

ONLINE ADVERTISING

Rural News Group online advertisements appear on every page of both websites:

RURAL NEWS

DAIRY NEWS

What can I get?






68,000 page views*

50,000 visits (55% from mobile)*

4,716 e-newsletter subscribers (weekly e-newsletter advertisements only)

*average per month over a year

How much for an advertisement?

\$1100	Premium banner (viewable on desktop, tablet and mobile)	
\$900	Top priority banner (viewable on desktop, tablet and mobile)	
\$700	Standard banner (viewable on desktop, tablet and mobile)	
\$900	Top priority tile (viewable on desktop, tablet and mobile)	
\$700	Standard tile (viewable on desktop, tablet and mobile)	

All costs are per month and bookings are subject to availability

Additional options

\$400	E-newsletter banner
\$600	Priority e-newsletter banner
\$1500	Website wrap (2 weeks)* (viewable on Desktop)
\$2500	Website wrap (1 month)* (viewable on Desktop)

Note: There is a 25% discount for tiles or banners than run in conjunction with a website wrap.

*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 with several ad placements:

- Premium banner (fixed position):** Located at the top right of the page.
- Top priority tile (fixed position):** A large yellow tile on the right side of the main content area.
- Standard tile (rotates position):** A green tile on the right side of the main content area.
- Teaser bull leaser bags top award:** A small article snippet with a photo of a bull.
- Hort focus on global:** A small article snippet with a photo of people at a conference.
- Spark rolls out rural wireless broadband service:** A featured article with a photo of a laptop in a field.
- Consumers are 'taking a big bite out of the Earth':** A featured article with a photo of a person.
- Changes to health and safety reforms sensible:** A featured article with a photo of a person.
- Food Show on a Mission:** A featured article with a photo of a person.
- Industry reform not more marketing:** A featured article with a photo of a person.
- Alliance shareholder resolution received:** A featured article with a photo of a person.
- Potato expert praises NZ research:** A featured article with a photo of a person.
- Government needs to heed '10 point' plan:** A featured article with a photo of a person.
- Trust encourages farmers to enter awards:** A featured article with a photo of a person.
- More money from milk than milk from money:** A featured article with a photo of a person.
- Hard-nosed grocery firms gang up on Oz 'big two':** A featured article with a photo of a person.
- Breathing easier at the bank:** A featured article with a photo of a person.
- Earlier milk price call from Oz farmers:** A featured article with a photo of a person.
- Oz dairying attracts big-ticket buyers:** A featured article with a photo of a person.



RURAL NEWS GROUP

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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

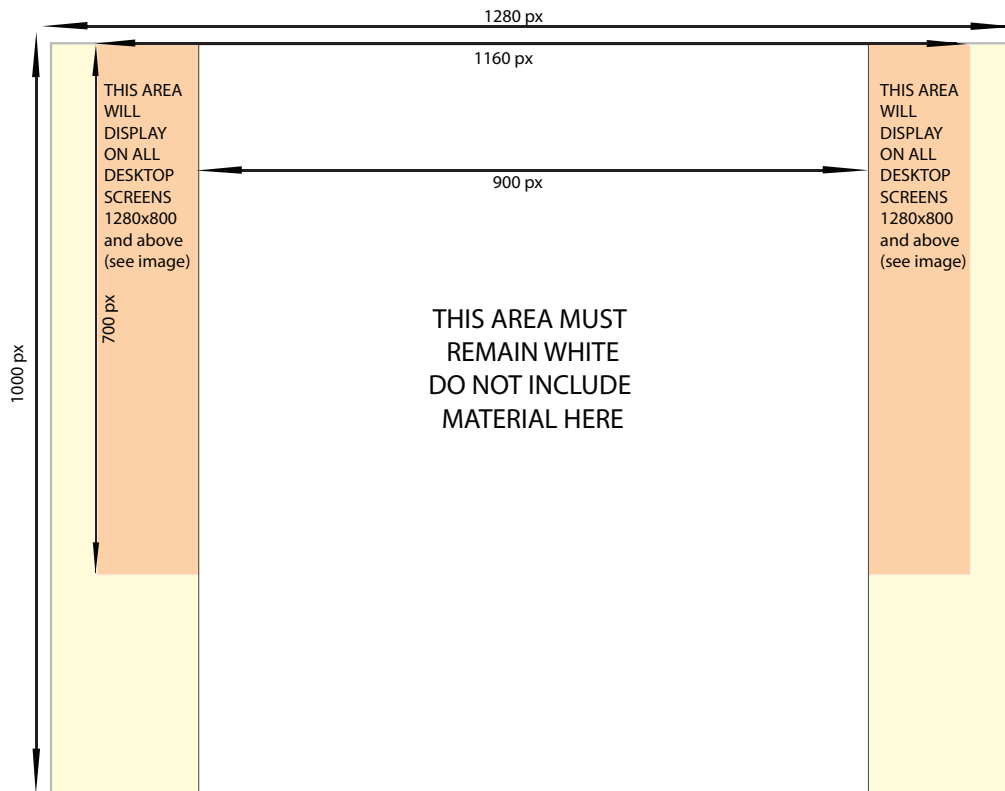


WEBSITE WRAPS

Wraps adverts appear on

Homepage, Rural News and Dairy News landing pages and on all articles.

Please contact our sales team for alternative options



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