

# express

**magazine  
& website**

**2013 Rate Card**

Effective from 12 Dec 2012

Models: Happy couple Tate Crawford and Luke Williams, Photographer: Tux Hika for express.

# AD SIZES

## DOUBLE PAGE SPREAD

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	560 x 395
<b>Finished Size</b>	550 x 385
<b>Text Safe</b>	526 x 361

## FULL PAGE

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	285 x 395
<b>Finished Size</b>	275 x 385
<b>Text Safe</b>	251 x 361

## FLOATING

<b>Finished Size</b>	251 x 361
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## HALF PAGE HORIZONTAL

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	285 x 201
<b>Finished Size</b>	275 x 191
<b>Text Safe</b>	251 x 167

## FLOATING

<b>Finished Size</b>	251 x 179
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## HALF PAGE VERTICAL

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	146 x 395
<b>Finished Size</b>	136 x 385
<b>Text Safe</b>	112 x 361

## FLOATING

<b>Finished Size</b>	124 x 361
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## THIRD PAGE STRIP

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	285 x 143
<b>Finished Size</b>	275 x 133
<b>Text Safe</b>	251 x 109

## FLOATING

<b>Finished Size</b>	251 x 121
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## THIRD PAGE VERTICAL

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	106 x 395
<b>Finished Size</b>	96 x 385
<b>Text Safe</b>	72 x 361

## FLOATING

<b>Finished Size</b>	84 x 361
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## QUARTER PAGE STRIP

<b>BLEED</b>	<b>W X H IN MM</b>
<b>Bleed</b>	285 x 122
<b>Finished Size</b>	275 x 112
<b>Text Safe</b>	251 x 88

## FLOATING

<b>Finished Size</b>	251 x 100
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## QUARTER PAGE BLOCK

<b>FLOATING ONLY</b>	<b>W X H IN MM</b>
<b>Finished Size</b>	124 x 179

## FRONT PAGE STRIP

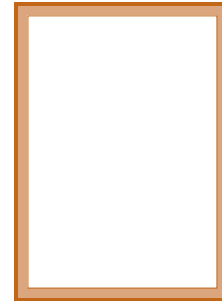
<b>BLEED ONLY</b>	<b>W X H IN MM</b>
<b>Bleed</b>	285 x 92
<b>Finished Size</b>	275 x 82
<b>Text Safe</b>	251 x 62

