

pegasuspost

Rate Card 2020



Your best read local newspaper

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

Over **15,657** copies delivered into homes and dedicated pick up points **every Tuesday.**

Over 15,657
copies delivered into
targeted homes and 13
pick-up points in the
East Christchurch
area.



Delivered to homes in: Linwood, Avonside, Richmond, Shirley, Burwood, Dallington, Wainoni, Bromley, Aranui, Avondale, Bexley, New Brighton, Northshore, Queenspark, Parklands, South Brighton.

* 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 Tuesday, 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 1954.
- ✓ 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.

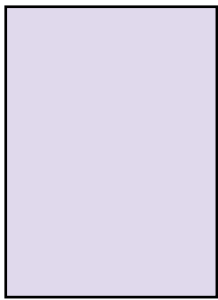
Star * Media

Read us online at
www.star.kiwi/pegasus-post

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!



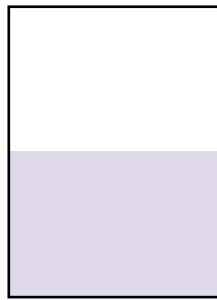
Effective print advertising to reaching your customers



FULL PAGE

37.5x8
(375x263mm)

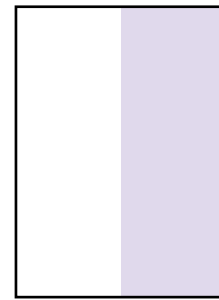
\$799*



HALF PAGE

18x8
(180x263mm)

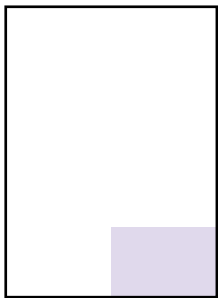
\$599*



HALF PAGE VERTICAL

37.5x4
(375x131mm)

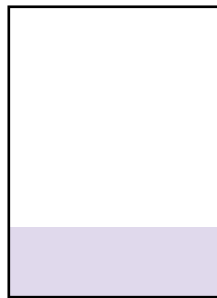
\$599*



FRONT PAGE SOLUS

9x4
(90x130mm)

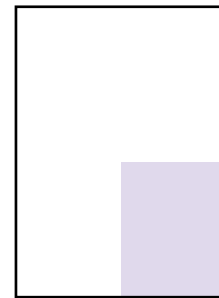
\$385*



1/4 PAGE HORIZONTAL

9x8
(90x263mm)

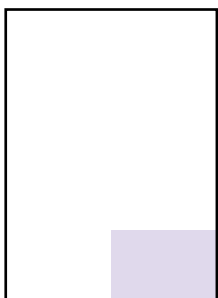
\$395*



1/4 PAGE VERTICAL

18x4
(180x131mm)

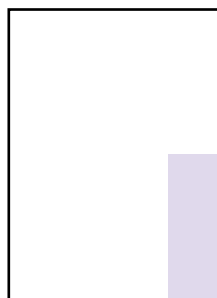
\$395*



1/8 PAGE HORIZONTAL

9x4
(90x131mm)

\$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 (min 12 inserts)
1/16 Page 90x63.5mm	\$99	\$85
1/8 Page 180x63.5mm or 90x130mm	\$198	\$165
1/4 Page 90x263mm or 180x130mm	\$395	\$330
1/2 Page 180x263mm or 375x130mm	\$599	\$500
Full Page 370x263mm	\$799	\$670
Front Solus 90x263mm	\$385	\$325
Front Post it 75x53mm	\$340	\$300
Guaranteed page or position	+20%	+20%
Sponsorship/ Contra	\$10.41 col/cm	
4 Page Mailer Wrap	\$3,000*	(280 x 263mm each page)
Inserts	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.

Elaine Moon

Advertising Consultant

☎ 021 914 335

☎ (03) 364 7436

✉ elaine.moon@starmedial.kiwi

Star Media

Level 1, 359 Lincoln Road,

Addington,

Christchurch 8013

☎ (03) 379 7100

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: 3.00pm Thursday prior

Copy: 3.00pm Thursday prior

Complete Material:

File by: noon Friday prior

*All rates exclude GST

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