

# Te Rā O Hokianga Media Kit 2020



North Hokianga's monthly newsletter

Te Rā O Hokianga newsletter Media Kit, version #2, released 13 March 2020

## Editorial

We welcome articles, opinions and feedback. [Editorial guide to come]

## Deadlines

- Editorial submissions: Second Wednesday of the month prior to publication.
- Advertising (All): Last week day of the month prior to publication.
- Advertising payments: Last week day of the month prior to publication.

## Production

Te Rā O Hokianga is produced monthly and circulated during the first week of each month, 12 months a year.

### Printed version:

- Size: A5 booklet
- Number of pages: 16 (minimum)
- Number of copies printed: 500 (minimum)
- The printed version of Te Rā O Hokianga is produced in B&W with colour advertising on demand.

### Online version:

- Size: A5 booklet, PDF format
- Number of pages: 16 (minimum)

The online version of Te Rā O Hokianga is produced in colour. Back issues are available here: [www.teraohokianga.co.nz/archive](http://www.teraohokianga.co.nz/archive)

## Distribution

There are two versions of Te Rā O Hokianga: printed and electronic which have identical content.

**The printed version** is distributed to every household in North Hokianga. Additional copies are available through selected retailers (RRP \$2), and are available by subscription (\$24 per year).

**The electronic version** is available online in PDF format at [www.teraohokianga.co.nz/archive](http://www.teraohokianga.co.nz/archive), posted three days after the printed version is circulated to householders. Early electronic copies are sent by email to advertisers and paid subscribers.

## Subscriptions

Printed (by NZ Post): \$24 per year

Electronic early version: \$12 per year

## Newsletter advertising

**Free classified advertisements** for North Hokianga Residents: Limited to one advertisement of 25 words, each additional 10 words is \$1. Free classified advertisements are limited to one North Hokianga resident per issue. Second advert is \$5 per advert, and \$1 for each additional 10 words.

**Paid classified advertisements:** \$10 per advert, limited to 25 words, each additional 10 words is \$2.

**Listings:** Rental Accommodation, Real Estate, Jobs and Work Wanted listings are free. Listings are compiled and edited by Te Rā O Hokianga.

**Display advertising:** Display advertisers are listed as supporters of [www.teraohokianga.co.nz/supporters](http://www.teraohokianga.co.nz/supporters)

