



# The Print Shop Cromwell Ltd

## ADVERTISING RATES

PUBLISHERS OF THE  
CROMWELL **BULLETIN**  
YOUR LOCAL PAPER SINCE 1987



**CENTRAL  
OTAGO**  
A WORLD OF DIFFERENCE

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[www.printshopcromwell.co.nz](http://www.printshopcromwell.co.nz)

28A The Mall PO Box 163 Cromwell, 9342

# CROMWELL BULLETIN

The Cromwell Bulletin has been Cromwell's local publication since 1987. The Bulletin is published by The Print Shop Cromwell Ltd which is locally owned and operated by Jan Morris.

## CIRCULATION

**3,500 copies** of The Bulletin are delivered directly to ALL Cromwell and Districts homes and businesses every Thursday. Copies are available for collection in shops, dairies, supermarkets, motels etc in the area and the Central Otago Information Centres. We also have collection points in **Frankton, Queenstown, Wanaka, Clyde, Alexandra, Tekapo, Omarama, Omakau** and **Ranfurly** as well as national and international subscriptions. In addition every month approx. **800 unique visitors** check out the online edition of the Cromwell Bulletin at [www.printshopcromwell.co.nz /bulletin/bulletin.pdf](http://www.printshopcromwell.co.nz/bulletin/bulletin.pdf), which is fully searchable by all major internet search engines and all hyperlinks (websites and email addresses) are fully linkable.

## DEADLINES

### Display Advertising - Black & White

Noon Tuesday for all advertisements in need of any design work,  
5pm Tuesday for all print ready advertisements.

### Display Advertising - Colour

Noon Monday for all advertisements in need of any design work,  
Monday 5pm for all print ready advertisements.

For new advertisements or special requirements earlier receipt of copy is appreciated.

**Classified Advertising** - 5pm Tuesday

## NOTES

### Front page advertising options:

- 9 x 8 cm - COLOUR - casual rate only \$120.00+GST
- 9 x 11 cm - COLOUR - casual rate only \$170.00+GST
- 19 x 2 cm - COLOUR - casual rate only \$60.00+GST

The front page spaces will be booked on 'first come, first served' basis, so in case you have your eye on a particular week, please check availability timely.

Starting a new business, new to the area? Ask for our **introduction package!**

**Inserts:** Inserts can be included in the Bulletin and distributed to the approx 2,500 households in the Cromwell area at a cost of \$400+GST.

**For regular advertisers we offer a contract rate for display advertising only.**

## CONTACT US

For further information on advertising contact : **Jo Bagrie | Advertising Sales & Marketing**  
**Phone DDI: 445 1758      Mobile : 022-0178-726      E: [sales@printshopcromwell.co.nz](mailto:sales@printshopcromwell.co.nz)**

or any other printing requirements, please contact the Print Shop Team:

**Jan Morris** - Director - Accounts

E: [jan@printshopcromwell.co.nz](mailto:jan@printshopcromwell.co.nz)

**Julie Lyttle** - Design & Printing

E: [julie@printshopcromwell.co.nz](mailto:julie@printshopcromwell.co.nz)

**Kathleen Dundass-Jones** - Reception & Administration

E: [info@printshopcromwell.co.nz](mailto:info@printshopcromwell.co.nz)

**Megan Ireland** - Design & Advertising

E: [design@printshopcromwell.co.nz](mailto:design@printshopcromwell.co.nz)

### The Print Shop Cromwell Ltd

On the Corner, 28A The Mall, PO Box 163, Cromwell

Ph: 03 445 1757 Fax: 03 445 1733

Email: [info@printshopcromwell.co.nz](mailto:info@printshopcromwell.co.nz)

Web: [www.printshopcromwell.co.nz](http://www.printshopcromwell.co.nz)



[www.facebook.com/cromwellbulletin](https://www.facebook.com/cromwellbulletin)

**PLEASE NOTE: ALL DISPLAY PRICES EXCLUDE GST, BUT INCLUDE ANY DESIGN WORK REQUIRED**

### 9cm x 2cm

Casual @ \$7.90 c/col = \$15.80 Colour = \$25.00  
6 month Contract @ weekly = \$13.60  
12 month Contract @ weekly = \$13.00 Contract Colour = \$20.00

**ALL PRICES EXCLUDE GST**

### 9cm x 3cm

Casual @ \$7.90 c/col = \$23.70 Colour = \$37.50  
6 month Contract weekly @ \$6.80 c/col = \$20.40  
12 month Contract weekly @ \$6.50 c/col = \$19.50

Contract Colour = \$30.00

**ALL PRICES EXCLUDE GST**

### 9cm x 4cm

Casual @ \$7.90 c/col = \$31.60 Colour = \$50.00

6 month Contract weekly @ \$6.80 c/col = \$27.20  
12 month Contract weekly @ \$6.50 c/col = \$26.00

