

RATES *per issue*

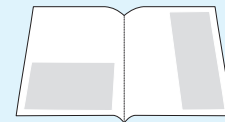
| SIZE | CASUAL | 3 ISSUES | 6 ISSUES |
|--------------------|---------|----------|----------|
| COLOUR | | | |
| Double Page Spread | \$4,630 | \$4,167 | \$3,936 |
| Full Page | \$2,775 | \$2,498 | \$2,359 |
| 1/2 Page | \$1,650 | \$1,485 | \$1,403 |
| 1/3 Page | \$1,260 | \$1,134 | \$1,071 |
| 1/4 Page | \$1,075 | \$968 | \$914 |
| 1/8 Page | \$735 | \$662 | \$625 |
| Outside Back Cover | \$3,050 | \$2,745 | \$2,593 |
| IFC DPS | \$5,100 | \$4,590 | \$4,335 |
| INSERTS | \$2,500 | \$2,250 | \$2,125 |



DPS (WITH BLEED):
426mm (width) x 303mm
TRIM SIZE:
420mm (width) x 297mm



FP AD (WITH BLEED):
216mm (width) x 303mm
TRIM SIZE:
210mm (width) x 297mm



1/2 PAGE HORIZONTAL AD:
185mm (width) x 130mm
1/2 PAGE VERTICAL AD SIZE:
90mm (width) x 265mm



1/3 PAGE HORIZONTAL AD:
185mm (width) x 90mm
1/3 PAGE VERTICAL AD:
60mm (width) x 270mm



1/4 PAGE STRIP AD:
185mm (width) x 65mm
1/4 PAGE VERTICAL AD:
90mm (width) x 130mm



1/8 PAGE VERTICAL AD:
45mm (width) x 130mm
1/8 PAGE HORIZONTAL AD:
90mm (width) x 65mm

* These above rates are commission bearing

SAVE USING OUR FREQUENCY DISCOUNTS

- 10% off for 3 Issue Contract rate
- 15% off for 6 Issue Contract rate

ADVERTISING INFORMATION

- All rates are PER ISSUE.
- To get contract rate advertising, space must be booked as a series prior to the first insertion.
- Any advertisement production or modification charges are in addition to the above space charges.
- Rates are commission bearing to accredited agencies.

INSERTS - Price is for loose insert placed randomly in magazine, supplied folded so as not to protrude beyond magazine edges, maximum 4 sides A4 equivalent. Larger sizes, stitched or specific placement available POA. Regional and by industry run inserts available please enquire.

CANCELLATIONS: For cancellations of advertisements which form part of a multiple insertion advertising contract, the rate for the non-cancelled advertisements will revert to the appropriate rate that would have been charged based on the actual insertions run. Cancellations to be in writing 2 weeks prior to Ad material deadline or 50% cancellation fee may apply.

AD COPY IMPORTANT INFORMATION:

- All solid blacks used should be made from 100% black and 60% cyan.
- Use only CMYK colours.
- For bleed ads for full page and DPS please have a bleed area of 3mm all round. Files must contain crop marks.

- Preferred format is Adobe Acrobat (PDF format) - please contact us before supplying any other formats.
- All PDF's must be high resolution. PDF files should be created with crop marks.
- When creating a PDF file, be sure to embed the entire set of ALL fonts; this option is not the default and must be specified.
- Preferred delivery method is via the Quickcut ad service
- Alternative methods – In all cases specify Advertiser name/magazine/issue.
- FTP server: ads can be uploaded to our FTP server at <ftp://vpn.adrenalin.co.nz>
- Email: Email to margaret@adrenalin.co.nz with advertiser/magazine/issue in subject line.
- Courier CD: To Adrenalin Publishing Ltd, 14c Vega Place, Mairangi Bay, Auckland, Attn: Company Vehicle Magazine.
- Post CD: To Adrenalin Publishing Ltd, PO Box 65092, Mairangi Bay, North Shore City, 0754, Attn: Company Vehicle Magazine.
- Ads should be supplied with a high resolution digital colour proof to ensure accurate colour reproduction. No responsibility is taken if ad is not supplied with proofs. If you have any technical questions or need further assistance regarding the specifications in this document, please call Margaret on (09) 478-4771 or email margaret@adrenalin.co.nz.