



# NZ CLASSIC DRIVER

## RATE CARD 2017/18

1954 Austin-Healey 100 - NZ Classic Driver issue 73 - story Allan Walton, photo by Cameron Leggett

### MAGAZINE ADVERTISING RATES

Ad size casual booking	Single	3 issues
Double Page Spread	\$3,995	\$3,495
Full Page	\$2,250	\$1,995
Half Page	\$1,200	\$995
Third Page	\$850	\$695
Quarter Page	\$650	\$550
Banner	\$450	\$350

All rates quoted are non Commission bearing and +gst.

Small Display, 6 issues	\$800
Small Display, single issue	\$250

### Premium Positions

Inside Front Cover	+ 33%
Inside Back Cover	+ 33%
Back Cover	+ 50%
Specified Positions	+ 20%

### DEADLINE DATES

Issue / Month / Year	Ad supply deadline	On sale
#75 Nov / Dec 17	Fri 06 Oct 17	Thu 19 Oct 17
#76 Jan / Feb 18	Wed 06 Dec 17	Mon 18 Dec 17
#77 Mar/Apr 18	Wed 14 Feb 18	Mon 26 Feb 18
#78 May / Jun 18	Wed 11 Apr 18	Mon 23 Apr 18
#79 Jul / Aug 18	Wed 13 Jun 18	Mon 25 Jun 18
#80 Sep / Oct 18	Wed 15 Aug 18	Mon 27 Aug 18
#81 Nov / Dec 18	Wed 17 Oct 18	Mon 29 Oct 18
#82 Jan / Feb 19	Fri 30 Nov 18	Thu 13 Dec 18

classicdriver.co.nz  classicdrivernz

### AD SIZE

Dimensions	Width x Height (mm)
Double Page Spread	430 x 297 + 5mm bleed
Full Page	215 x 297 + 5mm bleed
Half Page Vertical	92 x 270
Half Page Horizontal	190 x 133
Third Page Vertical	60 x 270
Third Page Horizontal	190 x 87
Quarter Page Vertical	92 x 133
Quarter Page Horizontal	190 x 63
Trade Directory	65 x 50
Banner	190 x 40

### FILE TYPES ACCEPTED

- PDF, fonts embedded or outlined, all images 300ppi, CMYK.
- JPEG, 300ppi resolution.

### FOR BOOKINGS CONTACT

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