

## ONLINE ADVERTISING

Your targeted online advertisements appear on every page of either:










NEW ZEALAND

# Winegrower

Official magazine of the New Zealand wine industry

# HORTNEWS

### How Much for an advertisement?

<b>WG</b>	<b>\$600</b>	Premium banner	
<b>HN</b>	<b>\$600</b>	Premium banner	
<b>WG</b>	<b>\$500</b>	Top priority banner	
<b>HN</b>	<b>\$500</b>	Top priority banner	
<b>WG</b>	<b>\$350</b>	Standard banner	
<b>HN</b>	<b>\$350</b>	Standard banner	
<b>WG</b>	<b>\$500</b>	Top priority tile	
<b>HN</b>	<b>\$500</b>	Top priority tile	
<b>WG</b>	<b>\$350</b>	Standard tile	
<b>HN</b>	<b>\$350</b>	Standard tile	
<b>WG</b>	<b>\$800</b>	Website wrap (2 weeks)* (viewable on Desktop)	
<b>HN</b>	<b>\$800</b>	Website wrap (2 weeks)* (viewable on Desktop)	
<b>WG</b>	<b>\$1400</b>	Website wrap (1 month)* (viewable on Desktop)	
<b>HN</b>	<b>\$1400</b>	Website wrap (1 month)* (viewable on Desktop)	

All costs are per month and bookings are subject to availability

\*An example of the website wrap can be seen on our advertise page

All our prices quoted are exclusive of GST and Production.



The screenshot shows the Rural News Group website layout. At the top is a navigation bar with links: HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, CONTACT. Below this is a search bar. The main content area is divided into sections: FEATURED (with a large image of a cow and a laptop), NATIONAL (with articles on Spark's rural broadband service, Food Show on a Mission, and Industry reform), WORLD (with articles on Potato expert, Government needs, and Breathing easier), and a sidebar on the right with 'Top priority tile (fixed position)', 'LATEST PRINT ISSUES ONLINE', 'THE HOUND', 'NEWSLETTER', and 'Answer 3 short Questions and...'. Advertisements are placed throughout, including a 'Premium banner (fixed position)' at the top right and a 'Standard banner (rotates position)' at the bottom left.



**RURAL NEWS GROUP**

Lower Ground Floor, 29 Northcroft Street, Takapuna 0622, Auckland  
 • PO Box 331100, Takapuna, Auckland 0740  
 • Ph: 09 307 0399 • Fax: 09 307 0122  
 Email editorial: editor@ruralnews.co.nz  
 • Email production: davef@ruralnews.co.nz

## SPECIFICATIONS

### Formats Accepted

jpg, gif, png, html, html5

Note: We do not accept Flash Files as they can cause problems on certain devices. Due to technological constraints, we cannot accept html or html5 file formats for wraps.

### Online Advert Dimensions

- **Tile:** 300px wide x 250px deep
- **Banner** 350px wide x 85px deep
- **Newsletter** 350px wide x 150px deep
- **Priority Newsletter** 600px wide x 150px deep.



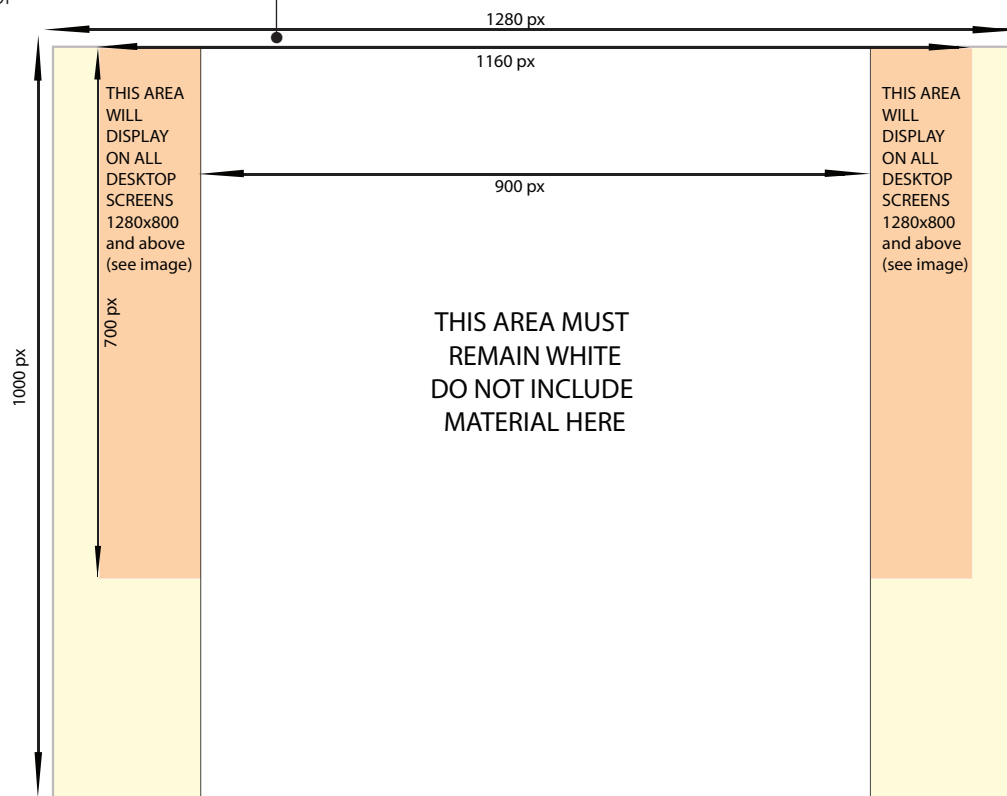
## WEBSITE WRAPS

Wraps adverts appear on

**Hort News** or **NZ Winegrower** landing pages and on all articles.

*Please contact our sales team for alternative options*

PLEASE LEAVE A 25PX SPACE AT THE TOP OF THE ADVERT



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