

**THE COROMANDEL**  
*Peninsula Post*

is a weekly newspaper with a print run of 5,100 copies, offering the best in local news & advertising delivered free to letterboxes in the north and east of the Coromandel Peninsula.

Read The Peninsula Post in Port Jackson, Port Charles, Waiaro, Whangaahei, Waikawau, Little Bay, Colville, Tuataewa, Kennedy Bay, Amodeo Bay, Papaaroha, Whangapoua, Coromandel town, Te Kouma, Manaia, Matarangi, Kuaotunu, Otama, Opito Bay, Wharekaho, Whitianga, Coroglen, Whenuakite, Ferry Landing, Cooks Beach, Hahei, Hot Water Beach.

It is also delivered to shops in Tairua and Pauanui.

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*What's On*

is The Peninsula Post's annual holiday publication, published just before Christmas to cover the period until Easter.

It is delivered to motels, camping grounds, information centres and local shops in the The Peninsula Post's circulation area.

Please ask about advertising rates for this publication.

Print run 10,000

**GET THE BEST  
FOR YOUR  
ADVERTISING \$\$\$**

**Crisp clear reproduction,  
sharp black and whites and  
great, professionally designed  
colour ads....**

**CHOOSE THE BEST**



**RATES CARD  
EFFECTIVE 1 October 2010**

# THE COROMANDEL Peninsula Post

## FORMAT

Tabloid - dimensions are 28.9 cm wide x 40 cm deep

## ADVERTISING RATES - classified ads

Run-on classified ads:

70c word (cash - pre-paid) incl gst

70c + gst word (account)

Boxed classified ads: \$5 + gst per column centimetre (cc)

## ADVERTISING RATES - display ads

Display ads up to quarter page size

Run of paper \$5 + gst per cc (includes one spot colour)

Run of paper full colour \$6.25 + gst per cc

Display ads quarter page size and larger

Quarter page: \$200 + gst (\$230)  
full colour \$250 + gst (\$287.50)  
(13cm wide x 18cm deep - vertical  
or 26.5cm wide x 8.75cm deep - horizontal)

Half page: \$400 + gst (\$460)  
full colour \$500 + gst (\$575)  
(13cm wide x 36.5cm deep - vertical  
or 26.5cm wide x 18cm deep - horizontal)

Full page: \$800 + gst (\$920)  
full colour \$1000 + gst (\$1150)  
(26.5cm wide x 36.5cm deep)

Otherwise \$4 per cc black & white; \$5 per cc full colour + gst

**Page specified:** +35% page 3 & back page, +25% other pages  
(page 1 not available)

## DEADLINES

Classified ads: 4pm Tuesday prior to publication

Display ads: Space booked by 12pm Monday prior to publication,  
copy by 10am Tuesday prior to publication

## CONTRACTS

Regular customer - weekly, fortnightly or monthly - contract rates  
(display ads only)

Contract rates will apply to any classified ads placed by customers with  
contracts.

3 months: less 2.5% 6 months: less 5% 12 months +: less 10%

**An important condition of a contract is that the advertiser  
undertakes to pay their account by the due date. Failure to pay will  
result in the immediate cancellation of the contract.**

## SPECIAL DEAL: BUSINESS PROFILES WITH ADVERTORIAL

This is a new deal for new businesses and for established businesses  
wanting to raise their profile or highlight new products or services.

The profile is a half page, with a quarter page ad and a quarter page  
advertorial with photograph/s. We will help write the advertorial or you  
can write your own.

Special cost: \$250 + gst full colour (\$287.50)

## FREE ADVERTISING

\$50 & Under Column: See The Peninsula Post for rules.

Community Notices: A free service for community groups &  
organisations to advertise meetings, activities etc.

Deadline 10am Tuesday prior to publication.

If such groups wish to advertise in the rest of the paper,  
there is a 40% community group discount.

### 6 x 2

\$60 + gst (\$69)  
full colour \$75 + gst (\$86.25)  
(8.5cm wide x 6cm deep)

### 10 x 1

\$50 + gst (\$57.5)  
full colour \$62.50 + gst  
(\$71.88)  
(4.0958cm wide  
x 10cm deep)

### quarter page

\$200 + gst (\$230)  
full colour \$250 + gst (\$287.50)  
(13cm wide x 18cm deep - vertical  
or 26.5cm wide x 8.75cm deep - horizontal)

### 12 x 2

\$120 + gst (\$138)  
full colour \$150 + gst (\$172.50)  
(8.5cm wide x 12cm deep)

The ad sizes shown are a guide only  
- please ask if you are interested in  
other sizes

### 12 x 1

\$60 + gst (\$69)  
full colour \$75 + gst  
(\$86.25)  
(4.0958cm wide  
x 10cm deep)

### 8 x 2

\$80 + gst (\$92)  
full colour \$100 + gst (\$115)  
(8.5cm wide x 8cm deep)

### 7 x 3

\$105 + gst (\$120.75)  
full colour \$131.25 + gst (\$150.94)  
(13cm wide x 7cm deep)