

NZ Marketing's twice-weekly digital newsletter and website

Marketing, Advertising and Media News

NZ Marketing magazine readers and advertisers asked for a robust news service for the New Zealand marketing, advertising, media and PR industries.

StopPress.co.nz is the answer to this demand—a twice-weekly digital newsletter and website that's the hub for New Zealand's communications industries.

StopPress provides essential industry news and intelligence delivered to your inbox twice a week—for free. And the website is updated daily, as news breaks. Informative and interactive, StopPress also offers readers a forum for commentary and opinion pieces on industry trends.

READERS

Launched in September 2009, StopPress website has over 17,500 unique visitors, 75,000 page impressions per month, and 5,800 newsletter subscribers. Readers are made up of NZ Marketing subscribers, key advertising and media agencies, media owners and NZ Marketing Association corporate members. Each recipient, having opted-in to receive the newsletters, is actively engaged in the content, ensuring greater cut-through for advertisers.

ADVERTISERS

Advertisers in StopPress reach readers in both a branding and direct-response environment. The frequency of the newsletters offers brand and recruitment advertisers a timely mechanism to get messages to market.

Advertisers can include click-through functions and links in their advertising, directing business to their websites or email inboxes. Most important, advertisers can track the success of their online campaign with weekly statistic reports.

NEWSLETTER FORMAT

- Twice weekly newsletter delivered on a Tuesday and Friday
- All newsletter content is published on the StopPress website
- Subscribers receive StopPress as an email but can choose to view it either in the email or on the StopPress website
- Advertiser ads run on either the StopPress newsletter or the website (or both) for the agreed booking period.

READER STATISTICS

- 34% Marketing
- 21% Advertising agencies
- 16% Media owners
- 8% Media agencies
- 13% Services to the industry
- 3% PR
- 5% Other



StopPress^{NZ}



SPECS

Ad Type	Specs (pixels)
Top Banner	728 x 90
1st/2nd Island	300 x 250
1st Skyscraper	150 x 300
2nd Skyscraper	160 x 600
Text link	35 characters max.

RATES

Ad Type	Website (per week)	Newsletter (Tues & Fri)	Both (1 week & 2 newsletters)
Top Banner	\$450	\$450	\$750
1st Island	\$450	\$450	\$750
2nd Island	\$300	\$300	\$550
1st Skyscraper	\$350	\$350	\$600
2nd Skyscraper	\$300	\$300	\$550
Text link	\$60	\$60	\$100
Job Ads			\$100

MARKETPLACE (Classifieds)

80X80 pixels (newsletter) and 100X100 pixels (website)
 Casual rate: \$250 per month
 Ad appears on newsletter (twice per week) and website

MATERIAL DEADLINE AND DELIVERY

Please submit material at least 2 working days prior to publishing dates. Email ads with URL click-thoughts/ad tags to to vernene@tangiblemedia.co.nz

WEBSITE ACCEPTED FORMATS

- GIF/JPG
- Animated GIF
- Macromedia Flash swf files acceptable for website only. Back-up gif or jpg files must be sent with swf files to meet IAB standards. Maximum size: 80k. Resolution: 72 dpi

NEWSLETTER ACCEPTED FORMATS

- GIF/JPG (max. size 40k)
- Animated GIF (max. size 40k)

NOTE ON ANIMATED ADS: StopPress accepts most formats on the website including Flash. However as there can be issues for animated ads on the newsletter please send an animated GIF file. Keep animation simple, looping ok, but no distracting strobing effects.

ADVERTISING:

Vernene Medcalf, Advertising Manager
 Phone: 09 966 0998, 09 473 5849 or 021 628 200
 Email: vernene@tangiblemedia.co.nz

EDITORIAL:

Ben Fahy, StopPress Editor
 Phone: 09 966 1077 or 021 245 4894
 Email: ben@tangiblemedia.co.nz



Job ads

A niche site, reaching a niche industry

FORMAT

Each *Stop.Press* job ad will be presented on the newsletter and the website homepage as two lines:

- Job heading (30 characters)
- Brief description (30 characters)

This links to a more extensive job description within the *Stop.Press* website including logo, longer job description and a link to apply or get more details.

The link refers readers to the advertiser's site or unique email address. All jobs will also be displayed in alphabetical order on the JOBS page within *Stop.Press*.

RATES

Rates are per week covering two newsletters (Tuesday and Friday) and a month on the *Stop.Press* website.

- Casual Rate - \$100
- 2-5 jobs per month - \$70 per job
- 6-10 jobs per month - \$50 per job

Jobs can be removed within 24 hours (or faster if possible) at the advertiser's request.

SUBMISSION

Jobs must be emailed to us by the end of play on Thursday the week preceding publication. *StopPress* will provide a Microsoft Word template containing the following fields:

- Job title (max 30 characters)
- Brief description (max 30 characters)
- Detailed summary (200 words)
- Advertiser logo (if required)
- Weblink and contact details

CONTACT

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