

## ONLINE ADVERTISING

Rural News Group online advertisements appear on every page of both websites:

# RURAL NEWS

# DAIRY NEWS

### What can I get?

60,000 page views\*

45,000 visits (55% from mobile)\*

5,362 e-newsletter subscribers (weekly e-newsletter advertisements only)

\*average per month over a year

### How much for an advertisement?

- **\$1100** Premium banner  
(viewable on desktop, tablet and mobile)
- **\$900** Top priority banner  
(viewable on desktop, tablet and mobile)
- **\$700** Standard banner  
(viewable on desktop, tablet and mobile)
- **\$900** Top priority tile  
(viewable on desktop, tablet and mobile)
- **\$700** Standard tile  
(viewable on desktop, tablet and mobile)

All costs are per month and bookings are subject to availability

### Additional options

- \$400** E-newsletter banner
- \$600** Priority e-newsletter banner
- \$1500** Website wrap (2 weeks)\*  
(viewable on Desktop)
- \$2500** Website wrap (1 month)\*  
(viewable on Desktop)

Note: There is a 25% discount for tiles or banners than run in conjunction with a website wrap.

\*An example of the website wrap can be seen on our [advertise page](#).

All our prices quoted are exclusive of GST and Production.

The screenshot displays the Rural News Group website interface. At the top, there's a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is also present. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'FEATURED' section with a large image of a cow and a laptop, and a 'Spark rolls out rural wireless broadband service' article. To the right of this, there's a 'Teaser bull leaser bags top award' article. Further right, there's a 'Hort focus on global' article. Below these, there's a 'Consumers are taking a big bite out of the Earth' article. On the far right, there's a 'LATEST PRINT ISSUES ONLINE' section with images of the Rural News and Dairy News print editions. Below this, there's a 'THE HOUND' section with a 'West heads west' article. At the bottom, there's a 'NEWSLETTER' section with a 'SUBSCRIBE TO OUR' button and a 'WEEKLY NEWSLETTER' button. The website also features various other articles and sections like 'NATIONAL', 'WORLD', and 'Breathing easier at the bank'.



## RURAL NEWS GROUP

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• PO Box 331100, Takapuna, Auckland 0740  
• Ph: 09 307 0399 • Fax: 09 307 0122  
Email editorial: [editor@ruralnews.co.nz](mailto:editor@ruralnews.co.nz)  
• Email production: [davef@ruralnews.co.nz](mailto:davef@ruralnews.co.nz)

## SPECIFICATIONS

### Formats accepted

jpg, gif, png, html, html5

Note: We do not accept Flash Files as they can cause problems on certain devices.

### Online advert dimensions

- **Tile** 300px wide x 250px deep
- **Banner** 350px wide x 85px deep
- **Newsletter** 350px wide x 150px deep
- **Priority Newsletter** 600px wide x 150px deep
- **Wrap** 1280px wide x 1000px deep with a 900px wide x 1000px white space.

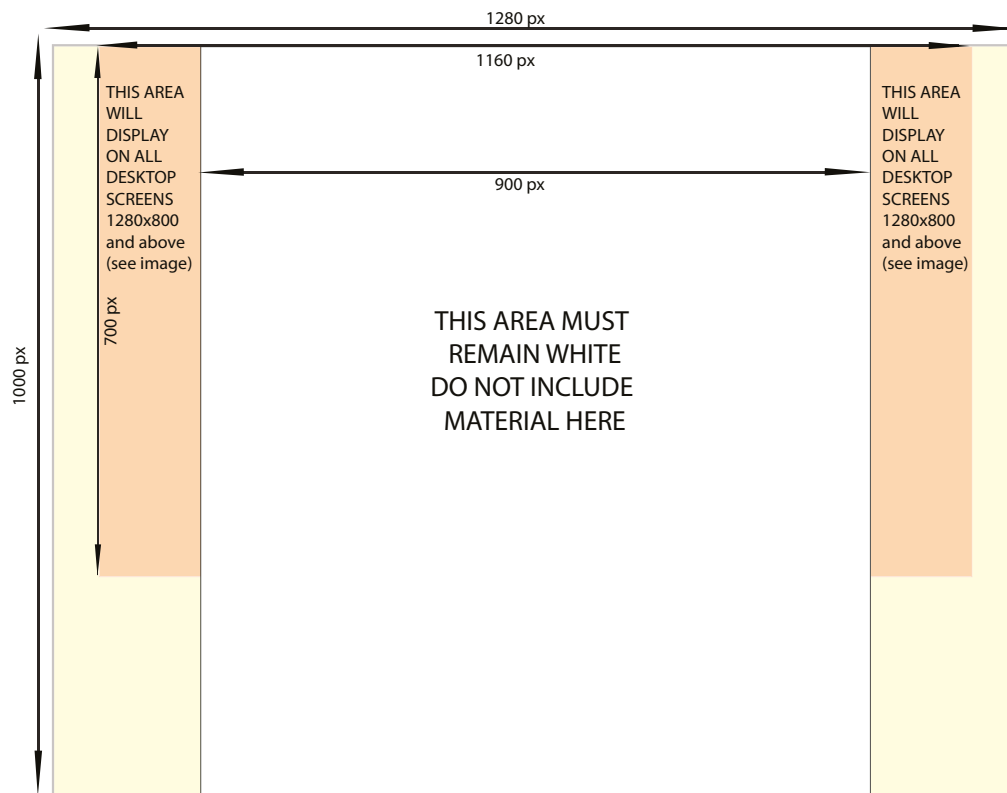


## WEBSITE WRAPS

Wraps adverts appear on

**Homepage, Rural News** and **Dairy News** landing pages and on all articles.

*Please contact our sales team for alternative options*



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