Contract Colour = \$40.00

**ALL PRICES EXCLUDE GST**

### 9cm x 5cm

Casual @ \$7.90 c/col = \$39.50 Colour = \$62.50

6 month Contract weekly @ \$6.80 c/col = \$34.00  
12 month Contract weekly @ \$6.50 c/col = \$32.50

Contract Colour = \$50.00

**ALL PRICES EXCLUDE GST**

### 9cm x 6cm

Casual @ \$7.90 c/col = \$47.40 Colour = \$75.00

6 month Contract weekly @ \$6.80 c/col = \$40.80  
12 month Contract weekly @ \$6.50 c/col = \$39.00

Contract Colour = \$60.00

**ALL PRICES EXCLUDE GST**

### 9cm x 7cm

Casual @ \$7.90 c/col = \$55.30 Colour = \$87.50

6 month Contract weekly @ \$6.80 c/col = \$47.60  
12 month Contract weekly @ \$6.50 c/col = \$45.50

Contract Colour = \$70.00

**ALL PRICES EXCLUDE GST**

### 9cm x 8cm

Casual @ \$7.90 c/col = \$63.20 Colour = \$100.00

6 month Contract weekly @ \$6.80 c/col = \$54.40  
12 month Contract weekly @ \$6.50 c/col = \$52.00

Contract Colour = \$80.00

**ALL PRICES EXCLUDE GST**

### 9cm x 9cm

Casual @ \$7.90 c/col = \$71.10 Colour = \$112.50

6 month Contract weekly @ \$6.80 c/col = \$61.20  
12 month Contract weekly @ \$6.50 c/col = \$58.50

Contract Colour = \$90.00

**ALL PRICES EXCLUDE GST**

### 9cm x 10cm

Casual @ \$7.90 c/col = \$79.00 Colour = \$125.00

6 month Contract weekly @ \$6.80 c/col = \$68.00  
12 month Contract weekly @ \$6.50 c/col = \$65.00

Contract Colour = \$100.00

**ALL PRICES EXCLUDE GST**

**19cm x 7cm (Quarter Page across)**

or

**9cm x 14cm (Quarter Page down)**

Casual @ \$7.90 c/col = \$110.60 Colour = \$175.00

6 month Contract weekly @ \$6.80 c/col = \$95.20

12 month Contract weekly @ \$6.50 c/col = \$91.00

Contract Colour = \$140.00

**ALL PRICES EXCLUDE GST**

**19cm x 14cm (Half Page across)**

or

**9cm x 28cm (Half Page down)**

Casual @ \$7.90 c/col = \$221.20 Colour = \$350.00

6 month Contract weekly @ \$6.80 c/col = \$190.40

12 month Contract weekly @ \$6.50 c/col = \$182.00

Contract Colour = \$280.00

**ALL PRICES EXCLUDE GST**

**19cm x 28cm (Full Page)**

Casual @ \$7.90 c/col = \$442.40 Colour = \$700.00

6 month Contract weekly @ \$6.80 c/col = \$380.80

12 month Contract weekly @ \$6.50 c/col = \$364.00

Contract Colour = \$560.00

**ALL PRICES EXCLUDE GST**

## ALTERNATIVE COLUMN WIDTH OPTIONS

**6 x 7 cm**

Colour \$57.75+GST

B/W \$36.75+GST

**6 x 9 cm**

Colour \$74.25

B/W \$47.25+GST

**6 x 12 cm**

Colour \$99.00+GST

B/W \$63.00+GST

**12.5 x 4 cm**

Colour \$66.00+GST

B/W \$42.00+GST

**12.5 x 7 cm**

Colour \$115.50+GST

B/W \$73.50+GST

### Advertising rates:

\* Single column width 6 cm, double column width 12.5 cm

- Full Colour: \$8.25+GST per col/cm\*
- Black and White: \$5.25+GST per col/cm\*

\* contract rates apply

- These are actual sizes, other sizes available

**Spaces are limited, Colour spaces availability based on demand.**

## SPECIAL CATEGORY ADVERTISEMENTS

### DINING GUIDE:

8.5cm across x 2cm down

Minimum 6 weeks placement

\$14.00 excl. GST / weekly

### WINE TRAIL:

8.5cm across x 2cm down

Minimum 6 weeks placement

\$14.00 excl. GST / weekly

### TRADES & SERVICES:

6cm across x 4.5cm down

Minimum 6 placements

\$20.50 excl. GST per placement

## CLASSIFIED ADVERTISEMENTS

(WORDS ONLY)

Up to 15 words \$6.00

Up to 25 words \$8.00

Up to 35 words \$10.00

Up to 45 words \$12.00

Classified prices include GST