



## 2021 PRINT SCHEDULE

ISSUE	MONTH	AD BOOKING CLOSE	AD MATERIAL DEADLINE	REACHES READERS
17	June	May 7	May 21	Mid - June
18	December	October 15	October 29	December

## DISPLAY ADVERTISING RATES

Advert Size	Members Rate	Non-Members Rate
Cover	\$850.00	
Double Page Spread	\$800.00	\$950.00
Full Page	\$500.00	\$600.00
Half Page	\$350.00	\$425.00
Quarter Page	\$200.00	\$250.00

Inserts: Single sheet A4. Price on application.

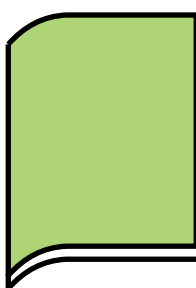
\*All price quoted in NZ dollars and do not include GST

## ADVERTISEMENT PRODUCTION

If you need help with your advertisement our art studio will be only to happy to assist in the preparation of your material. Please be advised that there will be a charge for this service based on the level of your requirement.

## PRINT ADVERTISING SPECIFICATIONS

All text and other important information should be inside the image area. Use the Image area for size of advertisement when there is no bleed.



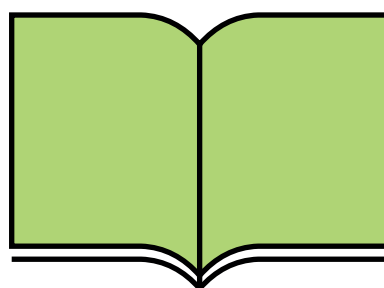
**COVER**

**Image area**  
H 303mm x W 216mm

**Bleed**  
H 303mm x W 216mm

**Trim**  
H 297mm x W 210mm

PHOTO ONLY.  
Includes cover story page.



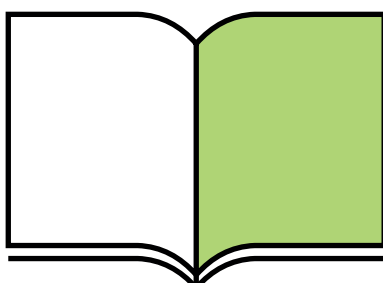
**DPS (Double Page Spread) A3**

**Image area**  
H 285mm x W 408mm

**Bleed**  
H 303mm x W 426mm

**Trim**  
H 297mm x W 420mm

Avoid running text and important elements across the gutter.

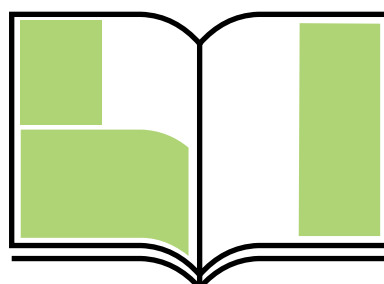


**FULL PAGE A4**

**Image area**  
H 285mm x W 198mm

**Bleed**  
H 303mm x W 216mm

**Trim**  
H 297mm x W 210mm



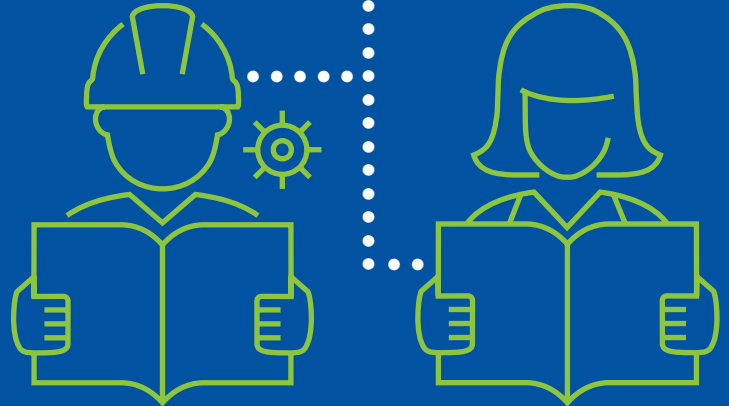
**HALF PAGE**

**Horizontal**  
H 140mm x W 198mm

**Vertical**  
H 285mm x W 97mm

**QUARTER PAGE**

**Image area**  
H 96mm x W 140mm



## CONTENT SPECIFICATIONS

### ADVERTISEMENTS

#### Format

- All supplied advertisements **must be** in PDF format.
- Do not send through PDFs that are created in programmes such as Word, Publisher, Powerpoint or Excel.
- When exporting to PDF, the 'Press Quality' setting should be used.

