

ONLINE ADVERTISING

Advertisements booked with Rural News Group online appear on every page of two websites within the group, covering all farming sectors:

Rural News, Dairy News

What Can I Get?*

48,000 Page Impressions (average per month)

25,000 Visits (40% from mobile) (per month averaged over a year)

5362 e-newsletter subscribers (weekly e-newsletter)

Note: Banner adverts work on all devices, including mobiles, increasing potential page views by 21%

How Much for an advertisement?

- **\$900** Premium banner
(viewable on PC, tablet and mobile)
- **\$750** Top priority banner
(viewable on PC, tablet and mobile)
- **\$600** Standard banner
(viewable on PC, tablet and mobile)
- **\$750** Top priority tile
(viewable on PC and tablet)
- **\$600** Standard tile
(viewable on PC and tablet)

All costs are per month and bookings are subject to availability

Additional options

- \$250** 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 at www.ruralnewsgroup.co.nz/advertise

All our prices quoted are exclusive of GST and Production.

Statistic reports are provided on request monthly. Analytics are gathered via Google Analytics.



RURAL NEWS GROUP

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 • 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, adserve (adserve not available for newsletter).

Note: We do not accept Flash Files as they can cause problems on certain devices.

Online Advert Dimensions

- **Tile:** 300px wide x 250px deep
- **Banner** 350px wide x 85px deep
- **Newsletter** 350px wide x 150px deep
- **Wrap** 1280px wide x 1000px deep with a 900px wide x 1000px white space. See diagram below for full dimensions.

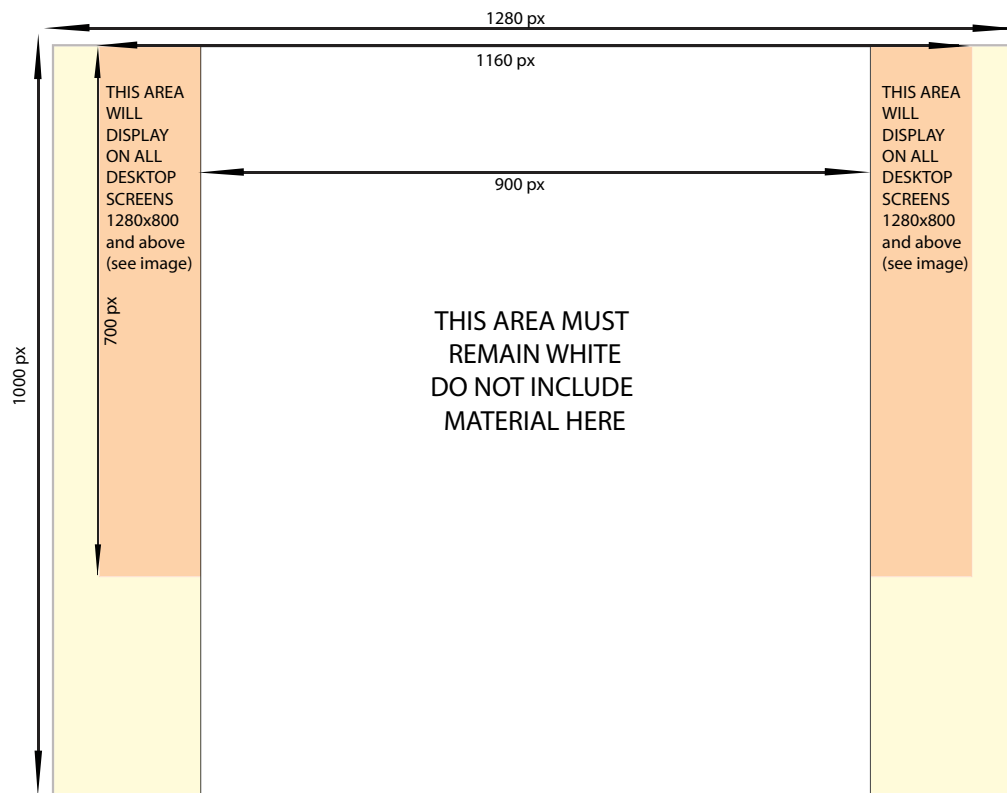


WEBSITE WRAPS

Wraps adverts appear on

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

Please contact our sales team for alternative options



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