



Waikato Times

Non-commission-bearing Advertising Rates

All rates effective 1 July 2008 and do not include GST

ANNUAL REVENUE DISCOUNT

Monday, Tuesday, Thursday & Friday		
ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
Casual	\$10.45	\$12.15
\$3,000	\$9.93	\$11.31
\$5,000	\$9.40	\$10.62
\$7,500	\$9.21	\$10.21
\$10,000	\$8.57	\$9.81
\$12,500	\$8.35	\$9.67
\$15,000	\$8.17	\$9.53
\$20,000	\$7.94	\$9.32
\$30,000	\$7.74	\$9.21
\$50,000	\$7.52	\$9.12
\$75,000	\$7.31	\$8.91
\$100,000	\$7.12	\$8.63
\$200,000 +	\$6.90	\$8.43

Wednesday & Saturday		
ANNUAL ADVERTISING SPEND	NEWS	CLASSIFIED
Casual	\$10.71	\$12.24
\$3,000	\$10.18	\$11.36
\$5,000	\$9.64	\$10.67
\$7,500	\$9.43	\$10.26
\$10,000	\$8.79	\$9.85
\$12,500	\$8.57	\$9.71
\$15,000	\$8.36	\$9.58
\$20,000	\$8.15	\$9.36
\$30,000	\$7.93	\$9.25
\$50,000	\$7.71	\$9.16
\$75,000	\$7.50	\$8.96
\$100,000	\$7.29	\$8.68
\$200,000 +	\$7.07	\$8.48

CLASSIFIED OPTIONS

Monday, Tuesday, Thursday & Friday	
No Border	\$10.45 per col/cm
Bordered	\$12.15 per col/cm
Situations Vacant	
No Border	\$10.83 per col/cm
Bordered	\$12.93 per col/cm
Public Notices	
No Border	\$11.15 per col/cm
Bordered	\$13.32 per col/cm
Liner	
Plain text advert	\$3.66 per line
Public Notices & Garage Sales	\$3.99 per line
Situations Vacant	\$3.87 per line
Family Notices	\$3.20 per line

Wednesday & Saturday	
No Border	\$10.71 per col/cm
Bordered	\$12.24 per col/cm
Situations Vacant	
No Border	\$11.10 per col/cm
Bordered	\$13.26 per col/cm
Public Notices	
No Border	\$11.43 per col/cm
Bordered	\$13.66 per col/cm
Liner	
Plain text advert	\$3.66 per line
Public Notices & Garage Sales	\$3.99 per line
Situations Vacant	\$3.87 per line
Family Notices	\$3.20 per line

Deadlines

To ensure publication of your advertisement the booking and print ready files must be received by the following times:

News Pages

Day	Booking	Print Ready Files
Monday	4pm Wednesday	12 noon Friday
Tuesday	4pm Thursday	12 noon Monday
Wednesday	4pm Friday	12 noon Tuesday
Thursday	4pm Monday	12 noon Wednesday
Friday	4pm Tuesday	12 noon Thursday
Saturday	12 noon Wednesday	Noon Friday

prior to publication *prior to publication*

Classified

Day	Classification*	Booking & Print Ready Files
Monday	All classifications	10am Friday
Tuesday	All classifications	12 noon Monday
Wednesday	All classifications	12 noon Tuesday
Thursday	All classifications	12 noon Wednesday
Friday	All classifications	12 noon Thursday
Saturday	General	10am Friday
	Situations Vacant	12 noon Thursday

prior to publication

* Extended deadline applies for Births & Deaths classification only: Monday–Thursday 9am day of publication, Friday 8am day of publication and Saturday 5pm Friday.

70 Foreman Road, Te Rapa, Hamilton
Private Bag 3086, Waikato Mail Centre,
Hamilton 3240, New Zealand

Telephone:

- Advertising 07 849 9530 or 0800 806 180
- Classifieds 07 849 6080 or 0800 800 373

Facsimile:

- Advertising 07 849 9540
- Classifieds 07 849 9533

Colour

Casual or volume discount rate:

- Spot Colour Rate + \$420
- Full Colour Rate + \$785

Loading

(Guaranteed placement)

Positions subject to availability.

Casual or volume discount rate:

- Section A or Front of Section + 60%
- All other Sections + 40%

Front Page Solus

(6cm x 10col)

- Monday, Tuesday, Thursday & Friday
– B&W \$1489.20
– Process colour \$2304.20
- Wednesday & Saturday
– B&W \$1519.20
– Process colour \$2604.80

Advert Pricing Formula

advert height (cm)

x advert width (columns)

x rate

+ loading (if applicable)

+ colour (if applicable)

= \$ PRICE + GST

Weekly Features

Feature	Booking	Print Ready Files	Publishing
TV Week	4pm Thursday	Noon Monday	Tuesday
Tempo	4pm Friday	Noon Monday	Wednesday
Motortimes	12 noon Monday	Noon Thursday	Thursday
Magazine	12 noon Wednesday	Noon Thursday	Saturday

Special features and magazines

Please ask your sales representative for the relevant booking and copy deadlines.

Late cancellation fee

Advertisements cancelled later than 9am the day before publication incur a 25% penalty.