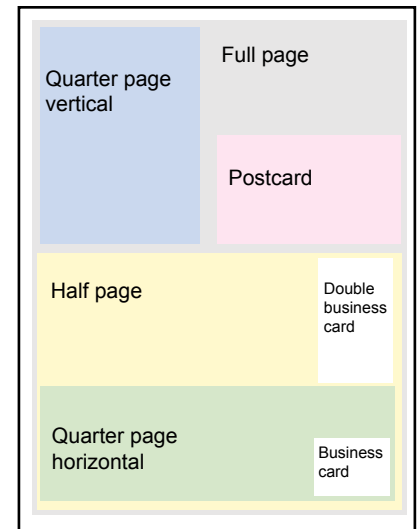


# Pōhutukawa Coast Times



Ad type	Ad size	Ongoing rate*	Casual rate
Back page business listing	Single line of text (up to 48 characters)	\$200+gst for 6 months	\$200+gst for 6 months
	Two lines of text	\$230+gst for 6 months	\$230+gst for 6 months
	Three lines of text	\$250+gst for 6 months	\$250+gst for 6 months
Professionals & Trades regular	40mm high x 85mm wide	\$30+gst per week or \$35+gst fortnightly	12-week commitment required
Professionals & Trades large	80mm high x 85mm wide	\$60+gst per week or \$70+gst fortnightly	12-week commitment required
Classified unboxed	Any word length	\$15 incl GST per 25 words	\$15 incl GST per 25 words
Classified boxed	Any word length	\$9+gst per column centimetre	\$9+gst per column centimetre
Business card	45mm high x 63mm wide	\$55+gst	\$60+gst
Double business card	90mm high x 63mm wide	\$96+gst	\$116+gst
Postcard	90mm high x 130mm wide	\$145+gst	\$175+gst
Quarter page vertical	180mm high x 130mm wide	\$285+gst	\$315+gst
Quarter page horizontal	90mm high x 265mm wide	\$285+gst	\$315+gst
Half page	180mm high x 265mm wide	\$570+gst	\$630+gst
Full page	360mm high x 265mm wide	\$1000+gst	\$1200+gst

\*Ongoing rate applies when ads for at least 3 editions are booked. All prices non commission bearing. All rates (except unboxed Classifieds) are exclusive of GST. A 50% fee applies for any booking cancelled after deadline.



Ad types (not to scale)



## Deadlines:

Ad bookings and content must be received by midday Friday, the week prior to publication.

## Ad specs

**Print ready/supplied advertisements:** Preferably supplied as high-resolution (300dpi) pdfs. All files are processed for full colour print. Publisher, Word or Excel files will not be accepted.

**Free design service:** Let us design your ad at no cost. This service includes a proof and up to three changes. All supplied content (logos, images etc.) need to be high resolution (if possible). Ads designed in-house remain property of the Pōhutukawa Coast Times and are not to be used in other publications.

Enquiries: Melody Cutfield, Advertising Sales, [advertising@pctimes.co.nz](mailto:advertising@pctimes.co.nz) | 021 026 14467

## Special Features

We run monthly special features on Lifestyle and Supporting Local, plus occasional features on topics of interest such as weddings, boating, travel and motoring.

Book a 1/4 page ad (or larger) and we'll give you free editorial space to include a write-up about your product or business (at the discretion of the editor) alongside your paid advertisement.

## Advertorials

A business profile advertorial is a great way to give people a more in-depth understanding of the goods or services your business supplies. Our editor will write an introductory article which provides an overview of what your business does. Your logo and company contact details are also included.

### Costs:

Quarter page option: \$465+gst

Half page option: \$780+gst

### Special package offer:

1 x 1/4 page business profile advertorial + 3 x postcard sized ads + a single-line 6mo business listing for \$835+gst. Save over \$200!

1 x 1/2 page business profile advertorial + 3 x quarter page sized ads + a single-line 6mo business listing for \$1385+gst. Save over \$390!

## Discounted community rates

The Pōhutukawa Coast Times is proud to support not-for-profit organisations by offering a 20% discount off rate card prices.

## Coast & Country Property Guide

We produce a monthly property guide, printed on high quality white paper, which is inserted into the centre of the PC Times. The property guide features homes listed for sale within our distribution area, accompanied by editorial on a range of property-related subjects. Discounted rates for bulk-advertising are available for real-estate companies and individuals.

## Food & Entertainment Guide

Let us promote your hospitality business with an affordable weekly ad in our Food and Entertainment Guide. Just \$20+gst per week for a 13.5cm wide x 2cm high ad - send us your logo, opening hours and address and we'll create the ad for you at no additional cost.

## Flyer and brochure delivery

We can deliver flyers and brochures with the PC Times to 3,600 homes within the Beachlands-Maraetai areas.

### Costs:

Single sheet: \$685+gst

2 or more pages: \$820+gst

### Single Page Flyer rates per area:

Maraetai: 945 flyers = \$180+gst

Beachlands: 2665 flyers = \$515+gst

### 2 or more pages, rates per area:

Maraetai: 945 flyers = \$250+gst

Beachlands: 2665 flyers = \$570+gst

Enquiries: Melody Cutfield, Advertising Sales, [advertising@pctimes.co.nz](mailto:advertising@pctimes.co.nz) | 021 026 14467