

Turf

Since 1949

An indispensable resource for everyone involved in the sports turf industry.

WITH
NEW DESIGN
AND
NEW CONTENT
IN 2012



Since 1949

NZ • SPORTS • TURF

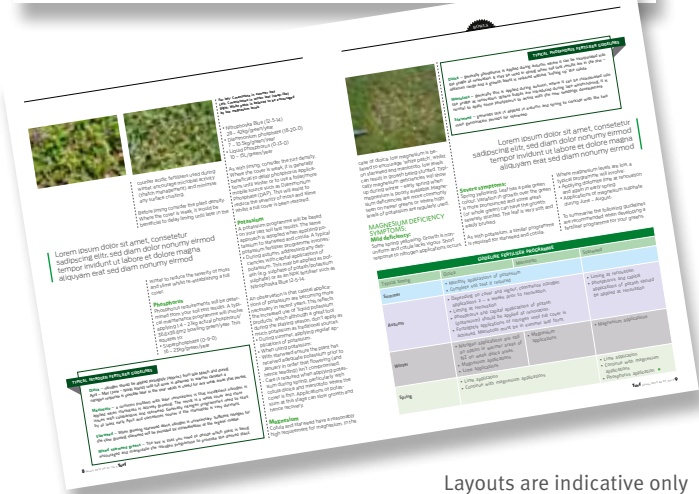
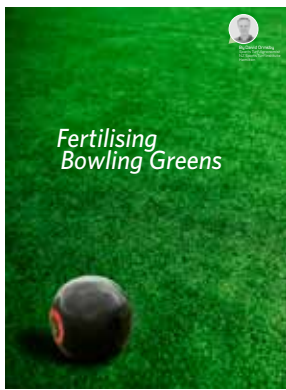
INSTITUTE



WE KNOW OUR TURF

The New Zealand Sports Turf Institute (NZSTI) is New Zealand's leading sports turf consultancy group, recognised by NZ Golf, NZ Bowls and International Rugby Board as the "standard setting body" for turf maintenance and management. Founded in 1949, NZSTI is an independent, industry funded research, consultancy and training organisation.

NZSTI provides independent, scientifically based advice on all aspects of sports and amenity turf planning, construction and maintenance. Coupled with extensive international experience, it has a world-wide reputation for quality, cost-effective advice.



Layouts are indicative only

THE GREEN PAGES

As the official publication of NZSTI, New Zealand Turf Management Journal (Turf) is the only magazine which achieves full coverage of our turf industry. It is circulated to all NZSTI members and a growing subscriber base. Turf's educational, technical and practical content means that its readers commonly keep it on file for future reference, thus ensuring longterm exposure for advertisers.

Display advertising space is available to companies wishing to promote their products or services to the turf market. The magazine is A4 format with full colour available throughout.

DISTRIBUTION

Turf has a circulation of 2,200 copies per issue.

It is received by:

- All NZ Golf Clubs
- All NZ Bowling Clubs
- NZ Racing Clubs
- 95% of District Councils (many receive multiple copies)
- Schools, tertiary institutions and other private sports turf owners
- Contractors and commercial companies
- Individual and business associate members of NZ Sports Turf Institute
- Overseas turf groups and turf managers
- Journal subscribers
- All members of the NZ Golf Superintendents Association

RATECARD

(effective January 2012)

Size	Frequency		
	Casual	2x	4x
Double page	\$3,500	\$3325	\$2975
Full Page	\$2,000	\$1900	\$1700
Half Page	\$1,200	\$1140	\$1020
Quarter Page	\$700	\$665	\$595
Classified	\$250		
Loose inserts	from \$900		

All rates quoted are in NZ dollars, are commission bearing and exclude GST. Guaranteed position available for 10% surcharge

DEADLINES

Four issues published a year. On sale first week of March, June, September and last week of November respectively.

All supplied advertisements are required by 10th of month prior to publication.

For adverts that need to be designed, all copy and material is required by the 1st of month prior to publication.

CONTACT

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NEXT ISSUE FEATURES

March - Autumn 2012:
 Winter Sports, Field Establishment, Disease, Sports field Management

Advertising Sizes, Shapes and Technical Data

Conditions of acceptance of advertising:

These conditions are deemed part of the contract issued by New Zealand Sports Turf Institute (NZSTI).

Contract advertising:

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space:

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

Material:

- All advertising material shall be delivered to the Publisher without expense to the Publisher
- Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

Rate protection:

Should advertising rates change, Advertisers on a current contract with NZSTI will be given rate protection (i.e. charged at "old" rates):

- for only two consecutive issues in the case of monthly titles and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

Terms:

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

Tax and levies:

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

General:

- The Publisher reserves the right to decline the insertion of any advertisement
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid
- Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy:

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- is otherwise in breach of any provision of any Statute Regulation or rule of law.

The Advertiser acknowledges that NZSTI relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.



Double-page spread
275 (height) x 420mm



Full page
275 (height) x 210mm

Vertical 1/2-page
261 (height) x 94mm



Horizontal 1/2-page
123 (height) x 196mm

Vertical 1/4-page
123 (height) x 94mm

Mechanical:

Size 210mm x 275mm
Paper 200gsm cover with 85gsm text
Binding Saddle-stitched
Colour CMYK

Sizes:

Double-page spread with bleed
Trim 275 (height) x 420mm
Bleed add 3mm all round trim

Full page with bleed
Trim 275 (height) x 210mm
Bleed add 3mm all round trim

Vertical 1/2-page
261 (height) x 94mm

Horizontal 1/2-page
123 (height) x 196mm

Vertical 1/4-page
123 (height) x 94mm

NZSTI prefers that advertising material be supplied via the Quickcut file validation and delivery system. By using Quickcut you are assured that your ads will exactly meet our specifications and arrive right first time. If you're not already set up with Quickcut, by visiting their web site: <http://www.quicksend.co.nz> you can register and immediately download the QuickPrint PDF Lite pre-flight software for FREE!! By simply dragging and dropping your PDF file onto this application it will locally check your ad, and if acceptable deliver it to us directly from your desktop.