

Advertising Rates for 2012

• **AFFORDABLE EFFECTIVE ADVERTISING** is our mantra on the NZ Musician website. All main section head pages offer three standard advert size options.

BAD BOY BANNER ADVERT – (the page dominator – runs horizontally!)

\$450/week or \$1500/month

700 x 120 pixels (max)

BANNER ADVERT – (positioned beside the NZM logo)

468 x 60 pixels (max)

\$250/week or \$800/month

We've deliberately made it VERY cost effective to advertise on our busy website and there are three convenient size options. Largest is our **Bad Boy Banner** which puts your message on top of everything. The **Banner Advert** runs across the top of the (screen) page while the punchy **Tile Advert** sits at the top right hand side.

TILE ADVERT
(positioned at right above the Latest News)

180 x 170 pixels

\$180/wk or \$500/mth

THE SPECS

**ALL ARTWORK TO BE
JPEG OR GIF FORMAT
AT 72 dpi**

**ARTWORK MUST BE
APPROVED BEFORE
PUBLICATION**

**DISCOUNTS
NEGOTIABLE FOR
INDEPENDENT ACTS
AND LONG TERM
BOOKINGS**

**SPECIFIC PAGE AD-
VERTISING
AVAILABLE**

**OPTIONAL SIZES AND
DESIGN SERVICES
AVAILABLE**

Billing Details

Regular advertisers are invoiced on a monthly basis. Until we know you we'll ask for up front payment for your first month of advertising.

Prices for combined web and print advertising are negotiable.

All accounts are payable on the 20th of the month following invoice.

All enquiries regarding NZ Musician website advertising should be made to Stephen Heard.
stephen@nzmusician.co.nz