

# 2019 ADVERTISING RATES AND SPECIFICATIONS

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The Village Pump is printed white offset A4 - 27cm high x 3 column wide (19cm).

Column width: one column - 6cm; two columns - 12.5cm; three columns - 19cm.

Advertising requirements: Display Section and Trade & Business Directory advertisements should be provided as finished art – hi res pdf.

Sizes below are displayed as height x width. There is no standard column centimetre rate for display advertising. All rates are gst inclusive.

## DISPLAY ADVERTISING

SIZE	DIMENSIONS Height x Width	BLACK & WHITE	COLOUR
Full Page	27cm H x 19cm W	\$ 195.00	\$ 300.00
Half Page	<u>Vertical</u> – 18cm H x 12.5cm W <u>Horizontal</u> – 13cm H x 19cm W	\$ 132.00	\$ 190.00
1/3 page	<u>Vertical</u> – 12cm H x 12.5cm W <u>Horizontal</u> – 8cm H x 19cm W	\$ 100.00	\$ 145.00
¼ page	<u>Vertical</u> – 9cm H x 12.5cm W <u>Horizontal</u> – 6cm H x 19cm W	\$ 85.00	\$ 120.00
1/6 page	<u>Vertical</u> – 13cm H x 6cm W <u>Horizontal</u> – 6cm H x 12.5cm W	\$ 66.00	\$ 92.00
	9cm x 6cm (1 col)	\$ 63.00	\$ 88.00
	8cm x 6cm	\$ 56.00	\$ 78.00
	7cm x 6cm	\$ 49.00	\$ 68.00
	6cm x 6cm	\$ 42.00	\$ 58.00
	5cm x 6cm	\$ 35.00	\$ 48.00
	4cm x 6cm	\$ 28.00	\$ 38.00
Minimum size	3cm x 6cm	\$ 21.00	\$ 28.00

## TRADE AND BUSINESS DIRECTORY

This is a black and white section only. All advertising is 1 column width wide (6cm) and calculated at a rate of \$7.00 per column centimetre. Minimum height is 3cm.

Example: 4cm (high) x 1 col (wide) = \$28.00

## CLASSIFIEDS

Line advertising only. \$2.20 per line. Inside back spread.

Revenue generated from advertising is distributed back into local community projects and groups.  
Thank you for your support.