

FEDERATED MOUNTAIN CLUBS BULLETIN ADVERTISING

Advertising Manager:

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The FMC *Bulletin* is the publication of the Federated Mountain Clubs of New Zealand, the national alliance of 90 tramping, walking, mountaineering and skiing clubs. Four issues a year are sent to members of affiliated clubs and individual FMC supporters and subscribers. There is a limited distribution to government departments, members of parliament and press organisations. The print run is about 11,000.

Advertising rates (exclusive of GST)

These rates apply equally to colour and black & white ads.

Cover rates

Outside back cover (full page only)	\$985
Inside front cover (full page only)	\$850

Inside page rates

Full page	\$650
Half page (single column OR half page deep across 2 columns)	\$425
Third page	\$325
Quarter page (half column)	\$275
Sixth page (third column)	\$220
Eighth page (quarter column)	\$180
Banner 3cm deep across 2 columns	\$220

Little Ads (one column wide only) per line or part thereof: \$12.

Discounts

Introductory offer to new advertisers who agree to advertise in four consecutive issues - 50% discount for the first ad, 20% discount for the other three.

Existing advertisers who agree to advertise in four consecutive issues - 20% discount.

Advertisers who join the FMC Discount scheme receive an additional 5% discount.

Advertising by clubs affiliated to FMC

Clubs advertising activities or services which make no profit (eg reunions) pay nothing, but space may be restricted. All other club ads are charged at 50% of the rates in this schedule, without other discounts.

Specifications

PDF, JPG, TIFF or EPS format, except for Little Ads which should be supplied as Word documents. Resolution should be at least 300 DPI.

Full page ads should bleed to the outside of the page. Page size is 210mm vertical X 148 mm horizontal. Add 3mm bleed all round.

All other ads should fit within the normal print area of the page or column. That is, they do not bleed.

One half page: 94mm vertical X 132mm horizontal, OR 192 mm vertical X 63 mm horizontal.

One third page: 62mm vertical X 132mm horizontal.

One quarter page (half column): 94mm vertical X 63mm horizontal.

One sixth page (one third column): 62mm vertical X 63mm horizontal.

One eighth page (quarter column): 45mm vertical X 63mm horizontal.

Banner: 30mm vertical X 132mm horizontal.

Conditions

- Existing advertisers have priority, so if the *Bulletin* reaches its ceiling of 25% ads, new ads are turned down.
- Ads should be supplied as e-mailed files
- Payment is due on receipt of the invoice, which is mailed to you together with a copy of the magazine. **Advertisers, please look for your invoices!**

Advertising deadlines for 2011

March	9 February
June	27 April
August	20 July
November	12 October

November 2010