



## Advertising with us

**Advertisement Specifications:** advertisements need to be designed and supplied in CMYK in the correct colourways (in CMYK colour for colour advertising or Grayscale / CMYK for black and white), minimum 600 DPI, as a JPEG or PDF file in one of the following:

- Adobe Indesign
- Adobe Illustrator
- Photoshop

Advertisements designed in Microsoft Word, Microsoft Publisher or Canva, or designed in RGB are not suitable for our commercial design and print process. They do not convert well onto newspaper design software, can scramble or corrupt print files and do not give optimum results. Different newspapers use a variety of processes, so please do contact us if you are unsure. Canva conversion fee \$20.

**Advertisement Sizes and Prices:** check out our very competitive pricing on our Rate Card, (under Advertising Rates on our website - click on the downloadable PDF in red writing, and it will pop up). We offer Standard rates and Contract Rates. Contract Rates are for 12 or more weekly consecutive advertisement insertions. **All prices include GST.**

Advertising can be booked weekly, fortnightly, odd or even weeks, monthly or a rotation that works best for you.

**The Snowfed can create advertisements for you: (there is a small fee for this service as below)**

**Please supply the following attachments on one email:**

- a JPEG file(s) of your logo or images you want to use,
- the text you want in your advert, on an attached Word or Pages document.

Please specify if you'd like colour or black and white and how many insertions you'd like - check the Rate Card for more information.

### Advertisement design fees (incl GST):

- |                      |                |
|----------------------|----------------|
| • Full page: \$40    | • F size: \$25 |
| • A size: \$35       | • E size: \$25 |
| • Half page: \$35    | • C size: \$20 |
| • H size: \$30       | • Fat D: \$15  |
| • Quarter page: \$30 | • D size \$15  |
| • B size: \$28       |                |

There is no design charge for small AGM advertisements

**Advertisement dimensions are on the Rate Card**

Proofs available on request

**Advertising Deadlines:** if you are to supply your artwork print-ready: Friday noon of the week before publication. If your advertisement needs to be created by us: Thursday 12 noon of the week before publication. Advertising received after these deadlines is waitlisted. Send your artwork as a JPEG or PDF attachment on your email to us.

**Want to use your advertisement elsewhere?** We can supply your artwork for you to use elsewhere. This costs \$70 incl GST per advertisement.

**Payment:** new Client advertising is to be paid online by or before Friday 5pm (or cash or EFTPOS at Mount Hutt College Office before Friday 3pm) of the week prior to publication. Clients who have an established credit history with us may apply to open an account.

Application forms are available by emailing: [accounts@snowfed.co.nz](mailto:accounts@snowfed.co.nz) or: [letterbox@snowfed.co.nz](mailto:letterbox@snowfed.co.nz)

**Cancellation Policy:** booked advertisements cancelled after Friday 12 noon, or booked advertisements not received by print deadline may require full or part payment.

## Contact us

### Advertising or news:

Email Annie: [letterbox@snowfed.co.nz](mailto:letterbox@snowfed.co.nz)  
Phone 03 302 8437 ext 3.  
Office hours 8am-5pm.

### Accounts:

Email Bethany: [accounts@snowfed.co.nz](mailto:accounts@snowfed.co.nz)  
Phone: 03 302 8437 ext 709  
Thursday morning only.