

# Employment advertising rates

## Word count examples

| Approximate number of words | Size<br>(Height x columns) | One insertion | Two + insertions |
|-----------------------------|----------------------------|---------------|------------------|
| 51-60                       | 5 x 2                      | \$255         | \$240            |
| 61-70                       | 6 x 2                      | \$306         | \$288            |
| 81-90                       | 8 x 2                      | \$408         | \$384            |
| 101-110                     | 10 x 2                     | \$510         | \$480            |
| 131-150                     | 12 x 2                     | \$612         | \$576            |
| 171-180                     | 14 x 2                     | \$714         | \$672            |
| 90-110                      | 8 x 3                      | \$612         | \$576            |
| 120-140                     | 10 x 3                     | \$765         | \$720            |
| 141-170                     | 12 x 3                     | \$918         | \$864            |
| 141-170                     | 9 x 4                      | \$918         | \$864            |
| 171-180                     | 10 x 4                     | \$1020        | \$960            |

## Rates

| Number of insertions | 1       | 2+   |
|----------------------|---------|------|
| CCM rate             | \$25.50 | \$24 |

## Employment advertising

| Columns  | 1  | 2  | 3  | 4   | 5   | 6   | 7   | 8   |
|----------|----|----|----|-----|-----|-----|-----|-----|
| CCM rate | 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

