



New Zealand Veterinary Nursing Association Rates for 2012

<u>Rates</u>	<u>Single Edition</u>	<u>Annual 4 editions</u>	<u>Sizes</u>
Quarter Page advertisement	\$375	\$1300	96mm wide x 135mm high
Half Page advertisement	\$525	\$1700	192mm wide x 140mm high
Full Page advertisement	\$650	\$2200	Non-bleed advert: 192mm wide x 279mm high Full-bleed advert: 218mm wide x 305mm high
Inside Covers (Full Page)		\$2900	Full-bleed advert: 218mm wide x 305mm high
Back Cover** (Full Page)		\$3600	Full-bleed advert: 218mm wide x 305mm high
Advertorial article	\$1000		

Journal printed -- March, June September and December. The deadline for each journal is the 1st of the month prior i.e February, May, August and November.

Other opportunities:

- Sponsorship of most outstanding student case study \$850/annual
- Sponsorship of most outstanding article submitted by a veterinary nurse in practice**. \$850/annual
- Sponsorship of feature article in each edition. \$250/edition
- Pre-printed, pre-paid envelopes bearing your logo \$500+ materials

Your chosen logo will be prominently displayed on the title page of each sponsored article and the annual winners will be presented with their Winners Certificate, bearing your logo at the Annual Veterinary Nurses Dinner.

** Taken for 2011

Flyer insert in journal	\$350
(Copies supplied by advertiser ~ membership 750 copies as at December 10)	
NZVNA to print black on white or coloured paper, 1 side	\$195
Direct mail-out, same flyer as above if provided with prepaid envelopes	\$350

Note - Individual Employment Opportunity = One month's advertising free on the website if an advert is placed in the journal for employment, as per rates above.

Website opportunities:

- Email to member database (as per privacy) \$80 per email
- Classified Employment webpage \$100 per month or \$1000 per year

Employment Package deal:

- Includes one email to member database, webpage (one month) & ¼ page advert in one journal \$550 per quarter

All prices are GST exclusive

Please Contact Journal Editor – Journal.nzvna@gmail.com

c/- NZVNA, P.O. Box 1314, Palmerston North