

# Spanz

Presbyterian Church of Aotearoa New Zealand

## About Spanz...

**Spanz** is the official national publication of the Presbyterian Church of Aotearoa New Zealand, and the primary distribution outlet is Presbyterian and Uniting parishes. With a print run of 15,000 -16,000, and a readership in excess of this due to "pass-on", it's a great way of connecting with Christians from Cape Reinga to Bluff.

A typical reader has an active Christian faith, is 65 years of age or older, has a mature outlook, and is interested in community and social issues. Around 10 percent of readers are 25 or younger.

## Deadlines

Issue	Booking deadline	Material due by	Published
Jun 2008	11 April	24 Apr	19 May
Sep 2008	11 July	25 Jul	15 Aug
Dec 2008	10 Oct	24 Oct	21 Nov
Mar 2009	9 Jan	16 Jan	13 Feb

## Rates

Size	Comments	Mono	Colour
Full page	Trim, bleed dimensions are over page.	n/a	\$1995
½ page		\$880	\$1155
⅓ page		\$655	\$865
¼ page		\$505	\$595
Banner strip		\$395	\$450
Column (cc) rate	Min. size is 1 col x 8cm	\$25 per cc	\$35 per cc

(All prices exclude GST.)

## Loose inserts

Flat A5 (or smaller) insert @ 11.3c  
Folded DL insert @ 14.1c  
A5 booklet (12p max) @ 18.0c

## Discounts

Preferred position:  
IFC, IBC or OBC + 15%  
2 insertions 10% or 4 insertions 20%

## Advert design

Adverts can be made for you.  
Please supply text and graphics when you book your ad, otherwise send finished adverts to us using the digital file specifications noted.

## Classified advertising

Adverts at this rate are for a specific page in the publication, and are mono only. Min size is 1 col x 80mm or 2 col x 40mm @ \$80. Add \$20 per column centimetre for larger sizes.

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## Digital file specifications

**Image resolution:** All artwork must be supplied in 300dpi or above.

**Image colour:** Please supply artwork in CMYK.

**File format:** We accept files in Indesign, Freehand, QuarkXpress, Photoshop, Illustrator, PDF, EPS, or Tiff or jpg.

**Links and typefaces:** All links must be embedded in document. Convert all type to paths where possible.

**Supplying images:** We prefer to receive images via email where possible.

**On disk:** Please send PC compatible disk.

**Via email:** emailed artwork must be 10mb or less and can be sent to [spanzadvertising@presbyterian.org.nz](mailto:spanzadvertising@presbyterian.org.nz)

## Terms & conditions

1. The stated rate is for page placement only, and does not include additional production costs.
2. The publisher reserves the right to refuse or omit information that is inconsistent with the ethos of the magazine.
3. Cancellation by the client must be made before booking deadline, otherwise the publisher can run the material at agreed price or charge for lost revenue.
4. If supplied artwork does not meet specifications, extra production costs will be charged at agreed rates.
5. The publisher accepts no responsibility for reproduction quality where poor quality material (eg low res image) is supplied by the advertiser.

## Advertising dimensions

Single column: 56mm

Two columns: 120mm

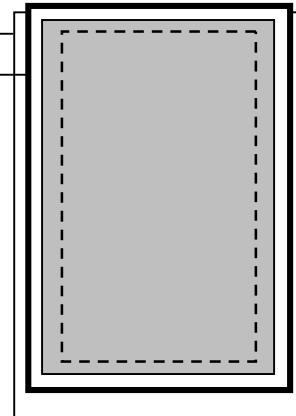
Three columns: 180mm

Full page image area: 265mm(h) x 180mm(w); with bleed 303mm(h) x 216mm(w); trim size: 297mm(h) x 210mm(w)

	Horizontal (mm)	Vertical (mm)
Full page	265(w) x 180(h)	180(w) x 265(h)
½ page	130 (h) x 180(w)	265(h) x 90(w)
1/3 page	90 (h) x 180(w)	265(h) x 56(w)
¼ page	65(h) x 180(w)	130(h) x 90(w)
Banner ad	45(h) x 180(w)	n/a

Advert size with bleed

Standard advert size



## Contact details

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