

General Advertising Information

The Helensville News is distributed on the first Tuesday of every month (excluding January) to approximately 4500 homes and businesses in Helensville, Parakai, Kaukapakapa, Waitoki, Woodhill, South Head and Shelly Beach. The paper is available online as well (at no additional cost to advertisers), with a growing subscriber base. Publication dates and advertising and copy deadline dates for coming editions are on the inside back page of each issue, and on the paper's website, helensvillenews.co.nz.

For ads that we must design, please provide an email address for proof reading. Unless copy is received by deadline, there is no guarantee that you will receive copy to proofread.

Discounted advertising rates are offered for multiple booked insertions. A 5% discount applies to three consecutive bookings. A 10% discount applies to either six consecutive issues, or six alternate issues over 12 months. A 20% discount applies for 12 consecutive insertions. Note: Discount percentages are approximate, and there is no issue in January. Prices quoted are per issue and exclude GST.

There is no extra charge for minor monthly alterations to multiple-insertion advertisements.

Advertisements supplied as finished artwork should either be in press-ready PDF format, with fonts converted to outlines, or as 300dpi JPEG or TIF images. Exact dimensions will be supplied on request. Helensville News is printed in full colour in tabloid format.

Digital images supplied for editorial use should be in colour and preferably a minimum of 1mb in size (average digital camera and mobile phone images are 2-5mb). Bigger are better.

Cancellation of booked advertisements should be made no later than the deadline of the issue booked. Later cancellations will incur booking charges as detailed on the booking form.

If you are starting a new business in the Helensville area, we may run an introductory article about you and your business. That depends on available space, and any article may not run in the same issue or on the same page as your advertisement, and is at the editor's discretion.

Dave Addison
Editor/Publisher

Prices effective March 1st, 2024

ADVERTISING RATES for single insertion, per issue:

A	Full page	\$580.00
A2	Three-quarter page	\$500.00
B	Half page vertical	\$430.00
C	Half page horizontal	\$400.00
D	Quarter page vertical	\$210.00
E	Quarter page horizontal	\$210.00
F	Rectangle vertical	\$72.00
G	Rectangle horizontal	\$72.00
H	Square	\$100.00
H1.5	Square x 1.5	\$150.00
H2	Back page square	\$120.00
I	Front page special (one only, currently booked)	\$210.00
J	Classified (3 lines of print)	\$45.00

DISCOUNT RATES for multiple insertions, per issue:

		3 issues (5% approx)	6 issues (10% approx)	12 issues (20% approx)
A	Full page	\$550.00	\$520.00	\$465.00
A2	Three-quarter page	\$475.00	\$445.00	\$400.00
B	Half page - vertical	\$410.00	\$390.00	\$345.00
C	Half page horizontal	\$380.00	\$360.00	\$320.00
D	Quarter page vertical	\$200.00	\$190.00	\$170.00
E	Quarter page horizontal	\$200.00	\$190.00	\$170.00
F	Rectangle vertical	\$69.00	\$65.00	\$60.00
G	Rectangle horizontal	\$69.00	\$65.00	\$60.00
H	Square	\$95.00	\$90.00	\$80.00
H1.5	Square x 1.5	\$143.00	\$135.00	\$120.00
H2	Back page square	\$115.00	\$108.00	\$96.00
I	Front page special	\$200.00	\$190.00	\$170.00
J	Classified (3 lines of print)	\$43.00	\$41.00	\$36.00

PAYMENT DUE:

