert Booking Deadlines:	17 February	19 May	19 August	17 November
2009 Advert Artwork Booking Deadlines:	23 February	25 May	24 August	23 November

## General conditions

All advertising is subject to the approval of the publisher who reserves the right to decline copy. Payment is due on the 20<sup>th</sup> of the month of publication.

## Cancellation

Cancellations must be given in writing to the publisher no later than five weeks prior to publication date.

## Mechanical details

We prefer material shipped as email attachments. Ideally graphical material should be supplied as full resolution eps, pdf or tif files and emailed as an attachment or couriered on CD disk. All computer programs able to generate these file formats are acceptable for use. Please ensure all fonts used are either embedded (pdf's), supplied as separate files, or converted to paths in the generating application. Save colour files according to the CMYK model, not RGB. Grayscale and colour images should be saved at 300 dpi, line art and graphics saved at 600 dpi.

A hard copy must also be provided.

All material for mock-up advertisements must be received before the deadline and be of suitable quality.

All production costs are extra and are not included in the advertising costs.

## Advertising dimensions (mm)

Full page (incl bleed)	213 wide	x	303 high
Full page (no bleed)	186 wide	x	272 high
Half page vertical	90 wide	x	272 high
Half page horizontal	186 wide	x	133 high
Quarter page vertical	90 wide	x	133 high
Quarter page horizontal	186 wide	x	64 high
Trade Ad vertical	55 wide	x	90 high
Trade Ad horizontal	90 wide	x	55 high

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## New Zealand

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Client: ..... Client Order Number: .....  
 Agency: ..... Date: .....  
 Address for Accounts: .....  
 Client Phone: ..... Client Fax: ..... Contact: .....  
 Agency Phone: ..... Agency Fax: ..... Contact: .....

Month	Size	Shape	Colour	Special Pos.	Caption	Rate
March						
June						
September						
December						

Special conditions or instructions: .....  
 .....  
 .....

Sub total	
GST	
<b>Total</b> (excl. production costs)	

Advertising material to be:

set as new       supplied as finished artwork       sourced from previous issue.  
 Number of previous issue: .....

Material to be sent by:

we the client       an agency       some other

As advertiser I accept the following conditions:

- Accounts are payable on the 20th of the month of publication. Any special conditions must be clearly endorsed on this order. I/We agree that this is NOT subject to countermand and hereby acknowledge receipt of this order. Failing receipt of copy in time for publication, the publisher reserves the right to insert previous material or insert the advertiser's name and contact details. Overdue accounts may incur interest and/or collection costs.
- Proofs will be supplied only for copy requiring typesetting and only for material received on or before the deadline. Refer to the rate card for material requirements.
- All production costs for material requiring typesetting or correction will be charged out as extra to the advertising space.



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Signed: ..... Date: .....