

Advertising Space Booking Order (valid to 28 February 2011)

Please note – prices indicated are *per issue* and +GST. All ads are colour
 Please tick appropriate box

Size	Casual	6-Issue*	12-issue*
	<i>Prices indicated are per issue rates</i>	<i>Prices indicated are per issue rates</i>	<i>Prices indicated are per issue rates</i>
Multi-Page Spread/Lift-out (POA)			
Full Page Vert (210 x 297mm WxH)	\$1,390	\$1,290	\$1190
1/2 Page Vert (88 x 260mm WxH)	\$895	\$845	\$795
2/5 Page Horiz (182 x 100mm WxH)	\$750	\$695	\$660
2/5 Page Vert (89X200 WXH)	\$700	\$625	\$595
1/3 Page Vert (57 x 262mm WxH)	\$700	\$625	\$595
1/5 Page Vert (89 x 100mm WxH)	\$595	\$495	\$440
1/8 Page Horiz (89X50mm WxH)	\$395	\$345	\$245
1/8 Page Directory Horiz (89X61 WXH)	\$220	\$190	\$150
Advertorial half page (Incl Writer's fee)	\$995		
Advertorial per page (Incl Writer's fee)	\$1495		

SPECIAL POSITIONS

- Inside front cover – rate plus 25%
- Right hand page – Rate plus 20%

FREE OFFER: One Free Advertorial when signing on for 6 or 12months with 1/3-page or larger sizes
 Advertorial prices assume any images will be supplied. **Please Note: If supplying your advert it must** be supplied as a **High resolution pdf** (CMYK, 300dpi). We can re-develop or convert the file format for you and the above costs allow for one set of minor corrections (thereafter corrections are costed according to changes needed). A proof will be sent prior to print (about 1 week after close-off).

GENERAL CONDITIONS (please refer to full terms and conditions as they are part of this contract):
<ul style="list-style-type: none"> • All rates are monthly (GST exclusive) unless otherwise stated • Every effort will be made to ensure the insertion of an advertisement in accordance with the scheduled instructions, but no liability is accepted for any loss occasioned by omission, displacement or error. • *Payment Terms: Casual rates are strictly 20th month following. *The 6 or 12-month discounts only apply for term contracts where <u>payments are received within 10 days of publication</u>. • Early termination fees apply (see Terms & Conditions for details) • Copyright: Unless we agree otherwise, all rights are reserved for any artwork or content we create on your behalf for the magazine and may not be used in any other media or publication. • Prices are valid for month specified and through the term of the contract otherwise prices are subject to change

Advertiser:	Purchase Order No. (if required):
Postal address:	Phone:
Physical Address:	Mobile:
Contact for ad approval:	Fax:
Email:	Contact for invoicing:
	Email:
I have read and accept the payment terms above along with the Terms and Conditions over.	
Signed: _____	Date: / /

Booking deadline:	Material deadline:
--------------------------	---------------------------

Special Instructions:

Bookings & Enquiries: Neville Walker Ph: 09 947 3580 / 021 377580; Marlene Brown 021 854 946, Logan Tudehope 021 483 401 / 09 411 7625

TERMS AND CONDITIONS FOR PLACING ADVERTISING

1. In agreeing to place an advertisement with Rodney's Rural Lifestyle (referred to as RRL), the advertiser expressly agrees that its advertisement;
 - a. complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standard relating to advertising in New Zealand, and
 - b. does not reasonably mislead or deceive or would be likely to mislead or deceive, or otherwise breach the Fair Trading Act 1986.
 - c. Does not infringe a copyright or trademark or otherwise infringe any intellectual or industrial property rights.
 - d. Does not breach any provision or any statute, regulation, by-law or other rule or law, and
 - e. is not defamatory or indecent or likely to offend against generally accepted community standards.
 - f. will not give rise to any liability on our part or in a claim being made against RRL or its publisher RD Marketing Ltd (referred to as RDML)
2. In placing advertising the advertiser agrees
 - a. to indemnify RDML against all losses or costs rising directly or indirectly from any breach of the above warranties by the advertiser and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
 - b. that RDML holds perpetual licence to reproduce the advertisement in any advertising media produced by RDML without compensation.
 - c. that RDML may re-size, correct or amend advertising to conform to style of RRL with every reasonable care with the costs for such charged as per rates specified on the booking order form under General Conditions.
 - d. that RDML (and its agents) may refuse to publish, or withdraw an advertisement from publication at its sole discretion without compensation from RDML.
 - e. that in the unlikely event of an error or delay in publication of the advertising as booked, RDML may publish the advertisement in the next available issue without further compensation.
 - f. To advise RDML of an error or omission in any advertisement the advertiser has placed.
 - g. That specific space bookings may only be used by the advertiser for advertising of the advertiser's usual business and may not be transferred by the advertiser to any another person or entity.
 - h. That RDML will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any direct liability for any circumstance that liability is limited to the cost of the space of the advertisement.
 - i. It is the responsibility of the Advertiser to advise the Publisher of any error and the Publisher is not to be held responsible for un-notified recurring errors.
 - j. No responsibility whatsoever will be accepted for any error or inaccuracy in advertisements or amendments to advertisements or artwork instructed by telephone.
 - k. Payment terms: If the advertiser prefers to pay on 20th month following publication the casual rates apply. For 6 or 12-month term contracts the discounted rate applies where payment is made with 10 days of publication (invoice date) unless agreed otherwise. Beyond 30 days any amount owing by the advertiser will be liable for \$125+gst surcharge and the outstanding debt passed on to a debt collection agency which will add that agency's costs of recovery, commissions and collection fees.**
 - l. Once the contract term expires, please advise your intentions for continuation of bookings otherwise casual apply to placements beyond the term of the original contract.
 - m. Where no booking space is specified by the advertiser, RDML will use its discretion to place the advertisement in the position most appropriate for the convenience of readers.
 - n. To pay the cancellation fee of 50% of the cost of the space/s booked for early termination of the agreement or such other fee agreed upon in writing.
 - o. That any advertising artwork created by RDML for the purposes of placing in RRL, will be subject to copyright and may not be used or reproduced in part or in whole in any other publication without our agreement.
3. The guarantees contained in The Consumer Guarantees Act 1993 are excluded where the advertiser places advertising for business purposes.
4. Advertisement space rates will be charged according to the booking order.
5. Rates for space orders apply for the whole space and are not reduced if the whole space is not used.
6. RDML will take every reasonable care of the advertiser's material supplied for advertisement placement but RDML will not accept any responsibility with regard to accidental damage or loss of the material supplied.
7. The artistic and literary copyright of all advertisements designed by RDML is the property of RDML and reproduction in other publications without permission of RDML is not permitted without written agreement.