

# AVONDALE

## MAINSTREET MAGAZINE



The Avondale Mainstreet magazine is an Avondale Business Association production, created to:

- Provide an advertising platform for local business owners.
- Provide information on news and activities in the town centre.
- Promote the work of the Avondale Business Association.
- Create a sense of place in Avondale town centre.

## DISTRIBUTION DATES

- 1 March
- 1 June
- 1 September
- 1 December

Fifteen hundred copies of Avondale Mainstreet magazine are distributed to high-traffic areas of the main street - in newstands, at cafes, and at the library and community centre.

It is also available online at [Avondale.net.nz/magazine](http://Avondale.net.nz/magazine) and is promoted through our social media channels.

## DEADLINES

The deadline for content, sales, payment of advertising and artwork is the 15th of each month prior.

## GET IN TOUCH

For editorial, advertising and distribution queries please contact:

Cynthia Crosse  
Manager  
Avondale Business Association  
PO Box 19730, Avondale, Auckland 146  
[manager@avondale.net.nz](mailto:manager@avondale.net.nz)  
Mb 027 367 4400

[WWW.AVONDALE.NET.NZ](http://WWW.AVONDALE.NET.NZ)

# AD SIZES & COSTS

## DOUBLE PAGE SPREAD

To edge 420mm x 297mm  
plus add 3mm bleed

## FULL PAGE

To margin, 190mm x 277mm

To edge 210mm x 297mm  
plus add 3mm bleed

Portrait,  
93mm x  
277mm

## HALF PAGE

Landscape, 190 x 136mm

## DIRECTORY PAGE

SIXTEENTH

93mm x 30mm

EIGHTH

93mm x  
66mm

QUARTER

Portrait,  
93mm x  
136mm

QUARTER

Landscape, 190mm x 66mm

## WHO CAN ADVERTISE

This magazine is created for the benefit of business and property owners in the Avondale town centre's BID area. It is paid for, primarily, by the BID rate paid by these businesses, hence reduced advertising rates apply.

Advertisers from outside the BID area may be included at full rate.

## AD DESIGN

Please supply finished artwork as a 300dpi, CMYK PDF, tif or jpeg at the dimensions indicated left.

Ads must be professionally designed, we cannot accept Microsoft, or Power Point artwork, or logos off websites. Pictures & logos must be provided in 300 dpi.

If you would like us to design an ad for you, a design charge applies.

## ADVERTORIAL

Editorial is subject to editing and proofing.

If you would like us to write your copy for you, a writing charge applies.

When booking paid advertorial, you may double your space at no extra charge.

## RATES

	BID & Associate Member	Non-Member
Double Page Spread	410	615
Full Page	240	360
Half Page	150	225
Directory Page		
Quarter	85	125
Eighth	65	95
Sixteenth	35	50

Design and writing charge \$50+GST per hour

Prime Spot Loading Back Cover add 25%,  
Inside Front Cover and guaranteed positions - 20%

Multiple Booking Discount - Book all four issues per year and receive a 10% discount.

# BOOKING FORM

DEADLINE 15TH OF THE MONTH

COMPANY NAME \_\_\_\_\_

TRADING NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

LANDLINE & MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

DATE(S) OF ISSUE \_\_\_\_\_

ADVERTISEMENT SIZE \_\_\_\_\_

HORIZONTAL OR VERTICAL \_\_\_\_\_

ADVERTISEMENT COST \_\_\_\_\_

Tick additional charges that apply

- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> DESIGN  | <input type="checkbox"/> PHOTOGRAPHY               |
| <input type="checkbox"/> WRITING | <input type="checkbox"/> PRIME SPOT LOADING        |
|                                  | <input type="checkbox"/> MULTIPLE BOOKING DISCOUNT |

OTHER COMMENTS \_\_\_\_\_

I have read and understood:

- The terms and conditions on this ratescard.
- That payment is due in advance and 15 days prior to print.

AUTHORISING PERSON \_\_\_\_\_

AUTHORISING SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

## TERMS & CONDITIONS

**PAYMENT** Payment is due in advance and 15 days before date of going to print.

**PROOFING** We do not send a proof of supplied artwork as we assume it has already been proofed by you. Editorial supplied may be edited and proofed to the quality standards of the publication.

**LATE ARTWORK** It is the advertiser's responsibility to supply correctly specified material to us by the deadline. If material is not forthcoming, we reserve the right to charge for the advertisement without it appearing.

**CANCELLATION** Advertisers may cancel no later than on the 10th of the month prior to deadline.

Cancellation will not be accepted due to the advertiser's inability to provide timely artwork.

Cancellation of multiple booking schedules may result in the refund of any discounts provided.

We reserve the right to cancel advertising without notice to maintain the standards of the publication.

**EDITORIAL STANDARD** Ad copy and editorial is subject to the approval of the ABA, which reserves the right to decline or cancel placements, even if ordered and paid for, without stating reasons for same, and/or make modifications necessary to any advertisement in order to maintain the publication's standards. This includes placing the word 'ADVERTISEMENT' in advertising copy that simulates an editorial format.

**LATE PAYMENT** In the event of action being instituted for recovery of any amounts owing by the advertiser, the advertiser will be liable for all legal or collection costs. Interest at the maximum rate permissible by law will be levied on overdue accounts.

**INDEMNITY** Advertisers must ensure that the content of the advertisement complies with all legal requirements. The advertiser shall further indemnify the ABA in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's content and published on the advertiser's behalf.

**DISCLAIMER** Every effort will be made to avoid errors, but no responsibility will be accepted for mistakes that may arise in the course of publication of an advertisement, such as slight colour variations.

We reserve the right to change the ratecard specifications as required.

**AUTHORISATION** Persons entering into this agreement on behalf of the advertiser warrant that they are duly authorised to act on behalf of the advertiser, and bind them by compliance of the terms and conditions of this agreement.

The placing of an order whether in writing or by verbal, email or telephone instruction will be deemed an acceptance of the above conditions.