

sPanz

Spanning Presbyterians In Aotearoa Zealand

sPanz – Spanning Presbyterians in Aotearoa New Zealand is the national official publication of the Presbyterian Church of Aotearoa New Zealand. The non-profit publication is the main vehicle of written communication between the Church and its members nationwide. This outwardly focused magazine with multicultural flavour is the ambassador for the Church both internally and to external groups.

sPanz has over 300 outlets throughout New Zealand with a readership in excess of 50,000 covering a wide age range from youth to over 60's.

CIRCULATION – 20,000

Publication Date

Quarterly:

Mar 2008, Jun 2008, Sep 2008, Dec 2008 with actual publication date typically the middle of the prior month.

Advertising Deadline

Five weeks prior to publication

Copy Deadline

Four weeks prior to publication.

Advertising Contact

Jason Reed

Ph: 04 381 8284

Fax: 04 801 6001

spanzadvertising@presbyterian.org.nz

Publisher

Presbyterian Publishing

Company Limited

Ph: 04 801 6000

Fax: 04 801 6001

ADVERTISING RATES-EFFECTIVE 1/7/2006

All rates exclusive of GST

Specifications	casual	2 inserts	4 inserts
Colour insertions			
Double Page	\$3565	\$3208	\$2887
Full Page	2295	2065	1858
2/3 Page	1695	1525	1372
Half Page	1365	1228	1105
1/3 Page	965	868	781
1/4 Page	695	625	562
Mono insertions			
Double Page	\$3125	\$2812	\$2530
Full Page	1835	1651	1486
2/3 Page	1235	1111	1000
Half Page	915	823	741
1/3 Page	675	607	546
1/4 Page	595	535	480

Back Page

Plus \$350.00 to any rate

Inside Covers

Plus \$200 to any rate

Loose inserts

DLE size/folded A4 =11.3 cents per insert

Small booklets/catalogues =13.7 cents per insert

Centre spread - 4 pages colour

\$4125

Preferred position

plus 15%

Spot Colour

plus 10% on Mono rate

Per Column cm Mono

\$20

Per Column cm Colour

\$35

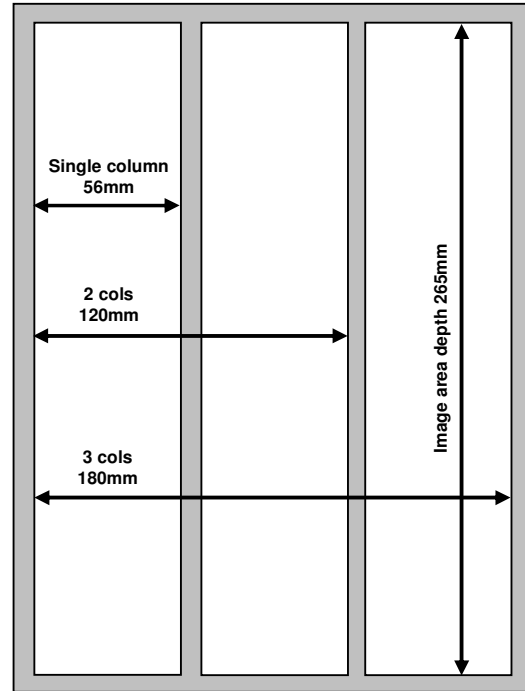
Classified Box per col/cm

\$10 (max. size - 2 col x 4cm or 1 col x 8cm)

TECHNICAL DETAILS

FORMAT A4 – Gloss Art

Single column in 3 col format	56mm	
2 cols (3 col format)	120mm	
3 cols (3 col format)	180mm	
Double Page		
image	265mm deep x 390mm	
trim	297mm deep x 420mm	
bleed	303mm deep x 426mm	
Full Page		
image	265mm deep x 180mm	
trim	297mm deep x 210mm	
bleed	303mm deep x 216mm	
Two Third Page		
horizontal	180mm deep x 180mm	
vertical	265mm deep x 120mm	
Half Page		
horizontal	130mm deep x 180mm	
vertical	265mm deep x 90mm	
Third Page		
horizontal	90mm deep x 180mm	
vertical	265mm deep x 56mm	
Quarter Page		
horizontal	65mm deep x 180mm	
vertical	130mm deep x 90mm	



MATERIAL ACCEPTED

DIGITAL FILES

ON DISK: Adverts may be supplied in PC or Mac format on Zip disk, CD, Jaz or 3.5" floppy disk

FILE FORMAT: We accept PC and Mac files in PageMaker, Freehand, QuarkXpress, Photoshop, Core/Draw, Illustrator, Indesign, PDF, EPS, or Tiff.

LINKS: All links must be supplied separately (do not embed or store in document) and should be either CYMK, Bitmap or Greyscale. Photoshop Tiffs are preferable to EPS's except in the case of clipping paths.

TYPEFACES: Convert all type to paths where possible or supply all typefaces used.

FILM: CYMK separated 150 screen - Right reading emulsion up negative film.

For scans, use 375 DPI.

All advertising material must be accompanied by a colour proof for reference (see Material Conditions below).

Departure from specifications will incur production (conversion) charges.

VIA E-MAIL: We accept via e-mail only if the total size is less than 2mb.

MATERIAL CONDITIONS

If a colour proof is not supplied, no responsibility can be taken for colour discrepancies in the final printed advertisement. Proofs of advertisements made up by the publisher will only be sent for approval if copy is received by deadline. Material received after the deadline will be checked by the publisher from original copy supplied. No guarantee of accuracy can be given when setting handwritten copy OR for the quality of reproduction from unsuitable illustration material supplied.

GENERAL ADVERTISING CONDITIONS

- Existing advertising contracts will be honoured for a 12 month period if advertising rates should increase in the meantime.
- The publishers reserve the right to refuse or omit any advertising which is unsuitable for the magazine.
- Cancellation cannot be effected after 5pm on deadline date and must be in writing.
- All advertising material is to be delivered to the Advertising Manager without expense to the publisher.
- In the event of material not being submitted by the date for copy, all expenses incurred endeavouring to secure material will be payable to the publisher and in addition to the advertising charge.
- If you require an advertisement prepared, please contact Advertising Manager. A fee will be charged for typesetting and separation costs.
- In the event of material not being submitted by due copy date the publishers shall have the right to compose or enter substitute copy at their absolute discretion, and charge full rates plus production costs.