

DIRECT

Advertising Rates

Direct Advertising Rates for Wanganui Chronicle as at 1st December 2009

All pricing GST exclusive

	Wanganui Chronicle		Midweek	Your Wheels
	Mon-Fri	Sat		
Casual	8.14	8.60	6.80	8.34
\$1,500	6.80	7.06	6.08	6.85
\$3,000	6.62	6.64	5.51	6.44
\$5,000	5.51	5.77	4.89	5.61
\$10,000	4.69	4.89	4.17	4.74
\$15,000	4.17	4.38	3.66	4.22
\$20,000	3.86	4.02	3.45	3.91
\$30,000	3.55	3.71	3.19	3.61
\$40,000	3.45	3.61	3.09	3.50
\$50,000	3.40	3.55	3.09	3.45
\$75,000	3.30	3.50	3.09	3.40
\$100,000	3.19	3.35	3.09	3.25
\$130,000	3.10	3.25	3.09	3.15
\$150,000	2.92	3.08	3.09	3.08

<u>Employment</u>				
	9.95	9.95	Free Repeat*	-
<u>Notices</u>				
	8.16	8.47	6.94	-
<u>Classified</u>				
	8.45	9.01	7.11	8.76

NOTE: If you have a current annual contract, these rates will apply to any Employment, Classified or Public Notice advertising.

- Colour Loading
40% loading on the above mono rates - maximum charge \$475
- Priority Placements
40% loading for guaranteed page
20% loading for guaranteed section
- Inserts
\$60 per 1000 - full run (Daily or Community)
\$70 per 1000 - partial - minimum charge of \$300 +GST (Daily or Community)

Important Information

DEADLINES

Wanganui Chronicle

Display run of paper

Booking and material 10am two working days prior to publication

Display Classified

Booking and material 10am day prior to publication

Classified Non Display

4.30pm day prior to publication

Your Wheels

Booking and material 5pm Wednesday prior to publication

Real Estate

Booking and material 10am three working days prior to publication

Wanganui Midweek

Display run of paper

Booking and material 4pm Friday prior to publication

Display Classified

Booking and material 10am Monday prior to publication

Classified Non Display

4.30pm Monday prior to publication

COLUMN WIDTHS

Wanganui Chronicle: Display ROP	Wanganui Chronicle: Classified	Midweek: Display/Classified
1 - 34mm	1 - 32mm	1 - 31mm
2 - 72mm	2 - 66mm	2 - 63mm
3 - 110mm	3 - 99mm	3 - 96mm
4 - 149mm	4 - 133mm	4 - 129mm
5 - 187mm	5 - 167mm	5 - 161mm
6 - 225mm	6 - 201mm	6 - 194mm
7 - 264mm	7 - 235mm	7 - 227mm
8 - 302mm	8 - 269mm	8 - 260mm
9 - 340mm	9 - 303mm	
10 - 378mm	10 - 337mm	
	11 - 371mm	

Special Features/Publications

Regular Features

B2B (Business to Business)

TV Times

On The Land (Rural)

Your Property (Real Estate)

Captured (Photo Montage)

When

Bi Monthly

Weekly

Monthly

Fortnightly

Quarterly

Size

Tabloid (60gsm)

Quarto

Broadsheet

Tabloid (60gsm)

Quarto Gloss

Annual Features

Education & Careers

Wanganui Directory

Become A Member

In Style (Autumn/Winter)

Easter Break

Health Care Guide

Weddings

Buying & Building

Enterprising Women

Locally Owned & Operated

House of the Year

Attitude (Youth Publication)

In Style (Spring/Summer)

Labour Day Sales

Christmas Gift Guide

Summer Nature Programme

Wall Planner

When

January

January

February

March

March

May

June

June

July

July

July/August

September

September

October

December

December

December

Size

Tabloid

Quarto Gloss

Tabloid

Tabloid

Tabloid

Quarto Gloss

Quarto Gloss

Tabloid

Tabloid

Tabloid

Tabloid

Tabloid

Broadsheet

Tabloid

Quarto

A2 Gloss

Regular Editorial Features

Pic's Page

Generation Next

Style Page

Art

Health

Rural

Racing

Entertainment

Gardening

Travel

When

Monday

Monday

Tuesday

Wednesday

Wednesday

Thursday

Friday

Friday/Saturday

Saturday

Saturday

What

Photo Montage

Youth

Fashion

Wanganui Chronicle

LOVE THIS PLACE LOVE THIS PAPER



Contact: 06 349 0710

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