

NZTECHO

ADVERTISING RATES AND SPECIFICATIONS

Advertising Rates and Specifications - 2023

Readership and Circulation

- **NZTECHO** is the quarterly publication of the New Zealand Screen Industry Guild Aotearoa New Zealand.
- The Screen Industry Guild is the voice of screen crews on the biggest overseas productions right through to the smallest domestic productions, and crossing all media platforms.
- **NZTECHO** reaches many other Screen Guild friends and contacts in production, producers and directors, training providers, and other screen industry organisations.
- **NZTECHO** is the only screen industry print magazine and gives you a unique opportunity to reach people in the industry.
- Printed circulation is more than 750, and readership as double this number, giving the magazine ID penetration into the market.
- We offer very competitive standard advertising rates (see below) and we can be flexible – just call us.

Member Benefits and Discounts Program

If you offer a discount or other benefits to members your logo will appear on the member benefits page of the Screen Industry Guild's website and will be listed in every copy of **NZTECHO**.

Issue	Booking deadline	Art deadline	Publication
Autumn	1st March	15th March	Last week March
Winter	1st June	23rd June	Last week June
Spring	1st September	15th September	Last week September
Summer	1st December	15th December	Last week December

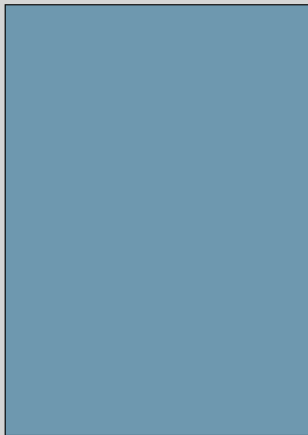
NZTECHO Rates

Format	Casual Full-colour	Casual B/W	Yearly* Full-colour	Yearly* B/W
Full-page (back cover)	\$980	N/A	\$3,136	N/A
Full-page (inside front)	\$820	N/A	\$2,624	N/A
Half-page	\$480	\$380	\$1,536	\$1,216
Quarter-page	\$250	\$200	\$800	\$640

* Yearly booking gives you a 20% discount. All Rates Ex GST.

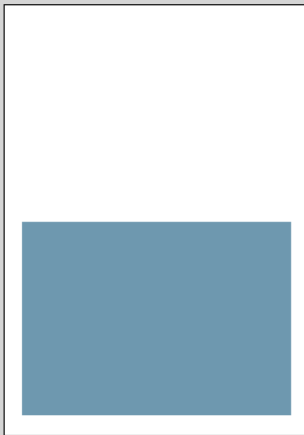
Ad Dimensions

(Width x Height)



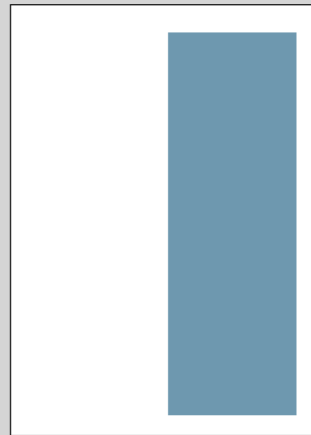
Full-page bleed

210 x 297mm + 5mm bleed



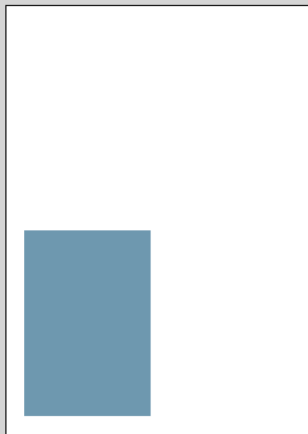
Half-page (horizontal)

181 x 130mm



Half-page (vertical)

88.5 x 264mm



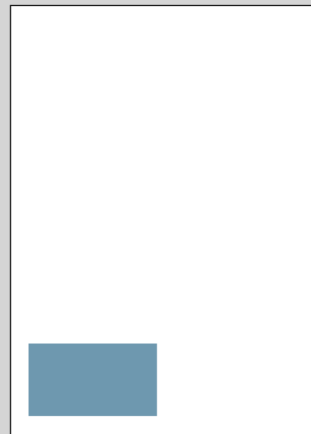
Quarter-page (prop)

88.5 x 130mm



Quarter-page (horizontal)

181 x 65mm



Business card

88.5 x 55mm

Final Artwork Format and Supply

Ad artwork must be supplied as either:

PDF: saved as a 'Press Quality' PDF / 300ppi CMYK or grayscale artwork

JPEG: High quality JPEG / 300ppi CMYK or grayscale.

Final artwork that is not correctly provided in either of these formats, or to the correct dimensions, may cause printing problems.

Bleed: Full Bleed

Adverts do not need to be supplied with a printed proof.

NZTECHO takes no responsibility for print errors due to incorrectly formatted artwork.

Artwork files may be emailed to info@nztecho.com (up to 10MB file size) or supplied by file transfer

Ad Design

NZTECHO can assist with the design and production of an advert if you are not familiar with the process, or if you have other requirements different to those detailed here. Please contact us prior to the art deadline to discuss.

To find out more contact:

Kelly Lucas

Ph : 09 889 9522 (always use the 9 even inside Auckland)

Email : info@screenguild.co.nz