



Rates & Deadlines



NORTHERN

Run of Paper – Management Section

RATES

| 7 column display advertising Advertising campaign rates per ccm | 1 Insertion | 2 Inserts | 3 + Inserts |
|--|-------------|-----------|-------------|
| Rate | \$18 | \$17.50 | \$17 |

Special rates for premier position

| Position in paper | Size | mm deep x mm wide | Full Price |
|--------------------------|---------|----------------------|------------|
| Full page | 39 x 7 | 390 x 265 | \$3,100 |
| Front page solus | 7 x 7 | 70 x 265 | \$2,950 |
| Page 4 solus | 10 x 7 | 100 x 265 | \$2,080 |
| Page 5 solus | 10 x 7 | 100 x 265 | \$2,280 |
| Inside front DPS | 39 x 14 | 390 x 545 | \$6,820 |
| Double page spread | 39 x 14 | 390 x 545 | \$5,890 |
| Centre spread DPS | 39 x 14 | 390 x 545 | \$6,200 |
| Four Page centre pullout | | | \$9,920 |

Other preferred positions – rate plus 20%

Farm Solutions

How your products and services provide solutions to North Island farmers

RATES

| 7 column display advertising Advertising campaign rates per ccm | 1 Insertion | 2 Inserts | 3 + Inserts |
|--|-------------|-----------|-------------|
| Rate | \$16.20 | \$15.75 | \$15.30 |

Special Rates for premier positions

| Position in paper | Size | mm deep x mm wide | Full Price |
|--------------------------|---------|----------------------|------------|
| Full page | 39 x 7 | 390 x 265 | \$2,790 |
| Section front page solus | 10 x 7 | 100 x 265 | \$1,250 |
| Double page spread | 39 x 14 | 390 x 545 | \$5,301 |

Ask about our Farm Solutions (only) combo special! : Get another 10% off if you book both Country-Wide North and South in the same month, that's 20% off in total.

All rates include full colour, exclude GST and are commission bearing.

DEADLINES

| Publication Date (Field Days during month) | Booking Deadline | Advertising Material Deadline |
|---|---------------------|-------------------------------------|
| January 1 | Dec 8 09 | Dec 9 09 |
| February 1 – (Northland Field Days) | Jan 13 | Jan 15 |
| March 1 – (Central District Field Days) | Feb 17 | Feb 19 |
| April 1 | Mar 17 | Mar 19 |
| May 1 | Apr 14 | Apr 16 |
| June 1 – (Mystery Creek Fielddays® – Waikato) | May 12 | May 14 |
| July 1 | Jun 16 | Jun 18 |
| August 1 | Jul 14 | Jul 16 |
| September 1 | Aug 11 | Aug 13 |
| October 1 | Sep 15 | Sep 17 |
| November 1 | Oct 13 | Oct 15 |
| December 1 | Nov 17 | Nov 19 |
| January 1 2011 | Dec 8 | Dec 10 |



Rates & Deadlines



SOUTHERN

Run of Paper – Management Section

RATES

| 7 column display advertising Advertising campaign rates per ccm | 1 Insertion | 2 Inserts | 3 + Inserts |
|--|-------------|-----------|-------------|
| Rate | \$15 | \$14.50 | \$14 |

Special rates for premier positions

| Position in paper | Size | mm deep x mm wide | Full Price |
|--------------------------|---------|----------------------|------------|
| Full page | 39 x 7 | 390 x 265 | \$2,200 |
| Front page solus | 7 x 7 | 70 x 265 | \$2,150 |
| Page 4 solus | 10 x 7 | 100 x 265 | \$1,455 |
| Page 5 solus | 10 x 7 | 100 x 265 | \$1,650 |
| Inside front DPS | 39 x 14 | 390 x 545 | \$4,840 |
| Double page spread | 39 x 14 | 390 x 545 | \$4,180 |
| Centre spread DPS | 39 x 14 | 390 x 545 | \$4,400 |
| Four Page centre pullout | | | \$7,040 |

Other preferred positions – rate plus 20%.

Farm Solutions

How your products and services provide solutions to South Island farmers

RATES

| 7 column display advertising Advertising campaign rates per ccm | 1 Insertion | 2 Inserts | 3 + Inserts |
|--|-------------|-----------|-------------|
| Rate | \$13.50 | \$13.05 | \$12.60 |

Special Rates for premier positions

All rates include full colour, exclude GST and are commission bearing

| Position in paper | Size | mm deep x mm wide | Full Price |
|--------------------------|---------|----------------------|------------|
| Full page | 39 x 7 | 390 x 265 | \$1,980 |
| Section front page solus | 10 x 7 | 100 x 265 | \$ 960 |
| Double page spread | 39 x 14 | 390 x 545 | \$3,762 |

Ask about our Farm Solutions (only) combo special! : Get another 10% off if you book both Country-Wide North and South in the same month. that's 20% off in total.

DEADLINES

| Publication Date | Booking Deadline | Advertising Material Deadline |
|---|---------------------|-------------------------------------|
| January 11 | Dec 15 09 | Dec 16 09 |
| February 10 – (South Island Field Days) | Jan 27 | Jan 29 |
| March 17 | Mar 3 | Mar 5 |
| April 14 | Mar 29 | Mar 31 |
| May 12 | Apr 28 | Apr 30 |
| June 9 | May 26 | May 28 |
| July 14 | Jun 30 | Jul 2 |
| August 11 | Jul 28 | Jul 30 |
| September 8 | Aug 25 | Aug 27 |
| October 13 | Sep 29 | Oct 1 |
| November 10 | Oct 27 | Oct 29 |
| December 8 | Nov 24 | Nov 26 |
| January 10 2011 | Dec 14 | Dec 16 |