

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)*

4716 e-newsletter subscribers (weekly e-newsletter advertisements only)

*average per month a year

How Much for an advertisement?

- **\$1155** Premium banner
(viewable on desktop, tablet and mobile) 
- **\$945** Top priority banner
(viewable on PC, tablet and mobile) 
- **\$735** Standard banner
(viewable on PC, tablet and mobile) 
- **\$945** Top priority tile
(viewable on PC and tablet) 
- **\$735** Standard tile
(viewable on PC and tablet) 

All costs are per month and bookings are subject to availability

Additional options

- \$420** e-newsletter banner
- \$630** priority e-newsletter banner
- \$1575** Website wrap (2 weeks)*
(viewable on Desktop)
- \$2625** 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 displays the Rural News Group website interface. At the top, there is a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is located on the right. Below the navigation bar, the main content area is divided into several sections. On the left, there is a 'FEATURED' section with a large image of a cow and a laptop. To the right of this, there are several smaller articles with headlines like 'Teaser bull leaser bags top award', 'Hort focus on global', 'Spark rolls out rural wireless broadband service', 'Food Show on a Mission', 'Industry reform not more marketing', 'Alliance shareholder resolution received', 'Potato expert praises NZ research', 'Government needs to heed 10 point plan', 'Trust encourages farmers to enter awards', 'More money from milk than milk from money', 'Hard-nosed grocery firms ganging up on Oz', 'Breathing easier at the bank', 'Earlier milk price call from Oz farmers', and 'Oz dairying attracts big-ticket buyers'. On the far right, there is a 'LATEST PRINT ISSUES ONLINE' section with images of the print editions. Below this, there is a 'THE HOUND' section with a photo of a dog. At the bottom right, there is a 'NEWSLETTER' section with a 'SUBSCRIBE TO OUR' button and a 'WEEKLY NEWSLETTER' button. A 'Standard tile (rotates position)' is highlighted in a green box on the right side of the page.



RURAL NEWS GROUP

Top 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

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

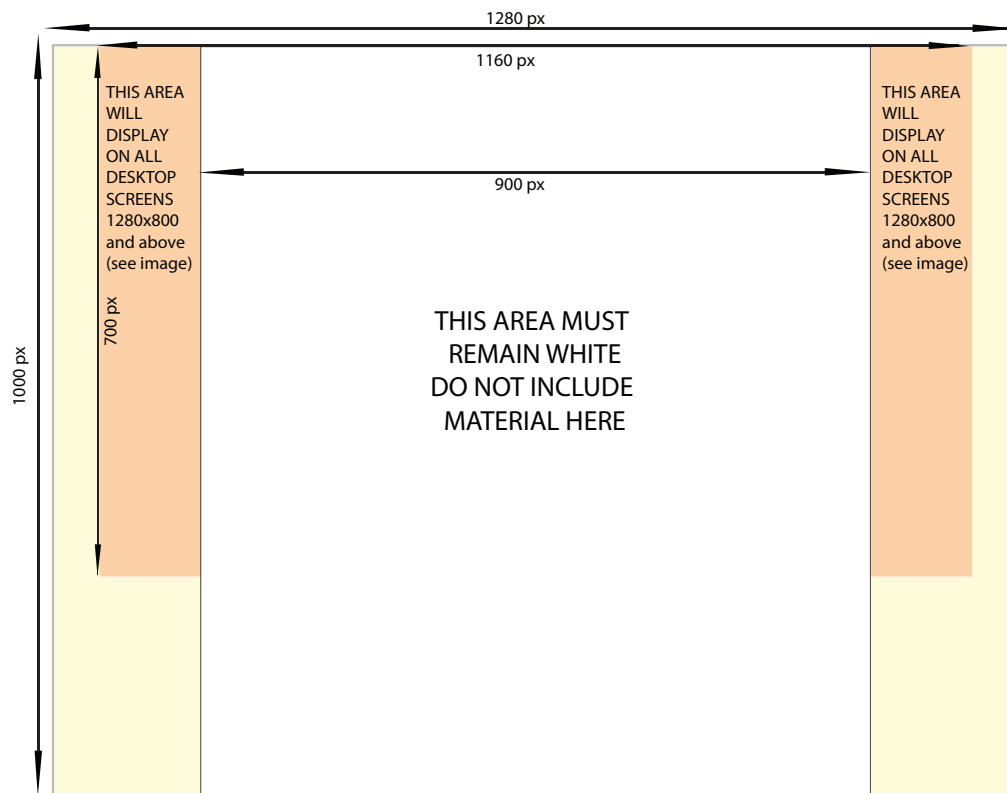


WEBSITE WRAPS

Wraps adverts appear on

Home Page, Rural News and **Dairy News** landing pages and on all articles.

Please contact our sales team for alternative options



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