

# Yes. Know.

Put your business in the know



## Media Pack Update Magazine 2011

Update is the official magazine of the Canterbury Employers' Chamber of Commerce, the Mainland's largest business support agency. Tackling current issues, it features regular columns from key business leaders on economic, social and business developments throughout the region. Covering a wide-range of topics including employment issues, business and manufacturing, policy and legislative developments, international trade, training and much more, Update's ability to combine information with tips and advice means it is a must-read for those interested in best business practice.

**Know you are reaching the right people  
with your advertising**

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Building mainland  
business

CANTERBURY  
EMPLOYERS'  
CHAMBER OF  
COMMERCE



# Distribution

## Update Magazine 2011

**Update magazine has a distribution of 3,200. Readers are generally business owners and managers within the Canterbury region.**

Membership of the Canterbury Employers' Chamber of Commerce is diverse – although 65% of member organisations have less than ten staff, a large proportion of Canterbury's bigger businesses also receive the magazine.

The magazine is also distributed into cafes, doctors, taxis and other service providers in the city.

With a growing distribution base, Update aims to provide information for all Canterbury businesses to encourage best practice throughout the region.

## Distribution 3,200



**To discuss your specific needs or for more information, please contact:**

**Tafflyn Bradford-James** Canterbury Employers' Chamber of Commerce • Email: [tafflynb@cecc.org.nz](mailto:tafflynb@cecc.org.nz) • Tel: (03) 353 0319





# Advertising Rates

## Update Magazine

Full Colour	Casual	2 x Issues	4 x Issues
Full page	\$1,800	\$1,600	\$1,400
Half Page	\$920	\$840	\$720
1/3 page horizontal strip	\$640	\$560	\$520
1/4 page horizontal strip	\$480	\$440	\$380
1/4 page block	\$480	\$440	\$380

# Advertising Dates

Issue	Distribution	Advert Bookings Required By	File supplied by
147	18th Feb	17 Dec	7 Jan
148	20 May	18 March	5 April
149	19 Aug	17 June	1 July
150	10 November	9 September	23 sept

### Please note

- These rates are valid from 1st January 2011
- All prices are exclusive of GST
- An additional 25% premium will be incurred by non-members
- These rates are not commission bearing and agencies should add any commission before advising clients
- Deadlines subject to change.





# Technical Specifications

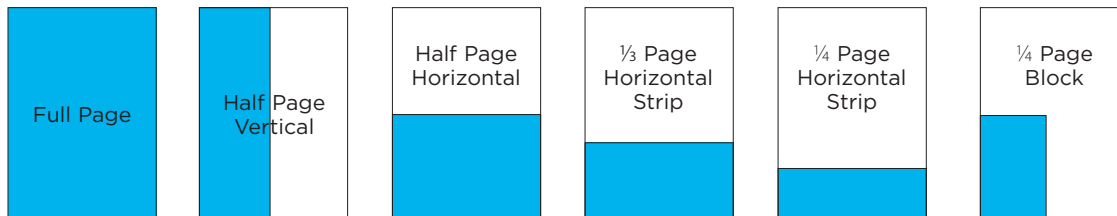
## for Update Magazine

### Space

Full page  
Half Page horizontal  
Half Page vertical  
1/3 page horizontal strip  
1/4 page horizontal strip  
1/4 page block

### Size

190mm wide x 280mm deep  
190mm wide x 140mm deep  
95mm wide x 280mm deep  
190mm wide x 95mm deep  
190mm wide x 70mm deep  
95mm wide x 140mm deep



### Print Process

Sheetfed Offset

### Binding Method

Saddle-stapled

### Material Delivery

Adverts must be supplied in vector-based format, JPG or PDF. File extensions should feature your company name and issue number, e.g. employerschamber149.pdf.

Email the advert to [tafflynb@cecc.org.nz](mailto:tafflynb@cecc.org.nz) – ads over 6MB should be emailed to [tara@theagencynz.co.nz](mailto:tara@theagencynz.co.nz)

### General Recommendations

All linked files/pictures must be min 300 dpi.

All fonts should be embedded.

Full colour adverts are to be set to process CMYK.

Full page adverts should have 5mm bleed on all sides.

PLEASE NOTE: If the material supplied does not meet our requirements no responsibility will be held for incorrect artwork.

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# Advertising Specifications

## and Editorial Contributions to Update Magazine

Thank you for your inquiry regarding advertising/editorial in the Canterbury Employers' Chamber of Commerce quarterly magazine 'Update'.

### Advertising

- For advertisers we offer standard sizes and rates, which are set out in this pack.
- Advertisements must be supplied in finished format. Please note that if files are not provided to these specifications we are not able to guarantee the quality of production.
- In accepting an advertisement we rely on the advertiser's warranty that the advertisement complies with all relevant legislation and the Advertising Codes of Practice issued by the Advertising Standards Authority.
- We will not accept any liability arising from publication of any advertisement.

### Format Required

- Your advertisement must be supplied in electronic, vector-based format (InDesign CS5 or Illustrator CS5), or exported as PDF or JPG formats. Files in programmes such as MS Word or Publisher won't be accepted.
- Full colour advertisements must be set to CMYK, including any links placed in your document.
- All linked files/pictures must be hi-resolution (300 dpi) to maximise the quality of production - if files are not provided in this resolution, quality of production cannot be guaranteed.
- All advertisements must be supplied at 100% final size.
- Full page advertisements must include 5mm bleed on all sides.
- All type must be converted to paths.
- Borders will not be added to the advertisements. If your advertisement requires a border, please supply on the file.
- For full colour ads, where there are any large expanses of black, we advise you to create a rich black using 40% cyan and 100% black. All black type should be set to 100K only.
- Don't use compression programmes. If the advert is over 5Mb, please provide on disk.
- If emailed, the file must be less than 8MB.

### Deadlines

Copy and artwork 2011 deadlines are:

7th January (147) • 5th April (148) • 1st July (149) • 23rd Sep (150)

**We can set your advertisement for you - the actual cost incurred for this will be passed on to you. We are only able to assist you if booking is received three weeks prior to copy deadline.**

### Editorial

- Articles are accepted by agreement with the editor. All material is reproduced at the sole discretion of the Editor and the Canterbury Employers' Chamber of Commerce.
- Articles should be either 250 or 500 words. The editor reserves the right to edit, abbreviate, reject or withdraw any material submitted for publication. In such cases, every effort will be made to consult with the contributor in advance.
- Photographs, logos, graphics are welcomed, provided that formats fit the specifications set out above. Specifically, photos must be minimum 300dpi.
- We rely on contributors to ensure that their articles are factually and legally correct.

