

2015 MEDIA KIT

Turf

Since 1949

**YOUR CHANCE
TO CONNECT
WITH KEY TURF
INDUSTRY GROUPS**

*Quarterly publication available
in digital and hard copy*

Turf is the leading publication for the turf industry with a circulation of over 2,300 per issue.





THE GREEN PAGES

As the official publication of NZSTI, New Zealand Turf Management Journal (Turf) is the only publication that 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 long-term exposure for advertisers.

Display advertising space is available to companies wishing to promote their products or services to the turf market.

RATECARD (effective December 2013)

Size	Frequency			
	Casual / Base Rate	2x	4x	5 or more
Discount	n/a	12.5%	25%	33%
Inside front cover	\$2,100	\$1,838	\$1,575	\$1,407
Inside back cover	\$2,100	\$1,838	\$1,575	\$1,407
Outside back cover	\$2,300	\$2,013	\$1,725	\$1,541
Advertising rates				
Double page	\$3,300	\$2,888	\$2,475	\$2,211
Full page	\$1,800	\$1,575	\$1,350	\$1,206
1/2 page horizontal	\$1,200	\$1,050	\$900	\$804
1/3 page vertical	\$950	\$831	\$713	\$637
Marketplace rates				
Single	\$250	\$219	\$188	\$168
Double	\$500	\$438	\$375	\$335
Situations Vacant				
Single	\$250	\$219	\$188	\$168

Loose inserts From \$900

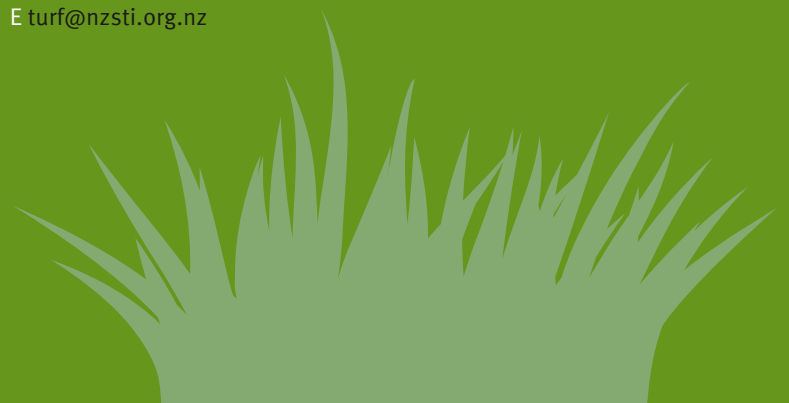
All rates quoted are in NZ dollars, are non-commission bearing rates and exclude GST. Guaranteed position available for 10% surcharge.

DEADLINES

Publication Date	1 March 2015 AUTUMN	1 June 2015 WINTER	1 Sept 2015 SPRING	26 Nov 2015 SUMMER
Booking Deadline	23 Jan 2015	20 Apr 2015	27 Jul 2015	23 Oct 2015
Adverts to be designed	28 Jan 2015	29 Apr 2015	29 Jul 2015	28 Oct 2015
Print Ready Adverts due	4 Feb 2015	7 May 2015	6 Aug 2015	9 Nov 2015

CONTACT

New Zealand Sports Turf Institute
 T (+64) 6 356 8090
 E turf@nzsti.org.nz



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). Agreeing to advertise is deemed as acceptance of these conditions.

The Advertiser confirms an advertising booking by submitting a completed booking form, or by providing confirmation via fax or email for example.

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 one issue from which the 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 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:

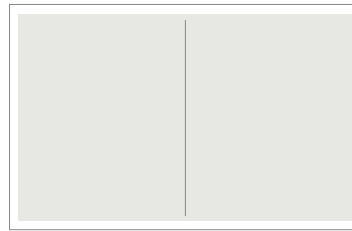
- The Publisher reserves the right to decline the insertion of any advertisement.
- The placement of an advertisement is at the Publisher's discretion – except where a preferred position loading has been paid.
- Casual displacement, rejection or omission of an advertisement does not invalidate a space 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:

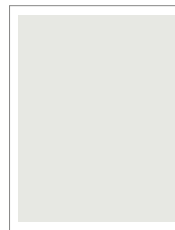
The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- 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.

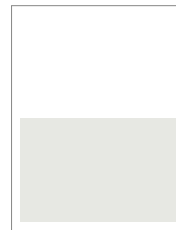
The Advertiser acknowledges that NZSTI relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.



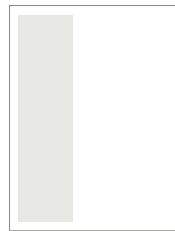
Double-page spread
275 (height) × 420mm



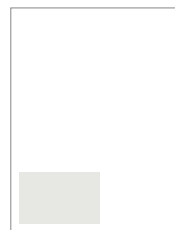
Full page
275 (height) × 210mm



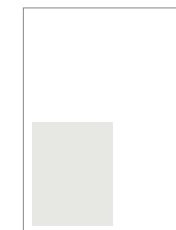
Horizontal 1/2-page
123 (height) × 196mm



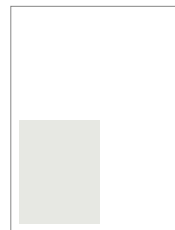
Vertical 1/3 page
253 (height) × 57.5mm



Marketplace advert
62 (height) × 88.25mm



Marketplace 2x advert
128 (height) × 88.25mm



Situations Vacant advert
128 (height) × 88.25mm

MECHANICAL:

Size
210mm × 275mm

Paper
200gsm cover with 85gsm text

Binding
Saddle-stitched

Colour
CMYK

SIZES:

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

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

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

Vertical 1/3 page
253 (height) × 57.5mm

Marketplace advert
62 (height) × 88.25mm

Marketplace 2x advert
128 × 88.25mm

Situations Vacant advert
128 × 88.25mm

Advertisement format:
Please provide your advertisement as a high resolution print-ready PDF.

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.