

## RATES *per issue*

SIZE	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
<b>COLOUR</b>				
Double Page Spread	\$4,110	\$3,699	\$3,494	\$3,288
Full Page	\$2,450	\$2,205	\$2,083	\$1,960
1/2 Page	\$1,440	\$1,296	\$1,224	\$1,152
1/3 Page	\$1,090	\$981	\$927	\$872
1/4 Page	\$920	\$828	\$782	\$736
Outside Back Cover	\$2,690	\$2,421	\$2,287	\$2,152
IFC DPS	\$4,420	\$3,978	\$3,757	\$3,536
<b>INSERTS</b>	\$2,170	\$1,953	\$1,845	\$1,736
<b>TRADING POST</b>				
Full Page	\$1,260	\$1,134	\$1,071	\$1,008
1/2 Page	\$680	\$612	\$578	\$544
1/4 Page	\$395	\$356	\$336	\$316
<b>BLACK &amp; WHITE</b>				
FP	\$1,100	\$990	\$935	\$880
1/2 Page	\$605	\$545	\$514	\$484
1/4 Page	\$340	\$306	\$289	\$272

\* These above rates are commission bearing

### SAVE USING OUR FREQUENCY DISCOUNTS

- 10% off for 3 Issue Contract rate, • 15% off for 6 Issue Contract rate
- 20% off for 11 Issue Contract rate

### ADVERTISING INFORMATION

- All rates are PER ISSUE.
- To get contract rate advertising, space must be booked as a series prior to the first insertion.
- Any advertisement production or modification charges are in addition to the above space charges.
- Rates are commission bearing to accredited agencies.

**INSERTS** - Price is for loose insert placed randomly in magazine, supplied folded so as not to protrude beyond magazine edges, maximum 4 sides A4 equivalent. Larger sizes, stitched or specific placement available POA. Regional run inserts available please enquire.

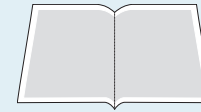
**CANCELLATIONS:** For cancellations of advertisements which form part of a multiple insertion advertising contract, the rate for the non-cancelled advertisements will revert to the appropriate rate that would have been charged based on the actual insertions run.

### AD COPY IMPORTANT INFORMATION:

- All solid blacks used should be made from 100% black and 60% cyan.
- Use only CMYK colours.
- For bleed ads for full page and DPS please have a bleed area of 3mm all round. Files must contain crop marks.
- Preferred format is Adobe Acrobat (PDF format) - please contact

us before supplying any other formats.

- All PDF's 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.
  - Preferred delivery 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 [margaret@adrenalin.co.nz](mailto:margaret@adrenalin.co.nz) with advertiser/magazine/issue in subject line.
  - **Courier CD:** To Adrenalin Publishing Ltd, 14c Vega Place, Mairangi Bay, Auckland, Attn: NZ4WD.
  - **Post CD:** To Adrenalin Publishing Ltd, PO Box 65092, Mairangi Bay, North Shore City, 0754, Attn: NZ4WD.
  - Ads should be supplied with a high resolution digital colour proof to ensure accurate colour reproduction. No responsibility is taken if ad is 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).



**DP SPREAD (WITH BLEED):**  
426mm (width) x 303mm  
**TRIM SIZE:**  
420mm (width) x 297mm



**FP AD (WITH BLEED):**  
216mm (width) x 303mm  
**TRIM SIZE:**  
210mm (width) x 297mm



**1/2 PAGE HORIZONTAL AD:**  
185mm (width) x 130mm



**1/3 PAGE HORIZONTAL AD:**  
185mm (width) x 90mm

**1/2 PAGE VERTICAL AD SIZE:**  
90mm (width) x 270mm

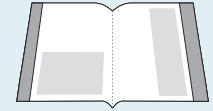
**1/3 PAGE VERTICAL AD:**  
60mm (width) x 270mm



**1/4 PAGE VERTICAL AD:**  
90mm (width) x 130mm



**TRADING POST - FP:**  
175mm (width) x 250mm  
**1/4 PAGE HORIZONTAL:**  
85mm (width) x 123mm



**TRADING POST - 1/2 PAGE HORIZONTAL:**  
175mm (width) x 123mm  
**1/2 PAGE VERTICAL:**  
85mm (width) x 250mm