

HOOFprint



Dairy Cattle Vets newsletter of the New Zealand Veterinary Association

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ADVERTISING RATES 2020

About this publication:

HOOFprint has transformed itself over the past few years and continues to attract a wide readership of Dairy Vets in NZ and further afield. Content is drawn from local vets, dairy veterinary experts and relevant organizations. The subscription rate is currently around 600 dairy vets.

Availability:

As the only high-quality magazine that specifically targets dairy veterinarians this publication is extremely popular with advertisers. Often demand for advertising space outstrips supply and whilst every effort is made to accommodate all advertisers, preference is given firstly to those who make an ongoing or annual commitment in advance and then on a first come, first served basis.

Artwork and printing:

Email in high resolution, CMYK PDF format to:

amanda@sugarbag.co.nz

If you require we can design your adverts for you (just ask us for a quote). Our design rate is \$100/hr+gst.

RATE CARD Effective 1 JS ^g gSk 2020		
Position in publication Subject to availability	Colour A4 Position Cost \$	Annual Booking required for 4 issues
Flysheet	935	Annual from 01 Jan 20
Inside Front Cover	1485	Annual from 01 Jan 20
Page 2	1375	Annual from 01 Jan 20
Inside Back Cover	1210	
Outside Back Cover	1375	Annual from 01 Jan 20
Centre Fold (DPS)	2420	
Page 5	1210	Annual from 01 Jan 20
Run of publication		
Full Page (A4)	1100	
Half Page (horizontal)	577	
Third Page (horizontal)	385	
Quarter Page (vertical)	302	
Loose Leaf Flyer Insert 1xA4	544	
•N.B. Quoted prices do not include GST or agency commissions		

DEADLINES		
Edition	Advertising & Content Deadline	Distribution Date
March 2020	20 February 2020	Approx 20.3.20
June 2020	20 May 2020	Approx 20.6.20
September 2020	20th August 2020	Approx. 20.9.20
December 2020	11th November 2020	Approx. 10.12.20

Advertising enquiries and production:

Upper North Island (Northland, Auckland, Waikato, Bay of Plenty)

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South Island (plus Wellington)

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ADVERTISING MEASUREMENTS

AD SIZE	Measurements - trimmed Height x Width mm	+ 3mm Bleed on all sides Height x Width mm
Double Page Spread	297mm x 420mm	303mm x 426mm
Full Page	297mm x 210mm	303mm x 216mm
Half Page (horizontal)	148mm x 210mm	154mm x 216mm
Third Page (horizontal)	99mm x 210mm	105mm x 216mm
Quarter Page (vertical)	148mm x 98mm	154mm x 104mm

- **Please supply final artwork as high resolution, print quality, CMYK PDF**
- **Include crop marks and 3mm bleed on all sides**
- **ENSURE ALL SPOT COLOURS ARE CONVERTED TO CMYK**

AD DESIGNERS PLEASE NOTE:

We recommend all key information is placed at least 5mm from trimmed edges.

If you fail to include 3mm bleed on all sides, supplied PDF will be cropped and floated within a white border.

Email material by deadline to:

amanda@sugarbag.co.nz if less than 10mb – above this please use drop box or another file sharing service. Any production costs incurred will be charged extra to quoted advertising cost.