

# westernnews

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## Rate Card 2020

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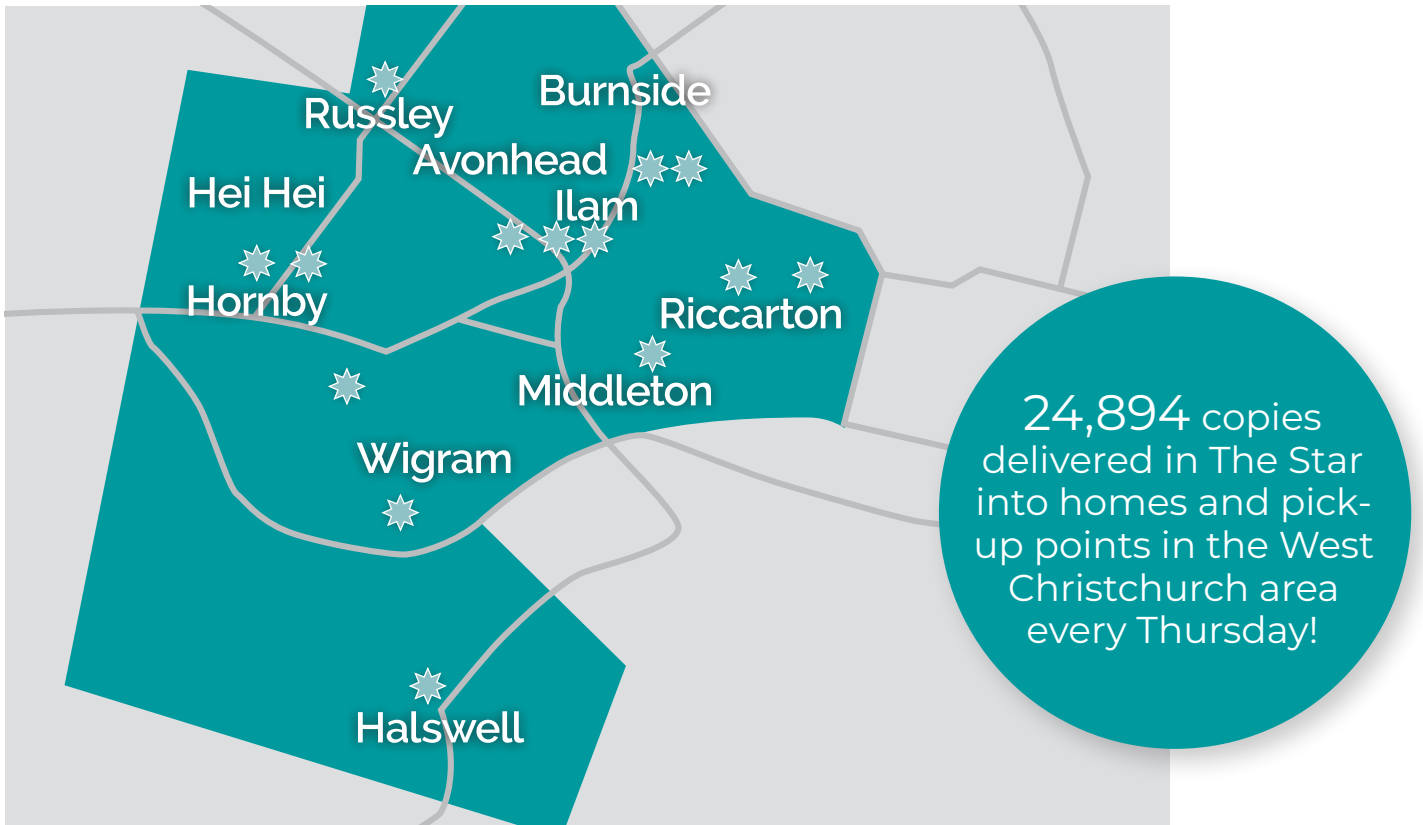


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**Read us in print, online  
or on your smart phone 24/7**

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24,894 copies delivered in The Star, into homes and pick up points in the West Christchurch area **every Thursday!**



Delivered to homes in: Templeton, Islington, Hei Hei, Broomfield, Halswell, Oaklands, Westlake, Hornby, Wigram, Sockburn, Church Corner, Ilam, Russley, Hyde Park, Avonhead, Riccarton Park, Riccarton.

\* Pick up points

# Let us build your customers, sales and profits....

- ✓ High readership guaranteed with informative and relevant local news to our readers every week!
- ✓ Delivered Thursday, less clutter in market and lasts all week!
- ✓ Highest local story count in the district.
- ✓ We are the trusted local news source, we've been around since 2006.
- ✓ We get your message into the home "importantly where buying decisions are made".
- ✓ Our readers are local, which means that they are most likely to buy from you.
- ✓ Easy and convenient compact format, high readership, ensuring your ad works harder for you.
- ✓ We offer a FREE advertising consultancy and design service.
- ✓ We live locally and understand your marketplace, we can give you the best advice to get results.
- ✓ Proud to be locally owned and operated.
- ✓ Read online 24/7.