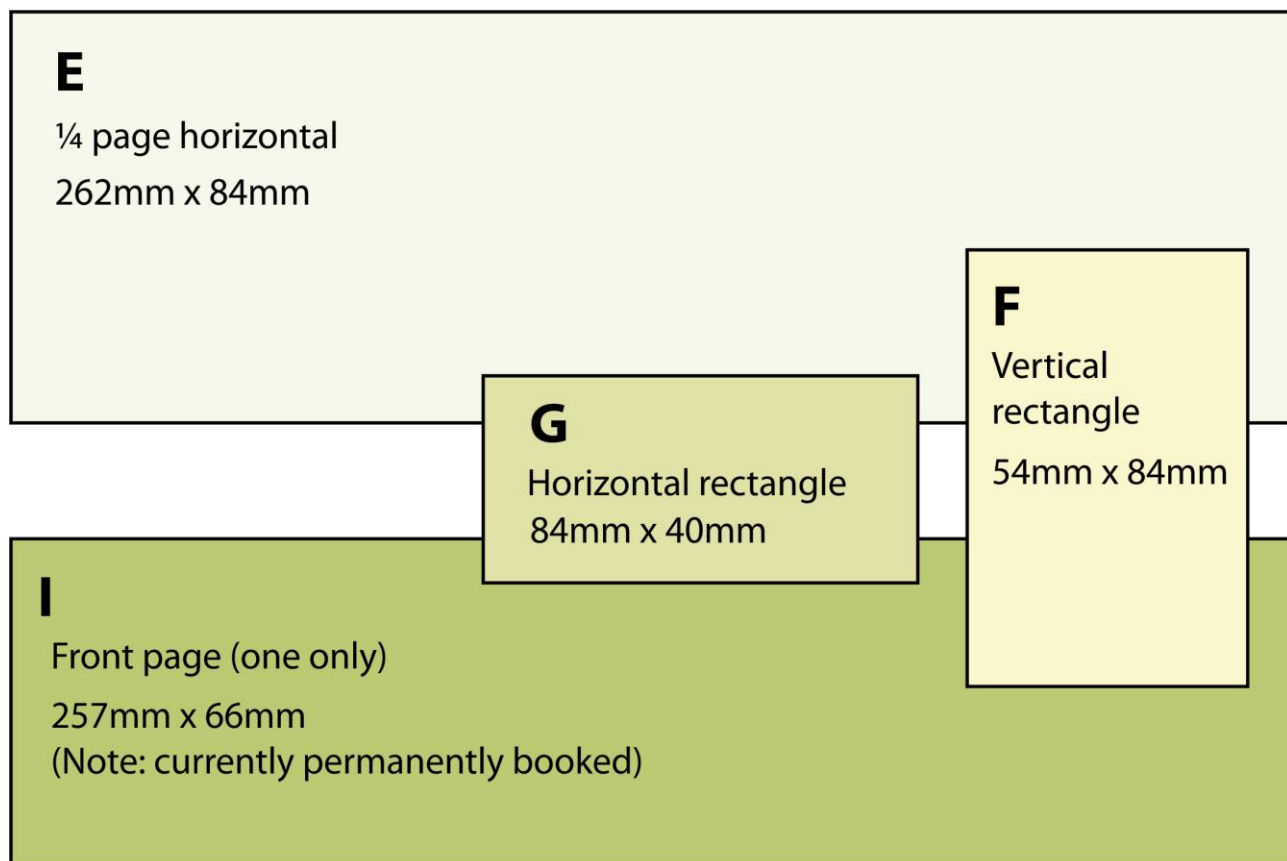
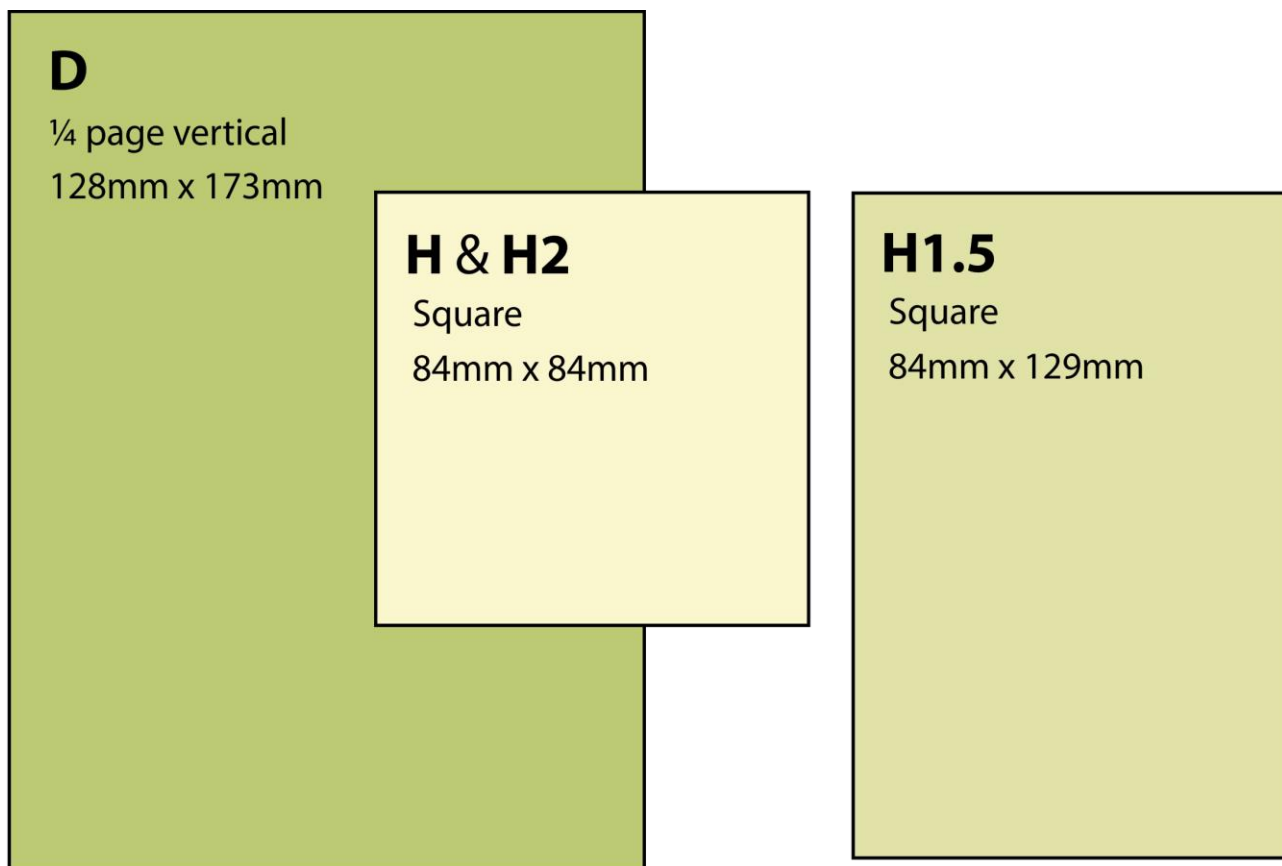
Full payment is due strictly on the 20th of month following invoice date.

