

Whangarei **Leader**

138 Bank St, Whangarei
P.O. Box 433, Whangarei
Ph: (09) 438-8636
Fax: (09) 438-9770

Delivered FREE each Tuesday.
Circulation: ABC audit 30,047 copies*

The Whangarei Leader is delivered throughout the Whangarei District from Waipu to Hikerenui including coastal and rural areas.

Urban areas include: Whau Valley, Tikipunga, Woodhill, Parahaki, Kamo, Kensington, Raumanga, Onerahi, Otangarei, Otaika, Morningside, Maunu, Regent, Horahora, Hikurangi, Ruakaka and Waipu.

Rural areas include: Whangarei RD1, RD2, RD3, RD4, RD5, RD6, RD8, RD9.

Dargaville **News** & DISTRICTS

116 Victoria St, Dargaville
P.O. Box 313, Dargaville
Ph: (09) 439-0607
Fax: (09) 439-6611

Delivered FREE each Wednesday.
Circulation: ABC audit 8,065 copies*

The Dargaville & Districts News is delivered throughout the Kaipara District including Dargaville, Ruawai, Te Kopuru, Paparoa, Maungaturoto to Mangawhai. The paper goes south as far as Kaiwaka and to Tangiteroria in the North.

Northern **News**

60 Broadway, Kaikohe
P.O. Box 1, Kaikohe
Ph: (09) 405-2040
Fax: (09) 401-2129

Delivered FREE each Wednesday.
Circulation: ABC audit 12,197 copies*

The Northern News is delivered to Kaikohe, Okaihau, Ohaeawai, Moerewa, South and North Hokianga and Kaitaia – including all surrounding rural areas.

The **Bay Chronicle**

93 Kerikeri Rd, Kerikeri
P.O. Box 392, Kerikeri
Ph: (09) 407-0050
Fax: (09) 407-0369

Delivered FREE each Thursday.
Circulation: ABC audit 10,745 copies*

The Bay Chronicle is delivered to Doubtless Bay, Mangonui, Kerikeri, Waipapa, Paihia, Russell and Kawakawa – including surrounding rural areas. This includes all Post Office Boxes.

DEADLINES:

	DAYS PUBLISHED	BOOKING DEADLINE*	ELECTRONIC MATERIAL DEADLINE*
Whangarei Leader	Tuesday.....	2pm Wednesday prior	9am Monday prior
Dargaville News <small>& DISTRICTS</small>	Wednesday.....	8.30am Thursday prior.....	12noon Monday prior
Northern News	Wednesday.....	3pm Wednesday prior	1pm Monday prior
The Bay Chronicle	Thursday.....	8.30am Friday prior	12noon Tuesday prior

*Deadlines subject to change due to public holidays.

AGENCY ADVERTISING RATES:

MULTI-PAPER BOOKINGS

Multi-paper bookings apply to the four northern papers listed above, for insertions of the same material in the same week. Where a multi-paper booking is placed, the following rates apply to the second and third papers booked. The first paper is charged at the normal single paper rate.

RATES FOR ADDITIONAL PAPERS	
Whangarei Leader	\$6.43
Dargaville News <small>& DISTRICTS</small>	\$4.90
Northern News	\$6.00*
The Bay Chronicle	\$4.80*

* Northern News rate includes the Bay Chronicle. Material must be identical.
Bay Chronicle rate does not include Northern News.

SINGLE PAPER BOOKINGS

	52 WEEK VOLUME CONTRACT					
	CASUAL	REGULAR	1,000cm	1,500cm	3,000cm	6,000cm 10,000cm
Whangarei Leader	\$8.22.....	\$7.15.....	\$6.91.....	\$6.77.....	\$6.43.....	\$5.95..... \$5.64
Dargaville News <small>& DISTRICTS</small>	\$6.25.....	\$5.25.....	\$5.13.....	\$5.02.....	\$4.90.....	\$4.73..... \$4.56
Northern News	\$7.75.....	\$6.72.....	\$6.46.....	\$6.35.....	\$6.00.....	\$5.71..... \$5.33
The Bay Chronicle	\$6.34.....	\$5.40.....	\$5.16.....	\$5.04.....	\$4.80.....	\$4.61..... \$3.92

