

# CIRCULATION AREA



## Whangarei Leader

138 Bank Street, Whangarei Ph: (09) 438-8636 – Fax (09) 438-9770

**Email addresses:**

Advertising: whangarei.leader@snl.co.nz Classified: north.class@snl.co.nz

Editorial: whangarei.editor@snl.co.nz

# Whangarei Leader RATES 2011

All prices in this rate card are GST exclusive  
Rates effective from 1 January 2011



Northland

# Whangarei Leader

The **Whangarei Leader** is delivered free every Tuesday throughout the Whangarei District, from Waipu to Hukerenui, including PO boxes, coastal and rural areas.

The **Whangarei Leader's** audited circulation\* is 30,268 copies.

\*ABC audited Average Net Circulation 30. 12. 2009

## Retail Rates (run of paper)

Annual Centimetres:	Casual	Regular	1000cm	1500cm	3000cm	6000cm	10000cm
Rate per col. Cm:	\$7.70	\$6.70	\$6.47	\$6.36	\$6.01	\$5.57	\$5.29

## Process Colour

## Spot Colour

## Inserts per 1000

Up to 1/4 Page \$170  
Up to 1/2 Page \$300  
Up to full page \$575

Warm Red & Cyan blue Only  
Up to 1/4 Page \$105  
Up to 1/2 Page \$155  
Up to full page \$ 210

**Retail**  
Up to 8 pages: \$75.00  
Up to 16 pages: \$90.00  
Over 50gsm – by arrangement  
**Inserts must not be larger than tabloid**

## Premier Positions

Front page \$575.00 6cm x7cols Colour Only  
Pages: 3, 5, 7, 9 & Back page Rate plus 50%  
Pages 2, 4, 6, 8 Rate plus 40%

Requests for **Premier Positions** in the paper will not be guaranteed unless the Premier Position charge is applied.

## Multi-paper Buy Discounted Rates

### Any 2 papers

Whangarei Leader rate plus  
Northern News at \$5.63 or  
Dargaville & Districts News at \$4.60 or  
Bay Chronicle at \$4.50

### All 4 papers – 42% Discount

Total Northland coverage, over 59,000 homes.  
Whangarei Leader, Dargaville News, Northern  
News, Bay Chronicle. **\$15.35** col.cm

PLUS- colour charges for each newspaper, if required

## Classified Rates

Private Party: Line Rate \$1.66 Private \$8.83 Display

**DEADLINES\*: Phone 3.00pm Friday Email 2.00pm Friday Fax 10.00am Friday (0800 022 815)**

ALL RATES EXCLUSIVE OF GST

\*NOTE: Deadlines alter during weeks with National Holidays, please enquire. ALL DISPLAY advertising to be 24 hours prior to email advertising

## Display ROP Deadlines

**SPACE BOOKINGS CLOSE 3.00pm WEDNESDAY THE WEEK PRIOR TO PUBLICATION DATE.  
COPY DEADLINE IS 3.00pm THURSDAY THE WEEK PRIOR TO PUBLICATION DATE**

The **Whangarei Leader** offers a no charge proof service. To qualify for a proof, copy must be received 24 hours prior to the display deadline.

If more than one proof is required a redesign fee will be charged.

## Cancellations:

**10.00 am 4 days prior to publication.**

A cancellation fee of 50% of the dollar value of the space will be charged if the **Whangarei Leader** is not notified in writing of a cancellation by the deadline.

## NOTE:

**Deadlines alter during weeks with National Holidays, please enquire.**

### RETAIL RATES - SINGLE BUY

PUBLICATION	Casual	Regular	1000cm	1500cm	3000cm	6000cm	10000cm
Northern News	\$7.26	\$6.29	\$6.07	\$5.96	\$5.63	\$5.35	\$5.01
The Bay Chronicle	\$5.96	\$5.06	\$4.84	\$4.72	\$4.50	\$4.33	\$4.11
Whangarei Leader	\$7.70	\$6.70	\$6.47	\$6.36	\$6.01	\$5.57	\$5.29
Dargaville & Districts	\$5.84	\$4.92	\$4.82	\$4.70	\$4.60	\$4.43	\$4.27

## Northern Newspapers Pre-Press specifications April 2008

### 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 380mm. by 560mm

- 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.

### Colour.

Our presses use 4 colour process; no special mixes are available. It should be noted that due to differences in stock ambient temperature and humidity there may be variances in reproduced colour from publication to publication. Spot colours available are WARM RED to be supplied as 100% Magenta and 100% Yellow as the mix is not always on the press and BLUE (CYAN). Please ensure all other colours are converted to CMYK we do not accept RGB, Pantone or other indexed colours in files supplied. Please ensure all body text is set in TRUE BLACK which is solid black not registration or process black. Files containing process/registration black will be rejected they are the major cause of illegible type. TOTAL INK WEIGHT should not exceed 240% ie 60% each CMYK in process graphics.

### Delivery of material.

File resolution must be 200dpi for Process, 300dpi for mono and up to 600dpi for line art. The preferred delivery methods are email, Pagestore, Weblink or other trusted digital media providers to the industry. Files should preferably be in the PDF or EPS format however elements may be accepted as tiff, eps or jpeg for pictures and graphics. MS word files are accepted for text only. DVD, CD and flash drives will be accepted providing the files contained on them meet the above criteria and have been checked to ensure no viruses are present on the media. Please allow extra time when supplying on disk or flash drive as the media has to be scanned before going on to our system. Open files will be accepted in Illustrator and InDesign only. We do not support open Quark Xpress files. PDF files will only be altered if space is left for change outs in the form of a white box we will not alter type on screens or process colour backgrounds.

### ✓ Client checks before submitting material for publishing

- ✓ All Colour has been converted to CMYK.
- ✓ There is no process colour text under 20pt in the file.
- ✓ There is no registration black in the file.
- ✓ Total ink weight does not exceed 240%.
- ✓ All text has been converted to outlines.
- ✓ Knockouts are switched on for reverse type.
- ✓ The document and image area are the same.
- ✓ There are no screens under 20% for black, cyan and magenta or 40% yellow
- ✓ All pictures and graphics are High Resolution and present on disks if supplying that way.
- ✓ Reverse type is a minimum of 12pt bold sans serif.
- ✓ Fine type should be avoided and if it is used must not be below 10pt.
- ✓ The ad is clearly identified with a key number provided with the order or our internal number issued with the order confirmation
- ✓ Preflight your file and correct any errors shown in the report.

If you have further questions please contact pre-press on [scanning@snl.co.nz](mailto:scanning@snl.co.nz) or Ph **09 580 1728**