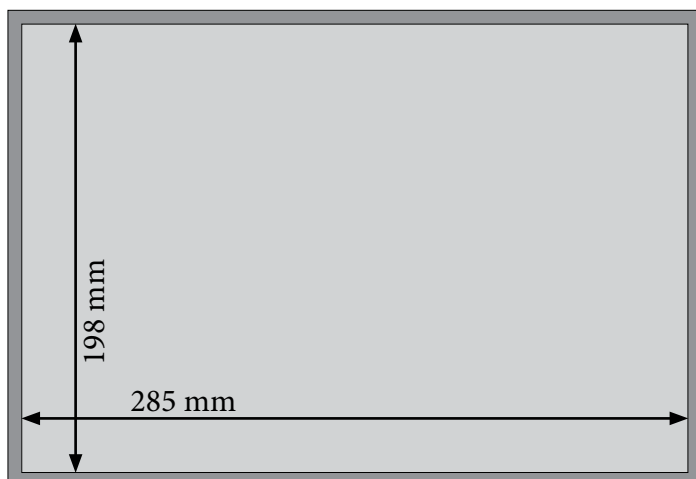
## Payments / Bank details

Bank: Kiwibank

Account Name: Te Ra O Hokianga

Account Number: 38-9005-0958278-01

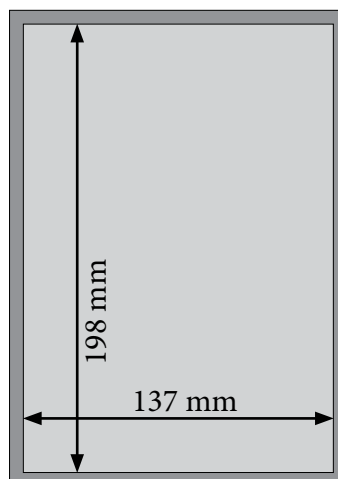
## Display Advertising Sizes



### Double Page Spread

Trim: 297 x 210 mm

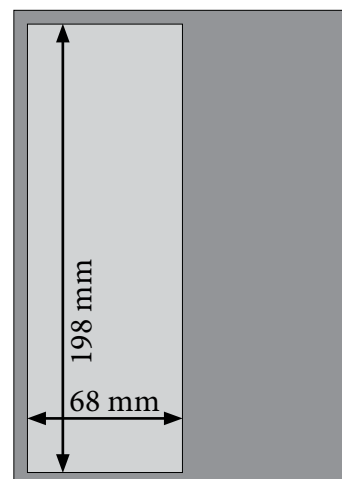
Image: 285 x 198 mm



### Full page

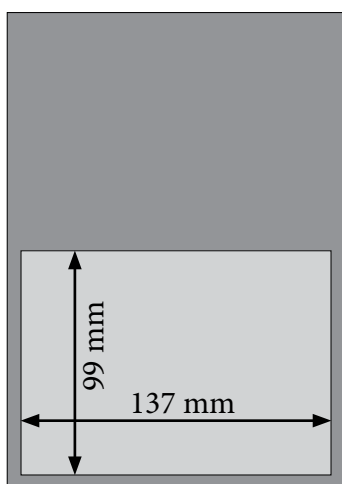
Trim: 210 x 149 mm

Image: 198 x 137 mm



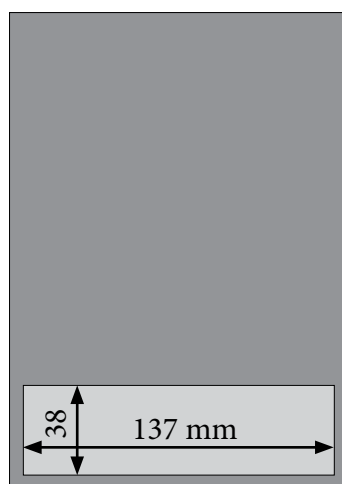
### Half page vertical

198 x 68 mm



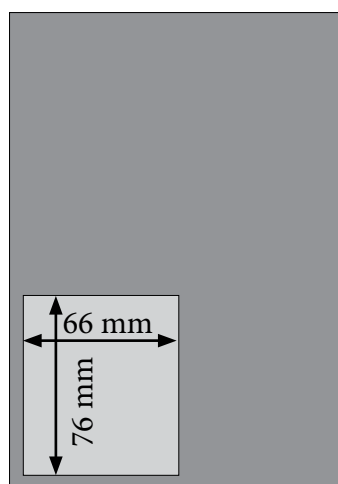
### Half page horizontal

99 x 137 mm



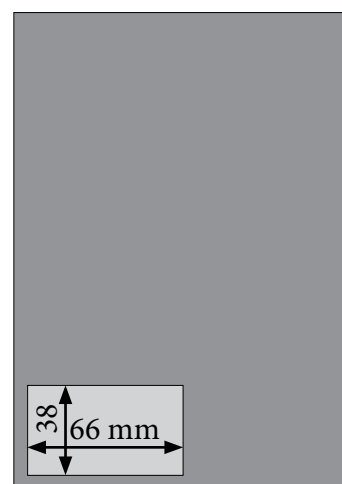
### Bottom strip

38 x 137 mm



### Double

76 x 66 mm



### Small

38 x 66 mm

## Display Advertising Rates

Size	1-2 issues	3-5 issues	6-11 issues	12 issues
Small	\$50	\$40	\$35	\$30
Double	\$80	\$60	\$55	\$50
Bottom Strip	\$90	\$70	\$65	\$60
Half Page	\$150	\$130	\$120	\$100
Full Page - B&W	\$230	\$210	\$190	\$175
Full Page - Colour	\$340	\$320	\$300	\$280
Double Page Spread	\$380	\$350	\$320	\$300
Double - Colour	\$580	\$560	\$530	\$500
Front Page Small (Colour when available)*	\$75	n/a	n/a	n/a

\*Limited supply

## Terms and conditions

Terms and conditions apply. See [www.teraohokianga.co.nz](http://www.teraohokianga.co.nz) for more details.