Prices are per issue and are exclusive of GST.

Please note: these graphics are NOT to scale

<p>A full page 262mm x 352mm</p>		<p>B $\frac{1}{2}$ page vertical 128mm x 352mm</p>
<p>A₂ three quarter page 262mm x 262mm</p>		
<p>C $\frac{1}{2}$ page horizontal 262mm x 173mm</p>		

Please note: these graphics are NOT to scale



ADVERTISING BOOKING FORM

Please fill in your details below, sign and either post to 502 Fordyce Road, RD1, Helensville 0874, or scan and email to: dave@helensvilleneews.co.nz.

Company Name: _____

Contact Name: _____

Postal Address: _____

Phone: _____ Mobile: _____ Fax: _____

Email: _____ Order Number: _____

Please book me a space in the: _____ issue(s).

Size/space required:

Number of issues:

One issue Three (5% discount) Six (10% discount) 12 issues (20% discount)

Special instructions (eg 6 months over alternate issues): _____

Signed: _____ Date: _____

Terms and Conditions:

A GST invoice will be issued at the end of each month for the following month's publication. Payment due strictly by the 20th of the month following invoice date.

Cancellations:

Single issue bookings - Cancellation less than 4 days prior to print deadline will incur a 50% charge. Cancellation less than 48 hours from print deadline will incur full charge.

Multiple issue bookings - Cancellation of ad prior to period committed to may incur part charges.

Accounts in arrears more than 60 days will forfeit any discounts and will be referred to Debtworks collection agency for processing. Any collection fees or charges will be added to the account and will be payable by the advertiser.

These conditions also apply to any advertisements placed subsequent to the completion of this booking period.