

## Current Advertising Rates

	Colour		B&W			Ad Sizes	
	One issue	Six issues	One issue	Six issues		Height	Width
Full page	\$1190	\$935	\$820	\$670		293mm	216 mm*
Half page	\$620	\$497	\$420	\$340	Horizontal	120mm	180mm
					Vertical	252mm	87mm
Single column	\$420	\$337	\$290	\$230		252mm	56mm
Quarter page	\$350	\$272	\$215	\$200	Horizontal	56mm	180mm
					Vertical	120mm	87mm
Half column	\$220	\$175	\$150	\$130		120mm	56mm
1/8th page	\$170	\$139	\$130	\$99		56mm	87mm
Banner	\$170	\$139	\$130	\$99		24mm	180mm
56mm square	\$140	\$105	\$99	\$89		56mm	56mm

Trade Directory listing:  
\$199 pa (6 issues)

\* Our page size is 287 x 210mm.  
Full page (bleed) ads have a 3mm bleed added, and should have a 10mm text margin.

Note: For preferential ad placement (specified location) a 10% premium applies.  
Advertising booked for six issues attracts a 20% discount.  
Prices are non-commission bearing.  
Prices exclude GST.

### Advertising Formats:

Adverts must be supplied as Acrobat PDFs, Photoshop PDFs, or hi-res JPEGs with all fonts embedded.

Adverts must be 300dpi and either CMYK or Grayscale.  
CDs are preferred, but ads can be emailed to: nzguns@clear.net.nz

NZG&H is published bi-monthly:

Issue	Copy Deadline	On Sale
Jan/Feb	1st week Dec	Last week Dec
March/April	1st week Feb	Last week Feb
May/June	1st week April	Last week April
July/Aug	1st week June	Last week June
Sept/Oct	1st week Aug	Last week Aug
Nov/Dec	1st week Oct	Last week Oct

Ad Bookings etc

Advertising Manager:

Lesley Maxwell

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