

Rate Card



Agencies & Clients

Agencies & Clients has been acknowledged as the advertising industry bible since 1985. It is a high quality reference directory, published annually in April and updated daily online.

Agencies & Clients is an indispensable tool for anyone working in the advertising and media industries in New Zealand.

It contains New Zealand's only detailed list of the country's advertising agencies and includes details on agency executives, media mix, clients and brands handled.

4 SECTIONS:

- Agencies
- Media Independents
- Services to Agencies
- Media Companies

Print run – 800

Cover price – \$114.95 (inc GST) – includes both printed and online versions

PUBLICATION – Annually in April



Tab Dividers

One side	\$3000
Both sides	\$4200

Special Positions

Inside Front Cover	\$3000
Inside/Outside Back Cover	\$3000

Run of Book

Double Page Spread	\$4000
Full Page	\$2200
Third Page	\$750

Listings

Ad Agency & Media Independents Listing with colour logo	\$300
Ad Agency & Media Independents Listing (without logo)	FREE
Service to Agencies section	\$450
Media & TVC Production Sections: Premium Listing with colour logo	\$250
Standard Listing (without logo)	\$90
Free listing (contact details only)	FREE

All prices are annual, in NZ dollars and exclusive of GST
No Agency commission applicable on house ads.

Material Specs

	width x depth
Dividers and Full Pages – trim size	210 x 270mm
Covers (IFC & IBC/OBC) – trim size	224 x 270mm
Double Page Spread – trim size	434 x 270mm

Allow 5mm bleed around all outside edges.

BOOKING DEADLINE – annually on or about 24 February

MATERIAL DEADLINE – annually on or about 3 March

CANCELLATIONS – must be in writing and cannot be accepted after booking deadline

WWW.AGENCIESANDCLIENTS.CO.NZ

AdMedia's Agencies & Clients website, with its own high-horsepower search engine, includes contact details for all agencies and their key people – plus their clients, brands, and media mix ... plus sections featuring companies that supply services to agencies.

www.agenciesandclients.co.nz is the only NZ advertising & media online service, and offers advertisers a full range of online creative options.

AUDIENCE:

- 2,422 Unique browsers
- 64,469 Page impressions
- Average time spent on site 6.45 minutes.

*Source: Google Analytics 1 Jan 08 - 1 Jan 09

Advertising Rates - Banner or Skyscraper

Home Page	\$2,000/12 months
Section Pages	\$1,500/12 months
Category Pages	\$1,000/12 months

Accepted files: jpeg, gif, swf (Flash) files or code. Maximum size 100KB.

Email ads and/or text links to:

admanager@admedia.co.nz at least three working days prior to going live.

For advice and space booking please contact:

Kelly Lucas, Advertising Manager

Phone: 09 366 0443. Mobile: 021 996 529. Email: admanager@admedia.co.nz