SPOT COLOUR: (warm red & cyan only)

Up to 1/4 page \$93.33 ■ Up to 1/2 page \$137.78 ■ Up to full page \$186.67

PROCESS COLOUR:

Up to 1/4 page \$151.11 ■ Up to 1/2 page \$266.67 ■ Up to full page \$511.11

AGENCY CLASSIFIED ADVERTISING RATES:

SINGLE PAPER CLASSIFIED RATES & DEADLINES

	CLASSIFIED BOLD DISPLAY PER COLIM CM	CLASSIFIED RUN ON PER LINE	DAYS PUBLISHED	PRODUCTION DISPLAY CLASSIFIED DISPLAY LINE & RUN ON DEADLINES
Whangarei Leader	\$9.85	\$2.07	Tuesday.....	11.30am Friday prior
Dargaville News <small>& DISTRICTS</small>	\$6.30	\$2.86	Wednesday.....	10am Friday prior
Northern News	\$8.20	\$4.45	Wednesday.....	1.30pm Friday prior
The Bay Chronicle	\$7.60	\$4.45	Thursday.....	11.30am Monday prior
CLASSIFIED COLOUR ADS (subject to availability) Minimum Size: 20 column cm. Process colour: + 40%. Spot colour: + 20%.				

NOTE: All classified rates have a minimum size and all the discount policies have certain conditions attached.

PLEASE TALK TO OUR CLASSIFIED CONSULTANTS ON (09) 52 52 100 OR EMAIL north.class@snl.co.nz

SUBURBAN NEWSPAPERS PRE-PRESS SPECIFICATIONS

PAGE & COLUMN SIZES:

1 column 35mm	2 column 75mm	3 column 114mm	4 column 153mm	5 column 192mm	6 column 231mm	7 column 270mm	Full page is 380mm by 7 columns Centre spread is 380mm by 560mm
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Wraps have the same specs as centre spreads and must contain the Publication Masthead on the front page. Full page landscape ads should only be booked on back pages. With the exception of full pages all ads must have a border.

SPECIFICATIONS

Postscript compatible (acceptable software):

Adobe Indesign	Freehand	Files should be created using these applications and saved and supplied as PDFs. Appropriate Distiller job options are available on request.
Adobe Illustrator	MultiAd Creator	
Adobe Pagemaker	QuarkXPress	

Not Postscript compatible (unacceptable software):

Microsoft Word	Microsoft Publisher	Note: Adobe Photoshop should be used for image manipulation only.
Microsoft Powerpoint	Adobe Photoshop	

General

PDF Version **1.3+**
 Postscript Level **2+**
 ICC Compliant **No**
 Colour Model ... **CMYK only**

Fonts & Type

Font embedding required **Yes**
 Font subsetting allowed **Yes**
 Minimum pt. size for colour type **12pt**
 Minimum weight for colour type **Bold**
 Maximum plates allowed for colour type **3**
 Minimum point size for reversed coloured type **12pt**
 Minimum weight for reversed colour type **Bold**
 Maximum plates allowed for reversed colour type **3**
 Minimum point size for single colour type (100% C, M, Y or K) **6pt**

DIGITAL DELIVERY

Fairfax Media will accept advertising material via the following delivery methods only:

Adstream Limited

Tech Support 09 913 1479 • www.quickcut.co.nz

Fairfax Adtracker Online

Please contact your Sales Representative or the Production Centre listed below for more information.

SPECIFICATIONS ENQUIRIES

Advertising Production Support Auckland
ph 09 580 1728

Images

Format **EPS, TIFF or JPEG**
 Minimum resolution for colour images **150dpi**
 Minimum resolution for greyscale images ... **150dpi**
 Minimum resolution for black & white (single bit) images **600dpi**
 Maximum ink weight **240%**



Suburban Newspapers Auckland

Covering Auckland from corner to corner, coast to coast...