



take rate card

The SDGNZ film and television quarterly

2010 SPECIAL OFFER:

Get a FREE Screen Hub standard banner or tile ad when you book an ad in take magazine

This year **take** has partnered with the New Zealand online resource Screen Hub (www.screenhub.co.nz) to offer increased value to advertisers.

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.

- **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 is available to purchase at Academy Cinema, Unity Books Wellington and Aro Video.

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TAKE ADVERTISING RATES – all prices are exclusive of GST

Rates for full colour ad	Casual (per issue)	Yearly (4 issues for the price of 3)
Full page (back cover)	\$1,900	\$5,700
Full page (inside)	\$1,600	\$4,800
Half page	\$800	\$2,400
Quarter page	\$400	\$1,200
Business card (B&W only)	\$150	\$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

TAKE 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)
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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TAKE 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.

ADVERT PRODUCTION

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

Please contact:

Kate Stevenson

Screen Directors Guild of New Zealand

+64 9 360 2102

kate.stevenson@sdgnz.co.nz



Screen Hub NZ currently goes out to 415 subscribers, with 21,127 page views in the last 30 days, average 4.53 pages, 4 minutes on the site, 54% new visitors (because we're new), 3017 absolute unique visitors. Subscriber numbers are growing at 20-30% per month.

SCREENHUB DIMENSIONS

Banner Type	Size
Standard Banner	468 x 60 pixels
Tile	180 x 150 pixels

SCREEN HUB ART REQUIREMENTS

If you are using Flash and want Screen Hub to track click-throughs, please include a button in the movie with the code below:

```
on (release) {  
  getURL(_root.clickTag + "http://www.yourwebsite.com/", "_blank");  
}
```

If you do not need Screen Hub to track click-throughs, an embedded URL should be used to direct traffic to your site.

Screen Hub advertisements go into equal rotation on the site for up to six months. To keep variety on the site, banner advertisements will expire after six months and will need to be replaced by new advertisements.