



**Greater East Tamaki
Business Association Inc.**

GETBA Magazine Advertising Rate Card

As at 1 January 2016. All prices excluding GST.

Magazine Advertising Price Guide (by size)

Full colour.

Published three times a year and posted to 2000 East Tamaki business and property owners.

	Price (excl GST)
Double Page Spread A4	\$1650
Full Page A4	\$900
Half Page (Horizontal)	\$500
Third Page (Horizontal or Vertical)	\$350
Quarter Page (Horizontal with bleed)	\$250
Quarter Page (Horizontal without bleed)	\$200

Members need to supply Press-Ready PDF to specifications. If ads are not/cannot be supplied to these specifications, GETBA can assist you in the development and production of your advertisement.

Please contact us for more information.

Contact: comms@getba.org.nz

Ph: (09) 273 6274



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GETBA Magazine Advertisement Specifications

Full colour. Members need to supply Press-Ready PDF to specifications outlined.

- Ads must be created using Adobe Indesign, Illustrator or Photoshop
- Email final ad in press-ready PDF format (not from Word, Powerpoint or Publisher)
- Four colour process (convert spot colours and images to CMYK)
- Image resolution to be 300dpi
- PC users: Convert ALL fonts to outlines prior to making PDF

FILE FORMATS NOT ACCEPTED:

Microsoft Word, Powerpoint, Publisher, Excel, HTML or similar.

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Required Ad Sizes

	Page Trim Size (mm)	Image Size (mm)	Bleed Size (mm)
Double Page Spread A4	420 w x 297 h	-12 each side	+ 3 each side
Full Page A4	210 w x 297 h	-12 each side	+ 3 each side
Half Page (Horizontal)	210 w x 148.5 h	-12 each side	+ 3 each side
Third Page (Vertical)	70 w x 297 h	-12 each side	+ 3 each side
Third Page (Horizontal)	210 w x 99 h	-12 each side	+ 3 each side
Quarter Page (Horizontal with bleed)	210 w x 72 h	-12 each side	+ 3 each side
Quarter Page (Horizontal without bleed)	186 w x 55 h	-6 each side	N/A

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