

AANZ

Advertising Options

Contact advertising@alpaca.org.nz

Available

- Advertising Packages
 - Platinum Pack
 - Gold Pack
 - Silver Pack
- Alpaca Magazine
- Herd sire magazine
- Membership directory
- Website
 - Option A – Website Sponsor
 - Option B – Page Sponsor

Advertising Packages

A great way to plan your advertising for the next 12 months - these packages give value for money and manageable payments with monthly invoicing.

Platinum Package \$1,920+gst

- Only three available.
- 12 month advertising plan.
- Pay instalments \$160+gst/month
- Alpaca Magazine – over three issues;
 - One centrefold colour advertisement in Alpaca Magazine
 - One back cover colour advertisement in Alpaca Magazine
 - One inside front cover colour advertisement in Alpaca Magazine
- Membership Directory
 - One full page black & white advert in the membership directory
 - One Listing Description.
- Website Option A
 - One rotating banner advertisement with link to your website.
 - One Sponsor advert on the appropriate registered breeders page (includes your logo, name, contact details including email and website).

Gold Package \$1,560+gst

- 12 month advertising plan.
- Pay instalments \$130+gst/month
- Alpaca Magazine – over three issues;
 - Three full page colour adverts.
- Membership Directory
 - One full page black & white advert in the membership directory
 - One Listing Description.
- Website Option A
 - One rotating banner advertisement with link to your website.
 - One Sponsor advert on the appropriate registered breeders page (includes your logo, name, contact details including email and website).

Silver Package \$900+gst

- 12 month advertising plan.
- Pay instalments \$75+gst/month
- Alpaca Magazine – over three issues;
 - Three half page colour adverts
- Membership Directory
 - One half page black & white advert in the membership directory
 - One Listing Description.
- Website Option B
 - One Page Sponsor advert on the page of your choice (includes your logo, name, contact details including email and website).

Graphic Design

There is a graphic design service available through Taieri Print Ltd, Dunedin. Taieri Print charge \$60 (ex GST) per hour for this service.

Most adverts take an hour or less to complete however Taieri Print will contact you with an estimate prior to commencing work if composing your advert takes more than an hour.

Please note: these graphic design charges apply to all magazine advertisers including package holders.

AANZ Alpaca Magazine

The AANZ Magazine is produced three times a year, Summer, Autumn, and Winter.

Advertising Rates

Size	Price ex gst
Business Card	\$55.00
¼ Page	\$110.00
½ Page	\$220.00
Full Page	\$400.00
Centrefold	\$700.00
Back Cover	Full Page + 25%
Inside Front	Full Page + 20%
Inside Back	Full Page + 15%
Special Position (Subject to availability)	+ 10%

Discount

Get a 10% discount by booking for three consecutive issues.

*Full rate will be charged for the first two issues with discount credited on the third issue.

Herd Sire Magazine

The Herd Sire Magazine is a stand alone publication produced each September. A copy of the latest issue is also given to all new members and available for purchase on the AANZ website.

Produced as a magazine style publication in full colour on high quality paper.

Herd Sire Listing Rates

No. Herd Sires Advertised	Rate (ex gst)	Total Cost (ex gst)
1	50.00	\$ 50.00
2	45.00	\$ 90.00
3	40.50	\$ 121.50
4	36.45	\$ 145.80
5	32.81	\$ 164.05
6	29.52	\$ 177.12
7	26.57	\$ 185.99
8	23.91	\$ 191.28
9	21.52	\$ 193.68
10	19.37	\$ 193.70
10+	19.37	

Advertising Rates (ex GST)

Back Cover	\$ 400.00
Inside Front	\$ 300.00
Inside Back	\$ 250.00
Full Page	\$ 200.00
Cover Photo	Tender

Membership Directory

A5 Booklet style publication listing all full members of AANZ. Black and white pages with a colour cover and centrefold. Published each August and given to every new member of AANZ.

Advertising Rates (ex GST)

Outside Back Cover (Colour)	\$ 200.00
Inside Front Cover (Colour)	\$ 150.00
Inside Back Cover (Colour)	\$ 150.00
Centrefold (Colour)	\$ 350.00
Full Page Advert (B/W)	\$ 100.00
Half Page Advert(B/W)	\$ 60.00
Description Listing(B/W)	\$ 30.00

Website Advertising

Option A \$500.00+gst / year

- One rotating banner advertisement with link to your website.
 - Banner advert appears on every page of the website.
 - Clicking on the advert links to your website.
 - Banner Adverts are 440x58 pixels.
- One Sponsor advert on the appropriate registered breeders page.
 - Includes your logo, name, contact details including email and website.

Option B \$250.00+gst / year

- One Page Sponsor advert on the page of your choice.
 - Includes your logo with a link to your website or email.

Publication Deadlines

Publication	Printing Date	Advert Copy Deadline
Magazine Winter	8 September 2010	20 July 2010
Membership Directory	26 August 2010	20 July 2010
Herd Sire Magazine	21 September 2010	10 August 2010
Magazine Summer	15 December 2010	5 November 2010