

MASSAGE NEW ZEALAND ADVERTISING INFORMATION

PO Box 4131, Hamilton East 3247 ♦ 0800 367 669
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ADVERTISING RATES

Magazine:

On inside covers (colour semi-gloss):
\$110 + GST per full page
\$60 + GST per 1/2 page

Inside, plain paper (black & white):
\$55 + GST per full page
\$35 + GST per half page,
\$20 + GST per 1/4 page

Classifieds (i.e. a short ad for rental space,
positions available or for sale)
\$10 + GST for non members
free for financial members

Website

Advertising blocks (show on each page)
\$125 + GST for two months

On events/adverts page:
\$40 + GST for two months

Classifieds in members' only area:
\$20 + GST for non members – 2 months;
\$10 + GST for financial members – 2 months

If the web advert is wanted for more than 2 months,
please enter the expiry date on the booking form.

Email Out to MNZ Members

A one-off email to members:
\$40 + GST for non members;
\$20 + GST for members

****If you would like to advertise on both the MNZ Website and in the Magazine, you will receive a 50% discount on the cost of the lesser priced advertising.**

MNZ members receive a 15% discount on magazine and website advertising, except where there is already a member discount on the rate.

These rates are for electronic material only. Typesetting is available at \$60 per hour.

DEADLINES FOR SUBMISSIONS

The MNZ Magazine will be published in
March 2012 (deadline 12th Feb)
June (deadline end April)
Sept (deadline end July)
Dec (deadline end Oct)
Future dates to be advised.

These dates may be changed or delayed due to other commitments of the Editor.

The Magazine link will be emailed out to all members and placed in the members' only area on the website, with hard copy posted to those members who request it.

REQUIREMENTS OF ADVERTISEMENTS

Advertisements must have good taste, accuracy and truthful information. It is an offence to publish untruthful, misleading or deceptive advertisements. Advertisements for therapeutic goods and devices must conform to New Zealand therapeutic goods law. Only a limited number of advertisements can be accepted. Advertising availability closes once the quota has been filled.

ADVERTISING SPECIFICATIONS

Magazine

- All adverts for the **magazine** are to be sent by email as an **ATTACHMENT** in WORD or PDF (with a resolution of 300 DPI or more). They will not be accepted if embedded within an email. Please send any multiple pages as separate files, **not as one PDF**.
- Magazine Page Sizes
 - Full page is 170 mm wide x 264 mm high
 - Half page is 170 mm wide x 125 mm high
 - Quarter page is 80 mm wide x 124 mm high
- Classified advertisements should be no more than 100 words in length.

Website

- All adverts are to be sent by email as an **ATTACHMENT** in WORD or PDF.
- Advertising Blocks only:
 - To be provided as a png, gif or jpeg file.
 - Size 210 x 310 pixels
- Classifieds should be no more than 100 words in length.

Email to members

- Adverts for one-off emails out to members can be either plain text or in html format. We can also send out attachments with your email.

PAYMENT

FULL PAYMENT MUST ACCOMPANY EACH ADVERTISEMENT.

Methods of Payment:

Internet banking to ASB A/c 12-3178-0064216-00

Please include your business name when making a internet transfer.

Crossed cheque made payable to Massage New Zealand and sent to PO Box 4131, Hamilton East 3247, when you send in your booking form.

Credit Card

BOOKING FORM

Please complete an **Advertising Booking Form** and post to MNZ, PO Box 4131, Hamilton East 3247 or emailing (a scanned copy) to admin@massagenewzealand.org.nz or you can request a word version of the booking form to fill out.

PLEASE DO NOT SEND ADVERTISING DIRECTLY TO THE MAGAZINE EDITOR