

# Rate Card



## The Data Book

New Zealand's screen production directory. If you are in any way involved in the film, TV or video industries the Data Book is your indispensable guide and New Zealand's most comprehensive directory for this industry.

### The Facts

**CIRCULATION** – Printed version: 400 copies

**ONLINE AUDIENCE** –

1398 unique browsers

11,515 page impressions

**SOURCE:** Nielsen // NetRatings, NZ Market Intelligence, October 2008

First published in 1988

**LISTINGS** – Over 2500 in 300+ categories



### BOOKING & MATERIAL DEADLINES 2009

Display advertising booking deadline:

Tues 26th May

Material deadline:

Wed 10th June

### PREMIUM POSITION DIVIDERS

Dividers are printed on heavyweight card so readers will open to the advertising on the divider. The back of the divider is opposite the Contents page for that section.

**Front and back positions available.**

### DIVIDERS (FULL COLOUR) ARE:

- About NZ / Aotearoa
- Industry Organisations
  - Contents
    - A B
    - C D
    - E F
    - G H
    - I J K L
    - M N
    - O P R
    - S
  - T U V W X Y Z
  - Index



## Advertisement Space

Black & white advertising space availability only in listings sections. Colour advertising available in listings sections and divider pages.

Pages	Dimensions	Colour	B&W
Divider	Available on request	\$2000	N/A
Full page	210 x 148mm + 5mm bleed or 180 x 118mm no bleed	\$1700	\$1300
1/2 page	Vertical 180 x 57mm Horizontal 88 x 118mm	\$1000	\$700
1/3 page	58 x 118mm	\$700	\$550
1/4 page	Vertical 88 x 57mm Horizontal 42 x 118mm	\$600	\$475
Strip ad	20 x 118mm	\$400	\$300

### Online Website Advertising For additional ads and solus positions:

Small banner ad (exclusive category search)	468 x 60 pixels	\$500 per year
Skyscraper (exclusive category search)	120 x 600 pixels	\$400 per year

### Online Access

3 months	\$50 including GST
12 months	\$100 including GST

The Data Book is printed annually in August. Subscribers are offered access to our full website.