

Valley Voice

Rural

Rate Card Franklin Issue

The Valley Voice is a full colour publication printed on white 60gsm stock and delivered monthly to rural homes. It provides the rural community with local features, profiles and cost effective advertising.

Circulation

The circulation is 15,900 copies delivered to lifestyle and rural homes including the following areas: Papakura, Ararimu, Kaiaua, Miranda, Waitakaruru, Mangatarata, Maramarua, Te Kauwhata, Meremere, Mercer, Pukekawa, Onewhero, Tuakau, Port Waikato, Waiau Pa, Pukekohe, Drury, Waiuku, Bombay, Clevedon, Whitford, Maraetai, Thames, Te Puru, Ngatea, Turua, Patumahoe, Clarks Beach, Karaka, Pokeno.



Rates	Contract – 6 Months	Casual	Dimensions Width x Depth
Full page	\$1260.00	\$1360.00	240mm x 330mm
Back page	\$1420.00	\$1560.00	240mm x 330mm
Half page vertical	\$635.00	\$695.00	118mm x 330mm
Half page horizontal	\$635.00	\$695.00	240mm x 164mm
Quarter page vertical	\$385.00	\$425.00	118mm x 164mm
Quarter page horizontal	\$385.00	\$425.00	240mm x 80.5mm
Eighth page vertical	\$245.00	\$275.00	57mm x 164mm
Eighth page horizontal	\$245.00	\$275.00	118mm x 80.5mm
Sixteenth page vertical	\$115.00	\$125.00	57mm x 80.5mm
Business Card	\$115.00	\$125.00	77mm x 60mm
Front page Solus	\$600.00	\$650.00	260mm x 35mm
Business Listings (6 months)	\$120.00 = 1 line	\$165.00 = 2 lines	\$210.00 = 3 lines

Format

Ads are to be supplied with fonts as outlines or embedded within a PDF. Minimum resolution of the images at the printed size should be 300dpi. A full page ad with a bleed must extend the bleed 5mm over the trimmed size of the publication. All colours and images are to be CMYK process. RGB or spot colour components may not separate as expected. The Photoshop CMYK setup can be supplied upon request, SWOP (Newsprint), 30% dot gain, GCR, medium black generation, 230% maximum ink, 80% maximum black & 70% UCA.

All Ads will be proofed prior to print

Issue	Copy Deadline	Distribution
February 2022	13 January	1 February
March 2022	10 February	28 February
April 2022	17 March	4 April
May 2022	14 April	2 May
June 2022	12 May	6 June
July 2022	16 June	4 July
August 2022	14 July	1 August
September 2022	18 August	5 September
October 2022	15 September	3 October
November 2022	20 October	7 November
December 2022	17 November	5 December
January 2023	8 December	2 January 2023

For more information please call Colleen Watson:

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