#### Colour

All PDFs should be created using CMYK colour space. (Not RGB, LAB or Spot Colours).

#### Images

Images taken from the internet or a mobile phone are not acceptable as they are usually low in quality.

### EDITORIALS

#### Text

- All text for editorials should be supplied in a Word document.
- It is the advertiser's duty to check that their Word document is correct. HIANZ takes no responsibility for any errors once the magazine is published.

#### Images

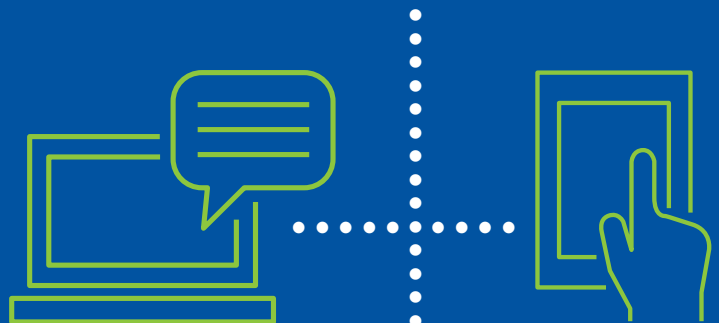
- All images to go along with editorials should be at the highest possible quality.
- Images taken from a mobile phone or off the internet is not high enough quality.

#### Logos

- Any logos that are supplied should have not come from any web page.
- Logos need to be of high quality.
- We will accept .ai .pdf .psd .eps .tiff and some high res .jpg (Not .png, .bmp, .gif)
- Logos should be CMYK and have fonts outlined.

## CONTRIBUTIONS

Contributions to the Hire and Rental magazine are always welcome and we invite submissions from those wishing to contribute content. Articles should be non-political (in every sense) and not be of an advertising nature. Please contact the editor to discuss content and applicable subjects.



## CONTACTS

### BOOKINGS, EDITORIAL, ADVERTISING MATERIAL

Ross Barnett 021 649 939  
ross@brainstorm.co.nz

## SPONSORSHIP OPPORTUNITIES

**Regional Meetings** – These small events are held at irregular times with good notice provided and are well received and attended by members. This is a networking evening, typically low key and informal. Acknowledgement is provided by the HIANZ CEO during his small chat to members.

Naming sponsorship is offered to only one sponsor per meeting. Opportunity exists to have your banners/ rollups in the function room and if time allows opportunity to say a few words.

**Christmas Golf Day Partial or full rights sponsor** – Every November, the association has a social get together in Taupo for members to meet and network. This event is wrapped around a couple of outdoor activities such as Golf and mountain biking. There is no set criteria on sponsorship on this event and the association is open to any support offered. Any advertising/ infrastructure requirements are the responsibility of the sponsor.

**Ready to Hire Tag branding** – The association provides a Ready to Hire Tagging system procedure and tags for members to use as part of their business. Tags carry three spots for supplier advertising. Opportunities exist once a year for all printed tags to carry your logo. Minimum 12 months advertising - \$1,250 per year.

**Principal Sponsorship:** The association is very thankful for the support of our supplier members. The association has a principal supplier sponsorship agreement available for tender on a three year rotating basis. Term starts on the first day after National Conference for the year and finishes on the last night of the annual conference three years later. Current principal sponsor position is open for tender in May 2021.

## DIGITAL ADVERTISING

HIANZ offers the opportunity to promote your company, products and/or services using banners through our website. This provides support to brand recognition and credibility when introducing yourself members. Affirmation is best created through regular exposure of your brand and Hire members are frequently on our website and will see your adverts. Click through measurement and reporting is available if requested.

\$500 + GST for 3 months on the HIANZ home page.

\$100 + GST for the same banner appearing on members side of website pages (only available if advertising on home page).

We require a logo/artwork that is 1000 x 250 pixel size and a link to your website, Image to be a Jpeg or png.

## CONFERENCE

Conference is held in August and is attended by approx. 200 HIANZ members. Opportunities exist to exhibit products and services, with direct member contact time of approx. 8 hours over 2 days. Sponsorship of various parts of the conference exist and provide excellent brand exposure.

For further information visit [hianz.net.nz/conference2021](http://hianz.net.nz/conference2021)

## CONTACT

For further information relating to Digital Advertising, Conference and General Sponsorship opportunities contact:

**Rodney Grant** CEO Hianz

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