# MAGAZINE TECHNICAL DATA

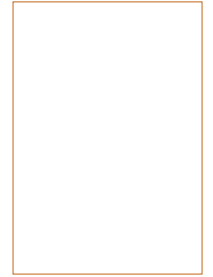
## DOUBLE PAGE SPREAD



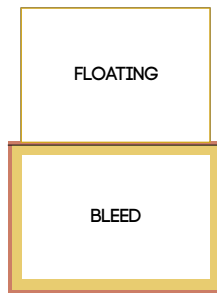
## FULL PAGE BLEED



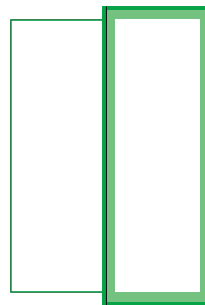
## FULL PAGE FLOATING



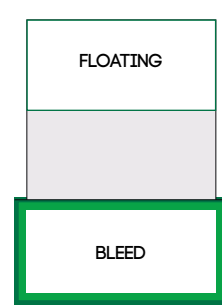
## HALF PAGE HORIZONTAL



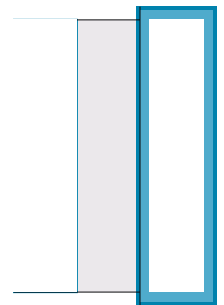
## HALF PAGE VERTICAL FLOATING BLEED



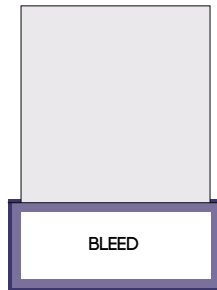
## THIRD PAGE STRIP



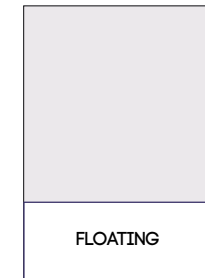
## THIRD PAGE VERTICAL FLOATING BLEED



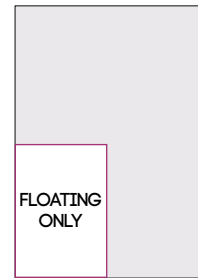
## QUARTER PAGE STRIP



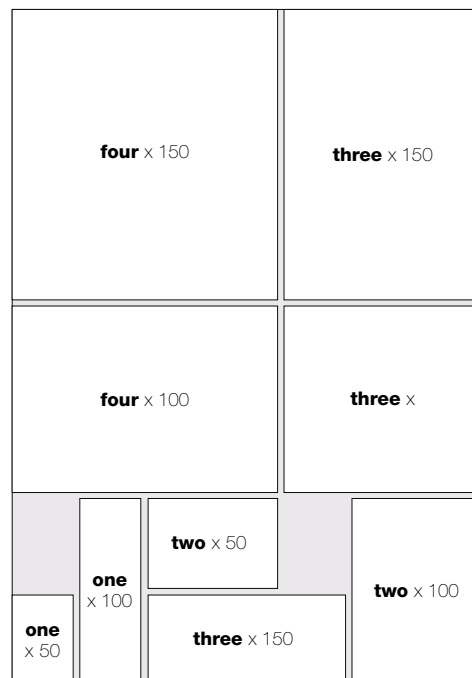
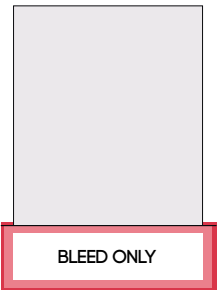
## QUARTER PAGE STRIP



## QUARTER PAGE BLOCK



## FRONT PAGE STRIP



## MAGAZINE COLUMN SIZING

Columns	Width in mm
<b>one</b>	33
<b>two</b>	69.5
<b>three</b>	105.5
<b>four</b>	142
<b>five</b>	178.5
<b>six</b>	214.5
<b>seven</b>	251

## SMALLER SIZES ALL FLOATING

Columns	Height in mm
<b>four</b>	150
<b>four</b>	100
<b>three</b>	150
<b>three</b>	100
<b>two</b>	50
<b>two</b>	100
<b>two</b>	50
<b>one</b>	100
<b>one</b>	50 (services page only)

# MAGAZINE AD RATES

Rates are agency commission bearing and exclude GST. Please specify if you would like a bleed or floating ad (if applicable) when booking. All prices in NZ\$. Other ad sizes are available on request.

LARGER ADVERTS	CASUAL RATE \$ (ROP)
Four-page wrap	7200
Double page spread	4500
Full page	2950
Half page	1625
Third page	1250
Front page strip	1200
Quarter page strip	990
Quarter page block	950

SMALLER ADVERTS	CASUAL RATE \$ (ROP)
All of these ads are floating with no bleed	
Columns x Width in mm	
four x 150	840
four x 100	640
three x 150	740
three x 100	550
three x 50	320
two x 100	395
two x 50	220
one x 100	220

SERVICES PAGE ONLY	CASUAL RATE \$
one x 50	125

LOADINGS	
Guaranteed position	+10%

DISCOUNTS	
6 + issue contract	-15%
12 + issue contract	-20%
25 + issue contract	-25%

# SPECIFICATIONS

**express** works in CMYK, please no RGB or SPOT colours.

Any images supplied must be at least 300dpi at full size.

Adobe Acrobat PDF files preferred.

If you have any technical questions please contact the design team on 09 92 92 929 or email [design@gayexpress.co.nz](mailto:design@gayexpress.co.nz).

# MORE INFO

For help preparing a tailored campaign or for further details please contact the advertising team on 09 92 92 929 or email [advertising@gayexpress.co.nz](mailto:advertising@gayexpress.co.nz).

# PUBLICATION DATES

Publication dates are fortnightly on Wednesday. The deadline for bookings for each issue need to be made by the Wednesday before publication and final advertising material needs to be approved or supplied by the Thursday before publication.

