



Coeliac Link Booking Form

Magazine of Coeliac New Zealand Incorporated

Display Advertising 2012

Contact Name:	Position:		
Company Name:	Ref No:		
Trading Name:	Phone:	Fax:	
Postal Address:	Email:		
	Website:		

Display Rates	Casual	2x	3x	4x
Full Page 210mm wide x 297mm deep + 5mm Bleed	\$1,650 <input type="checkbox"/>	\$1,570 <input type="checkbox"/>	\$1,485 <input type="checkbox"/>	\$1,400 <input type="checkbox"/>
1/2 Page 194mm wide x 131mm deep	\$900 <input type="checkbox"/>	\$855 <input type="checkbox"/>	\$810 <input type="checkbox"/>	\$765 <input type="checkbox"/>
1/4 Page 95mm wide x 131mm deep	\$540 <input type="checkbox"/>	\$515 <input type="checkbox"/>	\$485 <input type="checkbox"/>	\$460 <input type="checkbox"/>

Premium Positions	Casual	2x	3x	4x
Outside Back Cover	\$1,980 <input type="checkbox"/>	\$1,880 <input type="checkbox"/>	\$1,780 <input type="checkbox"/>	\$1,685 <input type="checkbox"/>
Inside Front Cover	\$1,890 <input type="checkbox"/>	\$1,795 <input type="checkbox"/>	\$1,700 <input type="checkbox"/>	\$1,605 <input type="checkbox"/>
Inside Back Cover	\$1,815 <input type="checkbox"/>	\$1,730 <input type="checkbox"/>	\$1,640 <input type="checkbox"/>	\$1,550 <input type="checkbox"/>

Please select 2012 Edition			
Edition	Distribution	Booking by	File supply by
Autumn <input type="checkbox"/>	10 March	10 February	17 February
Winter <input type="checkbox"/>	20 May	20 April	27 April
Spring <input type="checkbox"/>	20 August	20 July	27 July
Summer <input type="checkbox"/>	20 November	20 October	27 October

Advertorial Rates	Casual	With Display Advert Booking
Full Page	\$1,650 <input type="checkbox"/>	\$1,320 <input type="checkbox"/>
1/2 Page	\$900 <input type="checkbox"/>	\$720 <input type="checkbox"/>

Calculate Total	
Subtotal	\$
GST	\$
Total inc. GST	\$

Signature:	Date:
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By signing this contract you agree to the terms and conditions below:

For advertising enquiries please contact:
 Sue Clay – Development Manager
 T: 09 414 7467
 F: 09 414 7468
 M: 021 684 254
 E: sue.clay@coeliac.org.nz

Terms and Conditions

1. Rates are exclusive of GST and are quoted in NZ\$. 2. This contract is irrevocable and cannot be cancelled. 3. Rates do not include agency commission. 4. Please note that payment is within 7 days of receipt of invoice. 5. Unless specified on the contract, positioning of advertisements is at our discretion. To book a special position or guaranteed position within the magazine, add 15% to the applicable rate. 6. You shall deliver to us advertising material or copy (in the case of advertorial only) at your expense by the specified deadline. Should material fail to reach us before going to print we shall be entitled to full payment. 7. If you intend to use our graphic design service, bookings must be made at least 3 weeks prior to the file supply deadline. 8. Coeliac New Zealand reserves the right to: 8.1 request substantiation for any health or nutritional claims made in any advertisement; 8.2 add a keyline, the word "Advertisement" and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or 8.3 accept or reject any advertising material or to edit copy to make it conform to our legal or ethical requirements. 8.4 withhold advertising where payment is outstanding for advertising in prior editions