

#### READERSHIP AND CIRCULATION

NZTECHO is the quarterly publication of the Techos' Guild (The New Zealand Film & Video Technicians' Guild), which is made up of crew in the Screen Production Industries (film, video, TV and new media). It offers you a key channel to present your services to our membership of over 500 film and video technicians.

It has a circulation in excess of 600, with a readership roughly double this, and a long shelf-life as it's passed around the industry (particularly on sets and in production houses).

We offer very competitive advertising rates (see below) and are happy to discuss your particular requirements – please get in touch to discuss.

#### MEMBER BENEFITS SCHEME

Should you be interested in offering incentives to members to use your services (usually as a percentage discount) we offer an association under our 'Member Benefits' scheme. This provides you with free logo placement on our website and a listing in every copy of NZTECHO, as well as a regular mailout to the membership listing all benefit providers.

Please get in touch if you'd like to find out more and discuss your proposal.

ISSUE	Booking deadline	Art deadline	Publication
Summer	1st November	20th November	First week December
Autumn	1st February	20th February	First week March
Winter	1st May	20th May	First week June
Spring	1st August	20th August	First week September

Where a deadline falls on a weekend, the following Monday becomes the deadline day.

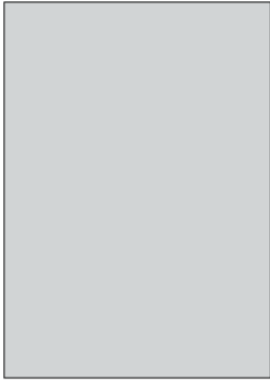
#### Cancellation Deadline

Cancellations must be made in writing at least 2 weeks (14 days) prior to the art deadline.

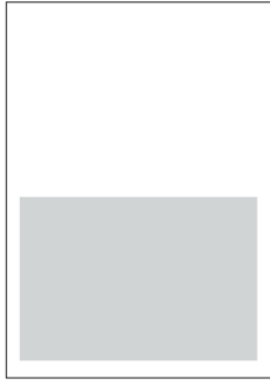
Format	Casual Full-colour	Casual B/W	Yearly* Full-colour	Yearly* B/W
Full-page (back cover)	\$980	N/A	\$3130	N/A
Full-page (inside front)	\$820	N/A	\$2620	N/A
Half-page	\$480	\$380	\$1500	\$1200
Quarter-page	\$250	\$200	\$800	\$640

\* Yearly booking gives you a 20% discount.

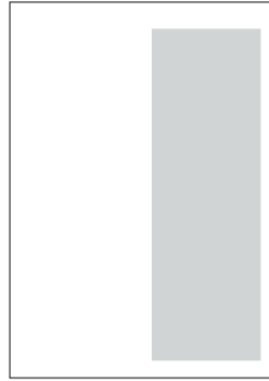
## AD DIMENSIONS (width x height)



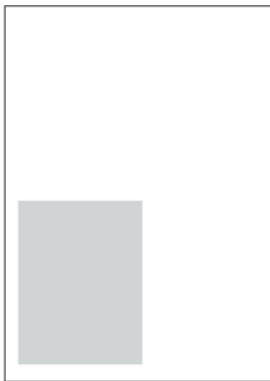
**Full-page bleed**  
210 x 297mm + 5mm bleed



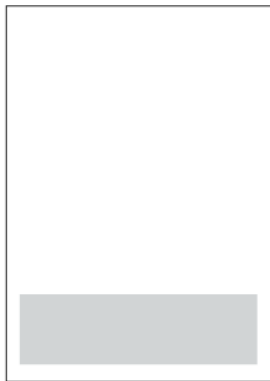
**Half-page (horizontal)**  
181 x 130mm



**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. Incorrectly supplied artwork may incur a \$50 conversion fee if you are unable to resupply to our specifications. Please contact NZTECHO if you have any concerns with artwork format and supply.

Adverts do NOT need to be supplied with a printed proof. However, it is your responsibility to ensure that artwork is correctly formatted.

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

Artwork files may be emailed to [info@nztecho.com](mailto:info@nztecho.com) (up to 10MB file size), or supplied on CD.

## AD DESIGN

NZTECHO can provide assistance 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.