ON STREET	BOOKING	MATERIAL
Wed 16 Jan	Wed 09 Jan	Thur 10 Jan
Wed 30 Jan	Wed 23 Jan	Thur 24 Jan
Wed 13 Feb	Wed 30 Jan	Thur 31 Jan
Wed 27 Feb	Wed 20 Feb	Thur 21 Feb
Wed 13 Mar	Wed 06 Feb	Thur 07 Feb
Wed 27 Mar	Wed 20 Mar	Thur 21 Mar
Wed 10 April	Wed 03 April	Thur 04 April
Wed 24 April	Wed 17 April	Thur 18 April
Wed 08 May	Wed 01 May	Thur 02 May
Wed 22 May	Wed 15 May	Thur 16 May
Wed 05 June	Wed 29 May	Thur 30 May
Wed 19 June	Wed 12 June	Thur 13 June
Wed 03 July	Wed 26 June	Thur 27 June
Wed 17 July	Wed 10 July	Thur 11 July
Wed 31 July	Wed 24 July	Thur 25 July
Wed 14 Aug	Wed 07 Aug	Thur 08 Aug
Wed 28 Aug	Wed 21 Aug	Thur 22 Aug
Wed 11 Sept	Wed 04 Sept	Thur 05 Sept
Wed 25 Sept	Wed 18 Sept	Thur 19 Sept
Wed 09 Oct	Wed 02 Oct	Thur 03 Oct
Wed 23 Oct	Wed 16 Oct	Thur 17 Oct
Wed 06 Nov	Wed 30 Oct	Thur 31 Oct
Wed 20 Nov	Wed 13 Nov	Thur 14 Nov
Wed 04 Dec	Wed 27 Nov	Thur 28 Nov
Wed 18 Dec	Wed 11 Dec	Thur 12 Dec
Wed 15 Jan	Wed 08 Jan	Thur 09 Jan

# MATERIAL DELIVERY

Advertising material for **express** can be supplied via Adstream: [adstream.co.nz](http://adstream.co.nz) or Adsend: [adsend.org.nz](http://adsend.org.nz).

Or email advertising material to: [design@gayexpress.co.nz](mailto:design@gayexpress.co.nz) (max size 10mb).

**express** offers an advertising design service, please enquire.

# CONTACT

P: 09 92 92 929, F: 09 92 92 928. E: [advertising@gayexpress.co.nz](mailto:advertising@gayexpress.co.nz).

**Jordan Thompson**

M 021 1420 307

E [Jordan@gayexpress.co.nz](mailto:Jordan@gayexpress.co.nz)

**Anthony Hotere**

M 0219 423 18

E [Anthony@gayexpress.co.nz](mailto:Anthony@gayexpress.co.nz)

**express**  
[gayexpress.co.nz](http://gayexpress.co.nz) PO Box 47514, Ponsonby, Auckland 1144

# WEBSITE ADVERTISING INFO

Rates are agency commission bearing and exclude GST.

Web rates as given are subject to discounts depending on contract length and whether the web campaign is run in conjunction with a print campaign in **express**.

For rates on running solely web advertising, please contact the sales team.

## WEBSITE AD RATES

<b>TOP BANNER</b>	\$ per week
<b>468px w x 60px h</b>	220
<b>MAXI</b>	\$ per week
<b>300px w x 300px h</b>	110
<b>MINI</b>	\$ per week
<b>125px w x 125px h</b>	60

## DISCOUNTS

<b>12 + week contract</b>	-10%
<b>24 + week contract</b>	-20%

# ROTATIONAL INFO

Web ads are on a mathematical rotation to ensure even distribution. No preferential order is given to any advertisement.

You may buy additional spaces to increase your rotation.



# SPECIFICATIONS

Web ready jpeg, png, gif and swif files (which can be animated) are acceptable.

Each web ad should not be more than 500k in size.

Please provide the website address to link to your ad (do not embed in swif files).

**express** offers an advertising design service, please enquire on 09 92 92 929.

Please email advertising material to the design team at [design@gayexpress.co.nz](mailto:design@gayexpress.co.nz), and contact them on 09 92 92 929 for any additional technical questions.

# CONTACT

For help in preparing a tailored campaign or for further details contact the advertising team on 09 92 92 929 or email [advertising@gayexpress.co.nz](mailto:advertising@gayexpress.co.nz).



# TERMS & CONDITIONS

These conditions are deemed part of the contract issued by Cornerstone Publications Ltd, trading as **express** for both print and web advertising.

## CONTRACT ADVERTISING

Series bookings apply to a specific number of issues which is contracted by the Advertiser for a specific period. In cases where the actual number taken for the period falls below the contract number, the Publisher will surcharge all space taken to the rate appropriate to the number used.

## POSTPONEMENT OR CANCELLATION OF SPACE

Deadline for cancellation or postponement is 12pm on the Thursday prior to the publication date. Cancellation or postponement after this time will be charged for.

## MATERIAL

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (eg toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

## RATE PROTECTION

Should advertising rates change, Advertisers on a current contract with **express** will be given rate protection (ie charged at "old" rates) for the remainder of that contract.

## TERMS

Accounts for advertising space and production are due for payment within 7 days of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

## TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

## GENERAL

- The Publisher reserves the right to decline the insertion of any ad
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

## TERMS OF ACCEPTANCE OF ADVERTISING COPY

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that **express** relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement, for both website and print.