

NORML News

2010 advertising rates & deadlines

Get 10% off for booking more than one issue, or 25% off for booking a year!

AD SIZE	DIMENSIONS (mm)	1 ISSUE	2 ISSUES	4 ISSUES
Tile	65Hx40W	\$200	\$180	\$150
Footer	20Hx180W	\$320	\$288	\$240
Eighth page	65Hx90W	\$320	\$288	\$240
Quarter page	130Hx90W or 65Hx180W	\$500	\$450	\$375
Third page	260Hx60W or 190Hx83W	\$680	\$612	\$510
Half page	260Hx90W or 130Hx190W	\$900	\$810	\$675
Full page	260Hx190W or 280Hx210W	\$1350	\$1215	\$1000
Inside cover	260Hx190W or 280Hx210W	\$1980	\$1780	\$1485
Back cover	260Hx190W or 280Hx210W	\$2670	\$2385	\$2000

BOOKING, ARTWORK & PAYMENT DEADLINES:

- **Summer 2010 issue:** by Friday 4 December 2009
- **Autumn 2010 issue:** by Friday 12 March 2010
- **Winter 2010 issue:** by Friday 4 June 2010
- **Spring 2010 issue:** by Friday 3 September 2010
- **Summer 2011 issue:** by Friday 3 December 2010

TECHNICAL INFORMATION:

Distribution: at least 30,000 copies distributed nationwide.

Format: 52 page full colour magazine printed on 57gsm gloss with 170gsm cover

Page size: 270H x 200W. The dimensions above allow a 5mm white border around all ads.

Artwork must be supplied on CD or by email - **PDF, EPS** or **PC TIF** formats only - in **CMYK** full colour.

Resolution: 300dpi resolution at final print size. Do not compress artwork files or use low resolution images!

Bleeds (Full Pages only): For the background use the second set of ad dimensions given above. Keep all live artwork inside the first set of dimensions given above.

Design work: If you don't have an ad prepared, we are happy to design it either based on your ideas or ours. Our rate for design work is \$50 per hour.

TERMS & CONDITIONS:

Prices do not include GST or agency commissions.

Because NORML News is run by a non-profit (NORML NZ Inc.), *all bookings must be pre-paid and credit will not usually be given.*

Discounted rates for multiple issues: advertisers must provide post-dated cheques, direct debit or credit card details with payments charged at the dates listed above. These prices are already low and we cannot offer any further discounts. Compare our prices to other magazines, and know that you are helping support a worthy cause.

Payment: make cheques payable to "NORML New Zealand Inc" or deposit payment directly into our bank account: **ASB 12-3057-0594667-01** using your company name as the reference.

Disclaimer: NORML News reserves the right to refuse publication of any advertisement or from any company or organisation we deem unsuitable, entirely at our discretion.

ADVERTISING & EDITORIAL CONTACT:

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Please contact us to discuss your requirements.