

Yes. Know.

Put your business in the know



Media Pack Update Magazine 2010

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**

0800 505096
www.cecc.org.nz

57 Kilmore Street
Christchurch 8013
PO Box 359
Christchurch 8140
New Zealand
TEL 03 366 5096
FAX 03 379 5454
EMAIL info@cecc.org.nz
WEB www.cecc.org.nz

Building mainland
business

CANTERBURY
EMPLOYERS'
CHAMBER OF
COMMERCE



Distribution

Update Magazine 2010

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.

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 • 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 |

| Black & White | Casual | 2 x Issues | 4 x Issues |
|---------------------------|---------------|-------------------|-------------------|
| Full page | \$1,200 | \$1,100 | \$1,000 |
| Half Page | \$580 | \$560 | \$540 |
| 1/3 page horizontal strip | \$440 | \$420 | \$400 |
| 1/4 page horizontal strip | \$320 | \$300 | \$280 |
| 1/4 page block | \$320 | \$300 | \$280 |

Advertising Dates

| Issue | Distribution | Advert Bookings Required By | Finished File |
|--------------|---------------------|------------------------------------|----------------------|
| 143 | 19th February | 18th December | 8th January |
| 144 | 21st May | 19th March | 6th April |
| 145 | 20th August | 18th June | 2nd July |
| 146 | 11th November | 10th September | 24th September |

Please note

- These rates are valid from 1st January 2010
- All prices are exclusive of GST
- An additional charge of \$100.00 (excluding GST) will be incurred by non-members
- Deadlines subject to change.





Technical Specifications

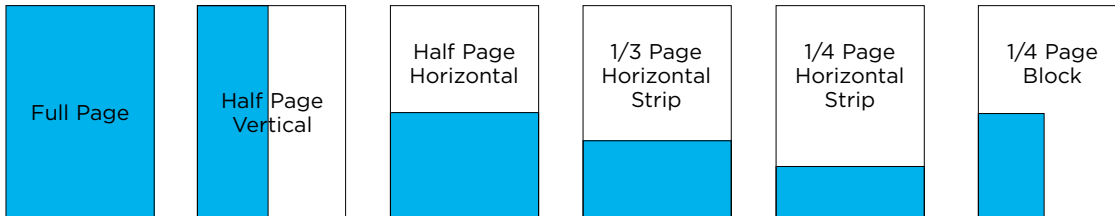
for Update Magazine

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 employerschambermay.pdf.

Email the advert to tafflynb@cecc.org.nz – ads over 6MB should be emailed to 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 CS2, Freehand MX or Illustrator CS2), 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 2010 deadlines are:

8th January (143) • 6th April (144) • 2nd July (145) • 24th Sep (146)

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.