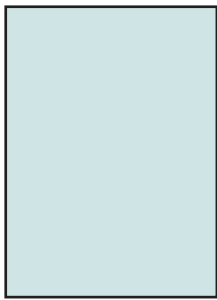
**Star \* Media**

Read us online at  
**[starmedia.kiwi/digital-editions/](http://starmedia.kiwi/digital-editions/)**

All our latest stories can be read online, no matter where you are, our local community news is always accessible 24/7 anywhere in the world!



## Effective print advertising



### FULL PAGE

37.5x8  
(375x263mm)  
\$799\*



### HALF PAGE

18x8  
(180x263mm)  
\$599\*



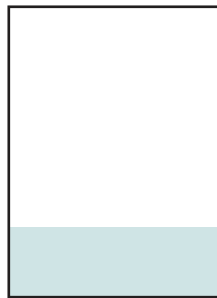
### HALF PAGE VERTICAL

37.5x4  
(375x130mm)  
\$599\*



### FRONT PAGE SOLUS

9x4  
(90x130mm)  
\$295\*



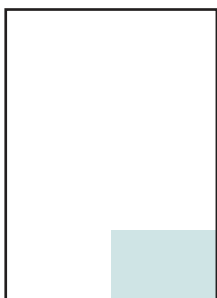
### 1/4 PAGE HORIZONTAL

9x8  
(90x263mm)  
\$395\*



### 1/4 PAGE VERTICAL

18x4  
(180x130mm)  
\$395\*



### 1/8 PAGE HORIZONTAL

9x4  
(90x130mm)  
\$198\*



### 1/8 PAGE VERTICAL

18x2  
(180x64mm)  
\$198\*



### 1/16 PAGE

9x2  
(90x64mm)  
\$99\*

### MULTI-PAPER BUYS

Multi-paper buy discounts are available for our community papers: Pegasus Post, Southern View, Western News, Nor'West News and Bay Harbour News. The below discounts apply for buying two or more papers.

Buy 2 papers **20% discount**

Buy 3 papers **30% discount**

Buy 4 papers **40% discount**

Buy 5 papers **50% discount**

**Star \* Media**

\*All rates exclude GST

# Advertising rates including full colour

	CASUAL	CONTRACT <small>(min 12 inserts)</small>
<b>1/16 Page</b> 90x63.5mm	\$99	\$85
<b>1/8 Page</b> 180x63.5mm or 90x130mm	\$198	\$165
<b>1/4 Page</b> 90x263mm or 180x130mm	\$395	\$330
<b>1/2 Page</b> 180x263mm or 375x130mm	\$599	\$500
<b>Full Page</b> 370x263mm	\$799	\$670
<b>Front Solus</b> 90x130mm	\$295	\$250
<b>Front Post it</b> 75x53mm	\$275	\$220
<b>Guaranteed</b> page or position	+20%	+20%
<b>Sponsorship/ Contra</b>	\$10.41 col/cm	
<b>4 Page Mailer Wrap</b>	\$3000*	(270 x 263mm each page)
<b>Inserts</b>	Competitive rates apply.	

\*All rates exclude GST

## COMPLETE MATERIAL

### File formats accepted:

All digital advertising material supplied must be in either of two industry standard formats

- EPS (encapsulated postscript)
- PDF (portable document format)

We strongly recommend using Adobe Acrobat Distiller software to create PDF files.

## NON SUPPLIED ADVERTS

Please supply any logos required in your advert in high resolution jpg or pdf formats. Photos are to be high resolution jpg.

## Alana Powell

Advertising Consultant

📞 027 535 6583

📞 (03) 962 8753

✉ alana.powell@starmedial.kiwi

## DISPLAY ADVERTISING

(For all other ad size calculations)

**Casual:** \$5.50\* per col/cm

**Contract:** \$4.72\* per col/cm

### Commission bearing: 20%

Casual: \$6.88\* per col/cm

Contract: \$5.97\* per col/cm

## CLASSIFIED ADVERTISING

**Casual:** \$5.50\* per col/cm

**Contract:** \$4.72\* per col/cm

### Commission bearing: 20%

Casual \$6.88\* per col/cm

Contract \$5.97\* per col/cm

**Line ads:** \$2.99\* per line  
(minimum 6 lines)

**Trades & services:** \$5.50\* per col/cm  
(minimum 10 weekly inserts for trades & services)

## Not for profit rates available

## COLUMN WIDTHS

**1 column:** 3.0 cm#

**2 columns:** 6.35 cm

**3 columns:** 9.7 cm#

**4 columns:** 13 cm

**5 columns:** 16.3 cm#

**6 columns:** 19.65 cm

**8 columns:** 26.3 cm

\*Odd columns  
for classified  
advertising only

## DEADLINE

### Display:

Booking: noon Tuesday prior

Copy: noon Tuesday prior

### Classified:

Booking: noon Thursday prior

Copy: noon Thursday prior

### Complete Material:

File by: noon Friday prior

\*All rates exclude GST

# Star Media

Star Media

Level 1, 359 Lincoln Road,  
Addington, Christchurch 8013

📞 (03) 379 7100