

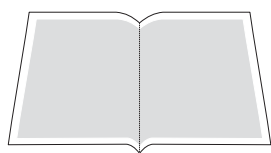
SIZE	RATE
Double Page Spread	\$4,675
Full Page	\$2,575
Half Page (Landscape or Vertical)	\$1,765
Quarter page (Landscape or Vertical)	\$1,165

All Figures are in NZ dollars and Exclude GST

Any advertisement production or modification charges are in addition to the above space charges.

**Rates are commission bearing for accredited agencies**

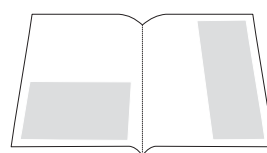
## ADVERTISING SIZES



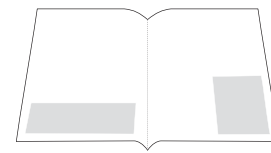
**DOUBLE PAGE SPREAD:**  
**WITH BLEED:**  
 346 mm (width) x 244 mm  
**FINISHED SIZE:**  
 340 mm (width) x 238 mm



**FULL PAGE AD:**  
**WITH BLEED:**  
 176 mm (width) x 244 mm  
**FINISHED SIZE:**  
 170 mm (width) x 238 mm



**1/2 PAGE HORIZONTAL AD:**  
 140 mm (width) x 110 mm  
**1/2 PAGE VERTICAL AD SIZE:**  
 68 mm (width) x 195 mm



**1/4 PAGE HORIZONTAL AD:**  
 140 mm (width) x 55 mm  
**1/4 PAGE VERTICAL AD:**  
 68 mm (width) x 110 mm

## DEADLINES

Booking Deadline: **December 4th 2010**

Material Deadline: **December 18th 2010**

Published: **February 2011**

**Distribution Via: Export New Zealand, The Chamber of Commerce, New Zealand Trade and Enterprise, Business Mentors New Zealand, Importers Institute, CBAFF, NZ School of Export, Business NZ, Libraries together with our sponsors WESTPAC, QBE Insurance and WHK.**

## ADVERTISING SPECIFICATIONS

### IMPORTANT INFORMATION:

- All solid black used should be made from 100% black and 60% cyan
- Use only CMYK colors. Never use RGB or Pantone colors for any object in an ad file.
- Where a bleed is required (bleed style ads for full page and DPS) a bleed area of 3mm all round must be contained within the file. Files must contain crop marks.

### SUPPLY:

- Preferred format is Adobe Acrobat (PDF format)
- All PDFs must be high resolution. PDF files should be created with crop marks.
- When creating a PDF file, be sure to embed the entire set of ALL fonts; this option is not the default and must be specified.

### ALTERNATIVE FORMATS ACCEPTED ARE:

- **GRAPHICS (EG PHOTOSHOP): EPS, JPEGs and TIFFs** accepted. Files must meet a minimum of 300-dpi requirement and be converted to CMYK.
- **INDESIGN:** All linked graphics and fonts included. Unfortunately, we can not accept these file formats.
- **UNACCEPTABLE FORMATS:** Quark, Microsoft Word, Microsoft Publisher, Pagemaker, or Corel Draw.

### DELIVER:

- Preferred method is via the Quickcut ad service
  - Alternative methods – In all cases specify Advertiser name/magazine/issue
  - **FTP SERVER:** ads can be uploaded to our FTP server at <ftp://vpn.adrenalin.co.nz>
  - **EMAIL:** Email to [design@adrenalin.co.nz](mailto:design@adrenalin.co.nz) with advertiser/magazine/issue in subject line
  - **COURIER CD:** To Adrenalin Publishing Ltd, 14c Vega Place, Mairangi Bay, Auckland
  - **POST CD:** To Adrenalin Publishing Ltd, PO Box 65 092, Mairangi Bay, North Shore City, 0754
  - Ads should be supplied with a high resolution digital colour proofs to ensure accurate colour reproduction, No responsibility is taken if ads not supplied with proofs.
- If you have any technical questions or need further assistance regarding the specifications in this document, please call Margaret on (09) 478-4771 or email [margaret@adrenalin.co.nz](mailto:margaret@adrenalin.co.nz)