

The Export & Trade Handbook is the definitive annual guide for companies involved in Exporting and Importing. The website is correspondingly busy with around 2,973 website visits a month and 2,130 home page impressions.

| Type         | Max Size (Pixels) W x H | Cost \$/mth |
|--------------|-------------------------|-------------|
| Banner Ad    | 760 x 120               | \$250       |
| Skyscraper   | 160 x 600               | \$225       |
| Rectangle    | 300 x 250               | \$175       |
| Button       | 190 x 100               | \$100       |
| Feature Link | 120 x 75                | \$100       |

Banner  
760 x 120 pixels

Skyscraper  
160 x 600 pixels

Button  
190 x 100 pixels

Rectangle  
300 x 250 pixels

Feature Link  
120 x 75 pixels



**Note:**

- Design costs for online advertising is NZ\$40.
- Files to be supplied as jpg or gif within maximum sizes as above
- Max file size 500kb
- Ads are charged by the calendar month – no part month charges
- Volume discounts 3-5 months 10%, 6-9 months 15%, over 9 months 20%
- Rates are in NZ\$ and exclude GST

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