

Incorporating the West Coast Times
Est 1865

60 cents 09 751 8422

Monday, February 15, 2010

HOKITIKA **Guardian**

Remote baches in spotlight

by Janna Sherman

Baches in remote parts of South Westland will come under scrutiny again from this week as

the Westland District Council completes its crackdown on illegal building works. Most of the holiday homes

and whitebait huts in the area have been checked for building compliance and licences to occupy, including those around

the Wanganni River, at Hanbari, and 'Kwitebatown' near the Haast River mouth. So far, five have been identified

as having been illegally altered. At least five more at Paringa, and Waitoto are next on the list. Continued on p 3

Rambling around Westland



by grandson Flynn.

The Hokitika Guardian is a daily paid community tabloid circulating in the Hokitika area of Westland and delivers local and international news to its readers.

Monday - Friday. 1,500 issues daily.

The Hokitika Guardian offers to the public a good balance of classified and display advertising for its clients and with its fully staffed office on the main street of Hokitika gives coverage to the area superior to any other publication on the Coast.

Dedicated reporters are at work each day sourcing local news items to keep the community informed, along with a display advertising representative and classified staff who can offer colour options to advertising as required.

For effective local coverage the Hokitika Guardian is your first choice for news and advertising.

Advertising Rates

(Rates effective April 2010) GST exclusive

Casual Rates

Situations Vacant, Entertainment, Public Notices and Tenders

	Mono	\$5.80
	Colour	\$7.50
Other Classified + ROP Display	Single/Multi Column (mono)	\$4.80
	Single/Multi Column (colour)	\$6.50

Fixed Space Rates – Minimum Space 6cm per week

		Mono	Colour
12cm to 49cm per week	(3 months)	\$2.50	\$4.00
	(6+ months)	\$2.10	\$3.60

Full Page

Mono	\$1120.00
Colour	\$1345.00
Loading Fee (Guaranteed Position)	+20%

Coastpack – One Advert 3 Papers

Hokitika Guardian/Messenger/Greymouth Star

Mono	\$13.90
Colour	\$18.40

Inserts

Full Run	\$180.00
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Column Widths Guide



Column Widths (mm) Hokitika Guardian							
Page Depth 37cm	1	2	3	4	5	6	7
	35.3	73.7	112.2	150.6	189.1	227.5	266.0

Deadlines

Hokitika Guardian	Bookings	Copy	Approvals
Display Classies	2 days prior <i>(eg 9am Wed for Fri paper)</i>	2 days prior <i>(eg 12 noon Wed for Fri paper)</i>	12 noon day prior <i>(eg 12 noon Thurs for Fri paper)</i>
Classies Mon-Fri		12pm day prior <i>(eg 12 noon Wed for Thurs paper)</i>	
Run of Paper Tues-Fri	2 days prior <i>(eg 9am Wed for Fri paper)</i>	2 days prior <i>(eg 12 noon Wed for Fri Paper)</i>	9am day prior <i>(eg 9am Thurs for Fri paper)</i>
Monday	12 noon Thursday		
Features	5 working days prior	5 working days prior <i>(all ad copy, editorial, photos)</i>	1 working day prior
Editorial		8.30pm	