

Deadlines & Rates

Run of Paper

DEADLINES

Bookings – 3pm. Every Tuesday prior to publication*

Material – 5pm. Every Tuesday prior to publication*

* Except one day earlier to allow for Easter (Monday 29 March) and also Canterbury Anniversary weekend (November 8)

RATES

7 column display advertising Advertising campaign rates per ccm	1 Insertion	2 Inserts	3 Inserts	4+ Inserts
Rate	\$24	\$23.50	\$23	\$22.50

Special rates for premier positions

Position in paper	Size	mm deep x mm wide	Full Price
Full page	39 x 7	390 x 265	\$4,550
Front page solus	7 x 7	70 x 265	\$2,950
Back page solus	12 x 7	120 x 265	\$2,950
Page 3 solus	12 x 7	120 x 265	\$2,350
Page 5 solus	12 x 7	120 x 265	\$2,250
Inside front cover	39 x 7	390 x 265	\$5,450
Double page spread	39 x 14	390 x 555	\$8,500
Four page 100 gsm gloss centre liftout			\$17,000
Four page 100gsm gloss wrap onsert			\$21,500
Other preferred positions – rate plus 10%			

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

Livestock, Classified and Job Sections

DEADLINES

Bookings – 12 noon. Every Wednesday prior to publication

RATES

Livestock – Advertising campaign rates per ccm

Full colour 8 column display advertising	1 Insert	2 Inserts	5 Inserts	10+ Inserts
Rate	\$13	\$13	\$13	\$13

Classified – Advertising campaign rates per ccm

Full colour 8 column display advertising	1 Insert	4 + Inserts	50 Inserts (1 Yr)
Rate	\$18	\$16	\$12

Word Only Classified – Advertising campaign rates per insertion

Standard per word (Includes the first 2 words in bold)		\$1.85 / word
All words in bold \$2.50 / word	Bold box (black frame) + \$10	Bold box + colour + \$15

Jobs – Advertising campaign rates per ccm

Full colour 8 column display advertising	1 Insert	2+ Inserts
Rate	\$23	\$21



Deadlines

		Publication Date	Run of Paper (Front Section and Real Estate)	Livestock, Classified and Jobs
Month	Issue	Mondays	Tuesdays Bookings – 3pm Material – 5pm	Wednesdays Bookings and Material by Noon
January	1	Jan 11	Jan 5	Jan 6
	2	Jan 18	Jan 12	Jan 13
	3	Jan 25	Jan 19	Jan 20
February	4	Feb 1	Jan 26	Jan 27
	5	Feb 8	Feb 2	Feb 3
	6	Feb 15	Feb 9	Feb 10
March	7	Feb 22	Feb 16	Feb 17
	8	Mar 1	Feb 23	Feb 24
	9	Mar 8	Mar 2	Mar 3
	10	Mar 15	Mar 9	Mar 9
April	11	Mar 22	Mar 16	Mar 10
	12	Mar 29	Mar 23	Mar 24
	13	Apr 5	Mar 29 (Mon)	Mar 29 (Mon)
May	14	Apr 12	Apr 6	Apr 7
	15	Apr 19	Apr 13	Apr 14
	16	Apr 26	Apr 20	Apr 21
June	17	May 3	Apr 27	Apr 28
	18	May 10	May 4	May 5
	19	May 17	May 11	May 12
	20	May 24	May 18	May 19
July	21	May 31	May 25	May 26
	22	Jun 7	Jun 1	Jun 2
	23	Jun 14	Jun 8	Jun 9
	24	Jun 21	Jun 15	Jun 16
	25	Jun 28	Jun 22	Jun 23

		Publication Date	Run of Paper (Front Section and Real Estate)	Livestock, Classified and Jobs
Month	Issue	Mondays	Tuesdays Bookings – 3pm Material – 5pm	Wednesdays Bookings and Material by Noon
July	26	Jul 5	Jun 29	Jun 30
	27	Jul 13	Jul 6	Jul 7
	28	Jul 19	Jul 13	Jul 14
	29	Jul 26	Jul 20	Jul 21
August	30	Aug 2	Jul 27	Jul 28
	31	Aug 9	Aug 3	Aug 4
	32	Aug 16	Aug 10	Aug 11
	33	Aug 23	Aug 17	Aug 18
September	34	Aug 30	Aug 24	Aug 25
	35	Sep 6	Aug 31	Sep 1
	36	Sep 13	Sep 7	Sep 8
	37	Sep 20	Sep 14	Sep 15
October	38	Sep 27	Sep 21	Sep 22
	39	Oct 4	Sep 28	Sep 29
	40	Oct 11	Oct 5	Oct 6
	41	Oct 18	Oct 12	Oct 13
	42	Oct 25	Oct 19	Oct 20
November	43	Nov 1	Oct 26	Oct 27
	44	Nov 8	Nov 2	Nov 3
	45	Nov 15	Nov 8 (Mon)	Nov 8 (Mon)
	46	Nov 22	Nov 16	Nov 17
	47	Nov 29	Nov 23	Nov 24
December	48	Dec 6	Nov 30	Dec 1
	49	Dec 13	Dec 7	Dec 8
	50	Dec 20	Dec 14	Dec 15