

# Hawke's Bay Indulge

## Advertising Solutions



### SET POSITIONS

#### PAGE 2

##### SIZE: 8x8

|             |         |
|-------------|---------|
| Standard    | \$2,480 |
| 6 inserts   | \$2,232 |
| 12 inserts  | \$1,984 |
| 24 inserts  | \$1,736 |
| 36 inserts  | \$1,488 |
| 48+ inserts | \$1,240 |

#### PAGE 3

##### SIZE: 2x8

|             |       |
|-------------|-------|
| Standard    | \$749 |
| 6 inserts   | \$674 |
| 12 inserts  | \$599 |
| 24 inserts  | \$524 |
| 36 inserts  | \$449 |
| 48+ inserts | \$374 |

#### PAGE 5

##### SIZE: 4x8

|             |         |
|-------------|---------|
| Standard    | \$1,360 |
| 6 inserts   | \$1,224 |
| 12 inserts  | \$1,088 |
| 24 inserts  | \$952   |
| 36 inserts  | \$816   |
| 48+ inserts | \$680   |

#### TV LISTING

##### SIZE: 2x8

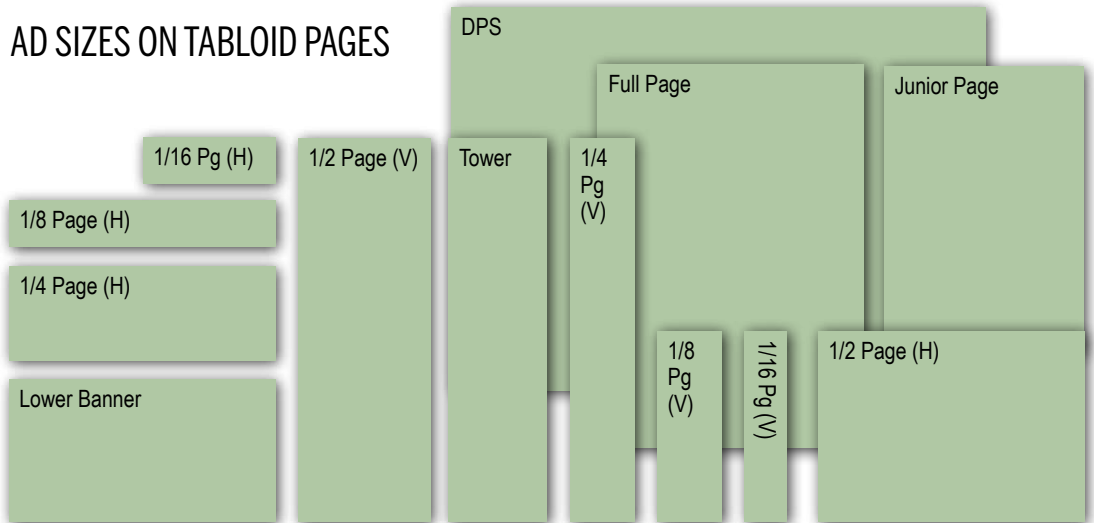
|             |       |
|-------------|-------|
| Standard    | \$720 |
| 6 inserts   | \$648 |
| 12 inserts  | \$576 |
| 24 inserts  | \$504 |
| 36 inserts  | \$432 |
| 48+ inserts | \$360 |

#### BACK PAGE

##### SIZE: 8x8

|             |         |
|-------------|---------|
| Standard    | \$2,579 |
| 6 inserts   | \$2,321 |
| 12 inserts  | \$2,063 |
| 24 inserts  | \$1,805 |
| 36 inserts  | \$1,548 |
| 48+ inserts | \$1,290 |

### AD SIZES ON TABLOID PAGES



### TABLOID COMMITMENT RATES\*

| SIZE   | CASUAL RATE | 6 INSERTS | 12 INSERTS | 24 INSERTS | 36 INSERTS | 48+ INSERTS |
|--|-------------|-----------|------------|------------|------------|-------------|
| <b>DPS (8x16)</b><br>366 h x 510 w   | \$3,584     | \$3,226   | \$2,867    | \$2,509    | \$2,150    | \$1,792     |
| <b>Full Page (8x8)</b><br>366 h x 254 w  | \$1,984     | \$1,786   | \$1,587    | \$1,389    | \$1,190    | \$992       |
| <b>Junior Page (6x6)</b><br>274 h x 190 w  | \$1,188     | \$1,069   | \$950      | \$832      | \$713      | \$594       |
| <b>1/2 Page (4x8/8x4)</b><br>Hz: 182 h x 254 w<br>Vt: 366 h x 126 w                        | \$1,088     | \$979     | \$870      | \$762      | \$653      | \$544       |
| <b>Lower Banner (3x8)</b><br>136 h x 254 w<br><b>Tower (8x3)</b><br>366 h x 94 w           | \$840       | \$756     | \$672      | \$588      | \$504      | \$420       |
| <b>1/4 Page (2x8/8x2/4x4)</b><br>Hz: 90 h x 254 w<br>Vt: 366 h x 62 w<br>Is: 182 h x 126 w | \$576       | \$518     | \$461      | \$403      | \$346      | \$288       |
| <b>1/8 Page (1x8/4x2/2x4)</b><br>Hz: 44 h x 254 w<br>Vt: 182 h x 62 w<br>Is: 90 h x 126 w  | \$296       | \$266     | \$237      | \$207      | \$178      | \$148       |
| <b>1/16 Page (1x4/4x1/2x2)</b><br>Hz: 44 h x 126 w<br>Vt: 182 h x 30 w<br>Is: 90 h x 62 w  | \$152       | \$137     | \$122      | \$106      | \$91       | \$76        |
| <b>Module (1x1)</b><br>44 h x 30 w   | \$40        | \$36      | \$32       | \$28       | \$24       | \$20        |

\*Price is per insertion, all sizes are millimetres. Abbreviations: (Hz) horizontal; (Vt) vertical; (Is) island. Commission bearing +25% on direct rates.