

# Classified advertising rates

## Word count

Approximate number of words	Size (Height x columns)	One insertion	Three + insertions
up to 25	5 x 1	\$102.50	\$92.25
up to 50	5 x 2	\$205	\$184.50
61-70	6 x 2	\$246	\$221.40
81-90	8 x 2	\$328	\$295.90
101-110	10 x 2	\$410	\$369
131-150	12 x 2	\$492	\$442.80
171-180	14 x 2	\$574	\$516.60
90-110	8 x 3	\$492	\$442.80
120-140	10 x 3	\$615	\$553.50
141-170	12 x 3	\$738	\$664.20
141-170	9 x 4	\$738	\$664.20
171-180	10 x 4	\$820	\$738

## Classified advertising

Columns	1	2	3	4	5	6	7	8
mm	30	63	97	130	164	197	231	265

## Innovations

All innovative options are POA, so contact your local account manager today.

- North Island and South Island newspapers are a 60:40 rate split

## e-Newsletter

Sent on a Friday night to registered subscribers, and contains the latest news from farmersweekly.co.nz, as well as an early release of the virtual edition of the *Farmers Weekly*.

**Two ad positions available:**  
**Leaderboard \$550**  
**MRec \$550**

**Talk to your account manager for advertising opportunities in our e-Newsletters.**

- All rates include full colour, are non-commission bearing and exclude GST. Valid for 2018 only
- Please send all print advert material to [adcopy@nzx.com](mailto:adcopy@nzx.com)
- All advertisements that have 50% or more editorial of the total ad size, must have the words 'Advertorial', 'Advertisement', or, 'Content supplied by (your business name)' on top of the ad and copy must be in a different font from newspaper body copy

## Word only advertising

<b>Rate per word</b>	<b>\$2.10 (minimum charge \$21.00)</b>
Add a border	\$11.00
Add a border and colour	\$17.50
Private header	\$15.00

No. of insertions	1	3+	6+	9+
CCM rate	\$20.50	\$18.45	\$16.90	\$15.40

