

# GETTING THE BASICS

Innovation for Future Profit

## RIGHT



For 24 years **Getting the Basics Right** has brought farmers the latest in best-practice farm management thinking, with articles by the best writers & experts in the industry. It's the only glossy dairy publication that reaches the entire market.

- » DELIVERED TO 25,400 DAIRY FARM R.D.'S
- » NZ'S ONLY FULL COVERAGE DAIRY MAG
- » PROVEN, TRUSTED ENVIRONMENT
- » HIGH QUALITY GLOSS A4 FORMAT
- » ANNUAL WITH A LONG SHELF LIFE
- » COVERS ALL ASPECTS OF DAIRY FARMING



**PUBLISHING DATE: 7 January 2025**

**BOOKING DEADLINE: 20 November 2024**

**MATERIAL REQUIRED BY: 4 December 2024**

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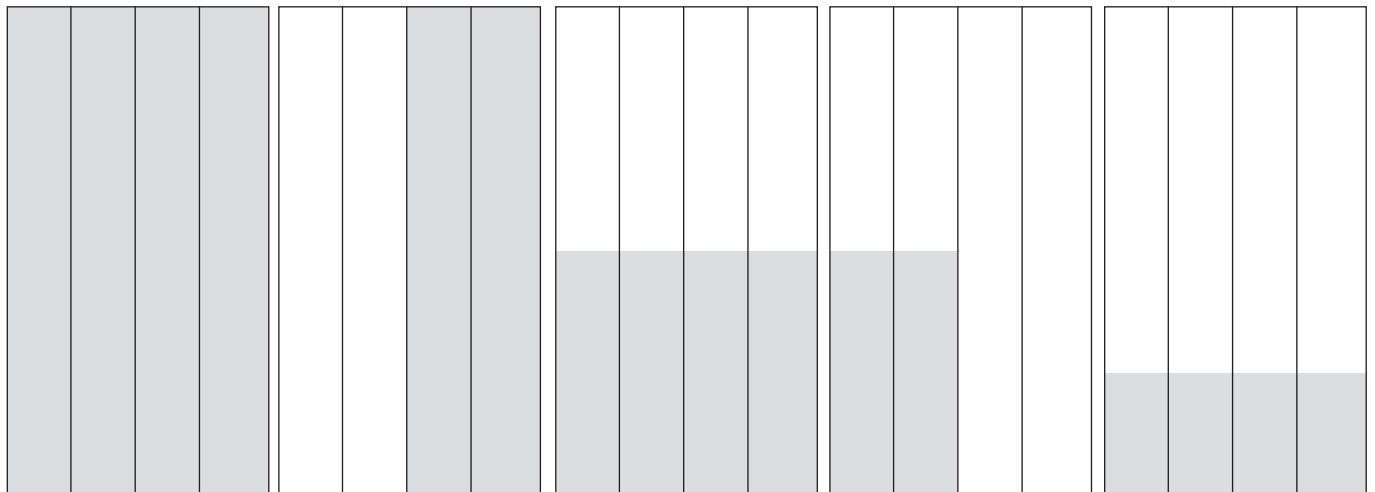
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# Advertising rates

	CM	Cols	Depth in mm	Width in mm	Advert Pricing (excludes GST)
Cover Full Page	28	4	280	187	<b>\$3420</b>
Full page run of paper	28	4	280	187	<b>\$2850</b>
Half page portrait	28	2	280	92	<b>\$1710</b>
Half page landscape	14	4	140	187	<b>\$1710</b>
Quarter page portrait	14	2	140	92	<b>\$980</b>
Quarter page landscape	7	4	68	187	<b>\$980</b>
Full Page with bleed	28	4	307	220	<b>POA</b>
Full Page DPS with bleed	28	8	307	430	<b>POA</b>
Full Page DPS image size	28	8	287	410	<b>POA</b>

## Advert Size Guidelines



28x4 – full page advert  
280mm deep x 187mm wide

28x2 - half page portrait advert  
280mm deep x 92mm wide

14x4 - half page landscape advert  
140mm deep x 187mm wide

14x2 - quarter page portrait  
140mm deep x 92mm wide

7x4 - quarter page landscape  
68mm deep x 187mm wide

## Material specifications

### Printing Details

- » Web – offset
- » Digital photos supplied should have resolution of not less than 200 pixels/inch
- » Full page print area: 280mm deep x 187mm wide

### Material Requirements

- » Adverts will not be accepted if supplied only as working files
- » All camera-ready adverts should be supplied as high resolution pdf files colour corrected to CMYK. For more information on Acrobat settings please contact Rural News group.
- » Any photos or logos supplied for typesetting should be supplied as separate files and not part of a Word Document file. Formats accepted for images are jpeg or tif files.
- » Adverts provided solely as Word Document are not recommended and in general will have to be re-set by Rural News Group. This may incur production charges.
- » Please do not put crop marks on adverts



**RURAL NEWS GROUP**

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