

# Valley Voice

Rural

## Rate Card Franklin Issue

The Valley Voice is a full colour publication printed on white 60gsm stock and delivered monthly to rural homes. It provides the rural community with local features, profiles and cost effective advertising.

### Circulation

The circulation is 16,922 copies delivered to lifestyle and rural homes including the following areas: Papakura, Ararimu, Kaiaua, Miranda, Waitakaruru, Mangatarata, Maramarua, Te Kauwhata, Meremere, Mercer, Pukekawa, Onewhero, Tuakau, Port Waikato, Waiiau Pa, Pukekohe, Drury, Waiuku, Bombay, Clevedon, Whitford, Maraetai, Thames, Te Puru, Ngatea, Turua, Patumahoe, Clarks Beach, Karaka, Pokeno.



Rates	Contract – 6 Months	Casual	Dimensions Width x Depth
Full page	\$1260.00	\$1360.00	250mm x 341mm
Back page	\$1420.00	\$1560.00	250mm x 341mm
Half page vertical	\$635.00	\$695.00	123mm x 331mm
Half page horizontal	\$635.00	\$695.00	250mm x 169mm
Quarter page vertical	\$385.00	\$425.00	123mm x 169mm
Quarter page horizontal	\$385.00	\$425.00	250mm x 83mm
Eighth page vertical	\$245.00	\$275.00	59.5mm x 169mm
Eighth page horizontal	\$245.00	\$275.00	123mm x 83mm
Sixteenth page vertical	\$115.00	\$125.00	59.5mm x 83mm
Business Card	\$115.00	\$125.00	80.5mm x 62.5mm
Front page Solus	\$600.00	\$650.00	270mm x 49.5mm
Business Listings (12 months)	\$240.00		

### Format

Ads are to be supplied with fonts as outlines or embedded within a PDF. Minimum resolution of the images at the printed size should be 300dpi. A full page ad with a bleed must extend the bleed 5mm over the trimmed size of the publication. All colours and images are to be CMYK process. RGB or spot colour components may not separate as expected. The Photoshop CMYK setup can be supplied upon request, SWOP (Newsprint), 30% dot gain, GCR, medium black generation, 230% maximum ink, 80% maximum black & 70% UCA.

**All Ads will be proofed prior to print**

Issue	Copy Deadline	Distribution
February 2024	15 January	5 February
March 2024	13 February	4 March
April 2024	12 March	1 April
May 2024	15 April	6 May
June 2024	13 May	3 June
July 2024	12 June	1 July
August 2024	15 July	5 August
September 2024	12 August	2 September
October 2024	13 September	7 October
November 2024	14 October	4 November
December 2024	12 November	2 December
January 2025	9 December	6 January 2025

For more information please call Colleen Watson:

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