



Creative WOOD New Zealand

Published by the National Association of Woodworkers NZ Inc.

ISSN 1176-5089

Advertising Placement Rates

Effective January 2012

Artwork Rates are Additional

(all rates are per issue and exclusive of GST)

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

Note: *Price per issue for a minimum booking of four issues.

Advert Strips (bottom margin)

	8 pages*	16 pages	24 pages	30 pages
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%
Preprinted Inserts:	\$500 per mail-out

Please enquire for a quote for design and/or printing of inserts

Advertising Management

Pam Chin
Tasman Image/Adprint Ltd
60 Cambridge Terrace
Te Aro, Wellington 6011
Phone: 04 384 2844
Fax: 04 384 3265
Email: pam@adprint.co.nz



TASMAN IMAGE



Adprint Ltd
Commercial Printers

Tasman Image can help you with your artwork.

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

	#104 March	#105 June	#106 September	#107 December
2012 Advert Booking Deadlines:	7 February	8 May	7 August	6 November
2012 Advert Artwork Booking Deadlines:	14 February	15 May	14 August	13 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 20th 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

Graphical material should be supplied as full resolution pdf or jpeg files and emailed as an attachment or posted on a CD. 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 original application. Grayscale and colour images should be saved at 300 dpi, line art and graphics saved at 600 dpi.

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

Advertisement design costs are extra to advertising placement costs.

Advertising dimensions (mm)

Full page (incl bleed)	213 wide	x	303 high
Full page (no bleed)	185 wide	x	270 high
Half page vertical	91 wide	x	270 high
Half page horizontal	185 wide	x	133 high
Quarter page vertical	91 wide	x	133 high
Quarter page horizontal	133 wide	x	91 high
Quarter page strip	185 wide	x	65 high
Trade Ad vertical	67 wide	x	88 high
Trade Ad horizontal	91 wide	x	65 high

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



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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	
Total (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: