

## NZCA Advertising Schedule – Emails, Website, ‘The News’

Welcome to the opportunity to advertise with NZCA!

Before booking your advertisement to our members, please consider which medium you would like to use – email, website, The News – or a combination of these.

\* Prices do not include GST; Prices do not include Member Discount of 50%. Please complete and forward your order form to Patricia Warhurst, secretary@chiropractic.org.nz



### EMAIL (via Mailchimp) – finished artwork must be supplied

Type of Ad	Size	Minimum	Notes	Price *
<i>The Blast</i> - one-off Individual email	<500 words + image + attached flyer/doc	one	1 x Image 468 x 60px GIF or JPEG 20KB MAX; 1x hyperlink address Attached article/flyer possible PDF ; Copy: 500 words MAX	\$350
<i>The Circular</i> - circulated bi-monthly, multiple advertisers	<500 words + image	one	1 x image 200W x 200H px GIF or JPEG 20KB MAX; 1x hyperlink address Copy: 500 words MAX	\$150

### NZCA WEBSITE [www.chiropractic.org.nz](http://www.chiropractic.org.nz) – finished artwork must be supplied

Type of Ad	Size	Minimum No. of Months	Notes	Min. Price *
<i>Classified</i>	Header: 22 characters including spaces MAX; Copy: 50 words MAX 1x hyperlink address	2 @ \$30/month	included in The News	\$60
<i>Advertisement</i>	Header: 22 characters including spaces MAX; Copy: 250 word MAX; 1x hyperlink address	2 @ \$60/month	included in The News	\$120
<i>Calendar</i>	Date; Time; Name of Event; Description; 1x hyperlink address Header: 22 Characters including spaces MAX; Copy: 50 words MAX	1 @ \$50/listing		\$50
<i>Front Page</i>	Banner 468 x 60px GIF or JPEG - 20KB MAX; 1x hyperlink address	6@ \$465/month		\$2790

### THE NEWS – Bi-monthly Email-Journal – finished artwork must be supplied

Type of Ad	Size	Minimum (Months/Editions)	Notes	Min. Price *
<i>First Banner</i> 1st to feature	1 x image 600W x 200H px GIF or JPEG - 20KB MAX 1x hyperlink address; no animations	2 months/1 edition @ \$240	1 per edition (Under President's article)	\$240
<i>Second Banner</i> 2nd to feature	1 x image 600W x 200H px GIF or JPEG - 20KB MAX 1x hyperlink address; no animations	2 months/1 edition @ \$220	1 per edition (Under second article)	\$220
<i>Third Banner</i> 3rd to feature	1 x image 600W x 200H px GIF or JPEG - 20KB MAX 1x hyperlink address; no animations	2 months/1 edition @ \$200	1 per edition (Under third article)	\$200
<i>Advertorial</i>	1 x image 250W x 250H px GIF or JPEG - 20KB MAX 500 word Limit; 1x hyperlink address; no animations	2 months/1 edition @ \$325	Max 2 per edition NZCA retains editorial control	\$325
<i>Half Page</i>	1 x image 600W x 400H px GIF or JPEG - 20KB MAX 1x hyperlink address; no animations	2 months/1 edition @ \$250	Max 2 per edition	\$250
<i>Full Page</i>	1 x image 600W x 800H px GIF or JPEG - 20KB MAX 1x hyperlink address; no animations	2 months/1 edition @ \$300	Max 1 before 1st story Max 1 after last story	\$300