



THE NEW ZEALAND  
SOCIETY OF AUTHORS  
(PEN NEW ZEALAND INC) TE PUNI KAITIHI O AOTEAROA

## Rate Card / Deadlines / T&C / Booking Form

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### Advertising with the New Zealand Society of Authors

# THE AUTHOR

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New A5 format

Circulation:

1480+ this includes NZSA members, funders, key stakeholders and subscribing libraries

#### *Display Advertisements*

##### Double Page Spread

240mm wide x 170mm high (no bleed) \$500

275mm wide x 210mm high (bleed) \$500

##### Full Page

115mm wide x 170mm high (no bleed) \$300

120mm wide x 210mm high (bleed) \$300

Inside back cover laminated \$400

Inside front Cover \$500

##### Half Page

Horizontal -115mm wide x 90mm high \$200 (inside front cover \$240)

Vertical – 50mm wide x 170mm high \$200 (inside front cover \$240)

##### Third Page

Horizontal- 115mm wide x 60mm high \$160

Vertical - 43mm wide x 170mm high \$160

##### Quarter Page

Horizontal- 115mm wide x 30mm high \$130

Vertical - 50mm wide x 90mm high \$130

##### Sixth Page

Vertical 43mm wide x 90mm high \$110

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For bookings contact

Jackie Dennis email [director@nzauthors.org.nz](mailto:director@nzauthors.org.nz) or phone 09 379 4801

## *NZ Author Classified – Short Ads*

Single column run on advertisements:

up to 30 words \$45 casual / 30% discount when advance payment for 4 repeats of advertisement

up to 70 words \$80 casual / 30% discount when advance payment for 4 repeats of advertisement

## **SPECIFICATIONS FOR CAMERA READY ADVERTISEMENTS:**

Electronic file format only. Files accepted in the following formats:

Quark Xpress / Pdf / jpeg / tiff (tif) /pdf /eps

Images must be (scanned at) 300dpi at the size they are to be used.

Material will be accepted as an email attachment. Please compress if over 10mg.

## **DEADLINES FOR 2017**

Feb 13, May 8, Aug 14, Nov 6

# LITERARY BULLETIN – ENEWS

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## *All advertisements*

180 word limit with an image or logo - \$49 each insertion

## **DEADLINES FOR 2017**

3pm Thursday for the Friday insertion (except for Easter week when it will be 3pm Wed 12 April.

2017 e-news dates are:

20 Jan, 3 Feb, 17 Feb, 3 Mar, 17 Mar, 31 Mar, 13 Apr (Easter Thu), 28 Apr, 12 May, 26 May, 9 Jun, 23 Jun, 7 Jul, 21 Jul, 4 Aug, 18 Aug, 1 Sep, 15 Sep, 29 Sep, 13 Oct, 27 Oct, 10 Nov, 24 Nov, 8 Dec, 22 Dec

# WEBSITE

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## *Home Page Banner*

Text with an image or logo on one of the sliding banners \$390 per month. This is a featured advertisement on the home page and we only have one at any time.

Contact [office@nzauthors.org.nz](mailto:office@nzauthors.org.nz) for specifications.

## *Targeted page e.g. Grants & Awards page, Branch page, Writing Resources page*

Text with an image or logo on side of page \$120 per month

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Note, we are not obliged to accept any advertisements.

## COMBO RATES

**10% discount** for combinations of advertising in *NZ Author*, the enews Literary Bulletin and/or the Website

**ALL PRICES ARE + 15% GST**

## ADVERTISEMENT MAKE-UP

Our typesetter will make up advertisements from text and images supplied. Cost is from \$60 plus GST—we can provide quotes beforehand. Material will need to be booked and supplied by the material deadline.

## TERMS AND CONDITIONS OF ADVERTISING

All bookings, instructions and cancellations must be confirmed in writing. Confirmation must be received by the deadline. Any material supplied that does not meet the specifications will incur extra charges.

Placement is at the discretion of the Editor for *NZ Author* and the Chief Executive Officer for the Literary Bulletin and the website. Advertising for the website is accepted at the discretion of the Chief Executive Officer.

Advertising for the *NZ Author* and the Literary Bulletin will be accepted provided that it contains no unwarranted claims for products or services, contains no defamatory statements or matter, does not infringe copyright, and may be printed without the New Zealand Society of Authors incurring liability of any nature whatsoever. By submitting an advertisement for publication you indemnify NZ Society of Authors and its employees and agents against any proceedings, demands, losses, costs, damages and other liability incurred in connection with that advertisement.

You agree to pay your account by the 20<sup>th</sup> of the following month of an invoice. Interest may be charged for overdue accounts.

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