



take rate card

The SDGNZ film and television quarterly

take is a quarterly magazine that brings you the inside view of the filmmakers and the latest developments in the New Zealand film and television industries; from interviews to festival reports, from features, documentaries and short films to the latest in film and digital technologies and services.

- **take** reaches an audience of directors, editors, producers, technical crew, educational institutions and production companies.

- **take** Spring issue features at the annual Qantas Film and Television Awards, which is attended by approximately 1400 people. All attendees receive a copy of the magazine with their ticket purchase.

- **take** is sent to all members of the Screen Directors Guild of New Zealand. SDGNZ members are both directors and editors.

- **take** is available on magazine subscription websites Mercury Subs and iSubscribe

- **take** magazine features in Atomic Coffee Roasters' Cafes

Advertising Deadlines for 2009

Issue	Confirmation	Final Copy
March (Autumn)	4 March 2009	18 March 2009
June (Winter)	26 May 2009	10 June 2009
September (Spring)	4 August 2009	18 August 2009
December (Summer)	20 October 2009	6 November 2009

ADVERTISING CONTACT

Kate Stevenson
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 Mob: 021 85 95 55
 Email: kate.stevenson@sdgnz.co.nz
 Postal: PO Box 47-294, Ponsonby, Auckland

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ADVERTISING RATES – all prices are exclusive of GST

Full Colour	Casual Mar/May/Dec	Casual Sept	Yearly (4 x)
Full page (back cover)	\$1,900	\$2,090	\$5,700
Full page (inside)	\$1,600	\$1,760	\$4,800
Half page	\$800	\$880	\$2,400
Third page	\$540	\$594	\$1,620
Quarter page	\$400	\$440	\$1,200
Business card (B&W only)	\$150	\$165	\$450

*Black and White adverts are 15% less the rates for full colour shown above

*Rates for inserts and classified ads are available on request

*There is a 10% discount on casual rate multi-issue bookings

DIMENSIONS

Full Page Ad	
Full Bleed	Within Margins
trim size 210mm(w) x 297mm(h) supply with 5mm bleed: 220mm(w) x 307mm(h) safe area 194mm(w) x 281mm(h)	180mm(w) x 267mm(h)
Half Page Horizontal Ad	
Full Bleed	Within Margins
trim size 210mm(w) x 145mm(h) supply with 5mm bleed: 220mm(w) x 155mm(h) safe area 200mm(w) x 135mm(h)	180mm(w) x 130mm(h)
Half Page Vertical Ad	
Full Bleed	Within Margins
trim size 102mm(w) x 297mm(h) supply with 5mm bleed: 112mm(w) x 307mm(h) safe area 92mm(w) x 287mm(h)	87mm(w) x 267mm(h)
Third Page Horizontal Ad	
Full Bleed	Within Margins
trim size 210mm(w) x 95mm(h) supply with 5mm bleed: 220(w) x 105mm(h) safe area 200mm(w) x 85mm(h)	180mm(w) x 85mm(h)
Quarter Page Vertical Ad	
Full Bleed	Within Margins
N/A	87mm(w) x 130mm(h)
Business Card Horizontal Ad	
N/A	87mm (w) x 55mm (h)

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ADVERT PRODUCTION

If you need help with your advertisement we can help with your design and artwork needs.

Please contact:

Kirsty Donovan

Sonic Design

(09) 634 4698

kirsty@sonicdesign.co.nz

ART REQUIREMENTS

Adverts are to be supplied in any of the following formats:

- PDF

High resolution PDF created from 300ppi CMYK or grayscale artwork

- JPG or JPEG

File resolution of 300ppi and supplied in CMYK or grayscale.

If you have an alternative file format please contact Kirsty Donovan to discuss.

Adverts not supplied in the specified format, without prior arrangement, will be returned to you for reformatting.

Advertisements should be supplied with a proof. Colour ads with a colour proof and B&W ads with a B&W proof. If proofs are not supplied Take is not held accountable for any issues arising.

Advertisements to be supplied via email (up to 10MB) or on CD.