

Website Ads Ratecard

HortSource - The first comprehensive directory for the New Zealand Horticultural & Produce Industries

- Hard copy version distributed annually to New Zealand's grower base
- Hard copy version sent annually to 1500 international importers
- Hard copy version distributed via New Zealand Trade & Enterprise internationally
- Edited by Dr Hans Maurer
- Online version with 3,500 visitors per month, updated daily plus continuous access: www.hortsource.co.nz

With it's guaranteed domestic and international distribution, HortSource is the ideal forum to reach your target market.
To view examples now, visit our website: www.hortsource.co.nz

ADVERTISING SPACE RATES

► **BY SECTION: Hortsource Express, Produce Department, HortSource WorkSpace, HortSource Pricewatch.**

Ad description	Size in pixels	Size in cm	Monthly Rate	Quarterly Rate	Annual Rate
Button Banner inserted between news items	55 pixels high x 135 pixels wide	1.94 cm high x 4.76 cm wide	\$30	\$69	\$249
Small Box Banner inserted between news items	100 pixels high x 135 pixels wide	3.53 cm high x 4.76 cm wide	\$60	\$145	\$495
Medium Box Banner inserted between news items	209 pixels high x 135 pixels wide	7.37 cm high x 4.76 cm wide	\$90	\$215	\$760
Horizontal Banner above or below text	62 pixels high x 645 pixels wide	2.19 cm high x 22.75 cm wide	\$350	\$735	\$2,940
Skyscraper Banner inserted between news items	489 pixels high x 158 pixels wide	17.22 cm high x 5.57 cm wide	\$500	\$1,200	\$4,200

► **WHOLE OF WEBSITE**

Ad description	Size in pixels	Size in cm	Monthly Rate	Quarterly Rate	Annual Rate
Button Banner alongside text	55 pixels high x 135 pixels wide	1.94 cm high x 4.76 cm wide	\$60	\$138	\$498
Small Box Banner alongside text	100 pixels high x 135 pixels wide	3.53 cm high x 4.76 cm wide	\$120	\$290	\$990
Medium Box Banner alongside text	209 pixels high x 135 pixels wide	7.37 cm high x 4.76 cm wide	\$180	\$430	\$1,520
Horizontal Banner above or below text	62 pixels high x 645 pixels wide	2.19 cm high x 22.75 cm wide	\$700	\$1,470	\$5,880
Skyscraper Banner alongside text	489 pixels high x 158 pixels wide	17.22 cm high x 5.57 cm wide	\$1,000	\$2,400	\$8,400

NOTE: ALL PRICES QUOTED GST EXCLUSIVE. ALL RATES ARE NON COMMISSION BEARING.

Advertising Material Required

Note: Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser. The publisher will make every endeavour to source correct material and retains the right to refuse material that is not as specified. All costs incurred during production through changes to material supplied will be charged.

Advertising Artwork Production Costs - Contact us for a quote for producing your ad.

Digital Files ONLY

Photography scans, advertisers and graphics files to be supplied as high resolution pdf, jpeg, tiff or eps - 300dpi @ 100%, CMYK, all files imbedded and flight checked.

Please send all artwork directly to: **The AgriChain Centre Ltd.** PO Box 101-245, North Shore City 0745, Auckland, New Zealand or email to our design studio: lritchie@agrichain-centre.com (10MB maximum file size).

Website Ad Sizes

Examples

Button Banner Ad

55 pixels high x 135 pixels wide



Small Box Banner Ad

100 pixels high x 135 pixels wide



Medium Box Banner Ad

209 pixels high x 135 pixels wide



Skyscraper Banner Ad

489 pixels high x 158 pixels wide



Horizontal Banner Ad

62 pixels high x 645 pixels wide



Terms and Conditions

HortSource

The Authoritative Directory for the New Zealand
Horticultural & Fresh Produce Industries

WWW.HORTSOURCE.CO.NZ

Please read carefully

1. Except for specific positions as listed in the ratecard, positions may be requested but cannot be guaranteed.
2. Advertising rates for the Hortsource directory and Website represent the space fee only and is based on receiving correct material.
3. Every advertisement must comply with the specifications as outlined in the ratecard. No responsibility for mistakes in content or design or quality of reproduction will be accepted by the publisher for any disk/material supplied that does not meet the required specifications.
4. The AgriChain Centre Ltd takes every effort for accuracy but accepts no responsibility for colour variations to advertisements printed where Cromalin or Iris proofs have not been requested nor for errors or omissions in text where information is provided free of charge, nor for advertisements where signed proofs of advertisements have been received.
5. All pictures and logos must be supplied as high resolution (300dpi) electronic jpeg, tiff or eps files for the Directory, and low resolution (72dpi) for the Website. Text to be supplied as text only Microsoft Word files or inputted directly on the website. Incorrect content in material supplied remains the responsibility of the advertiser.
6. Any cost incurred in making alterations and additions to material supplied in incorrect formats or material by The AgriChain Centre Ltd will be on-charged to the advertiser or their agents in addition to the space rate as outlined by the ratecard.
7. All rates quoted in the ratecard are exclusive of GST.
8. Final payment is due 20th of the month following publication of the Directory. The publisher reserves the right to charge 1.5% interest per month on overdue balances. Any costs incurred in debt collection fees etc will be payable by the purchasers.
9. **Any cancellations must be confirmed in writing before 01 November 2009. Advertising orders cancelled after booking deadline will be subject to charge at full space rates.**
10. The publisher reserves the right to decline any advertisement or website listing.
11. Whilst every care is taken to ensure the insertion of an advertisement in accordance with requests and instructions, no liability will be accepted for any loss occasioned by omission, alteration or misplacement.
12. The publisher expressly disclaims all and any liability to any person(s) for any action that may arise against the advertiser. The publisher is not responsible for results that do not meet or exceed advertisers' expectations.
13. All Advertising Contracts are deemed to be placed in Auckland.
14. The completion of this booking confirmation and related correspondence is deemed to be a Contract. All alterations to bookings including cancellations are to be made in writing. No liability is acknowledged by the publisher for failure to confirm cancellations/alterations, or omissions or errors caused by misinterpretation or oversight in verbal communications or instructions.
15. The Hortsource Website is an interactive on-line service on the World Wide Web of the Internet, consisting of information, software and other content owned or licensed by The AgriChain Centre Ltd.
16. Except where expressly permitted by the service's operator, no portion of the service (including information, content or software) and publications may be reproduced, redistributed, transmitted, published, resold or otherwise commercially exploited by any other advertiser or end user.
17. The term of the contract for insertion of an advertiser's placement in the Hortsource directory and on the Website is for 12 months.
18. The service provider reserves the right at any time to change the service on the website, including adding, eliminating, introducing or discontinuing any content or feature of the service. Should payment not be received within our terms of trade, the provider reserves the right to delist the advertiser.
19. Whilst every care is taken to ensure information contained on the advertising listing is in accordance with requests and instructions, no liability will be accepted for any loss occasioned by omission or alterations.

Contact Details

The AgriChain Centre Ltd

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The AgriChain Centre

WWW.AGRICHAIN-CENTRE.COM