



Agencies & Clients has been acknowledged as the advertising industry bible since 1985. It is a high quality reference directory, published annually in April and updated daily online.

Agencies & Clients is an indispensable tool for anyone working in the advertising and media industries in New Zealand.

It contains New Zealand's only detailed list of the country's advertising agencies and includes details on agency executives, media mix, clients and brands handled.

4 Sections:

- Agencies
- Media Independents
- Services to Agencies
- Media Companies

Print run – 800

Cover price – \$114.95 (inc GST) – includes both printed and online versions

Publication – Annually in April

Frequency – Published weekly on a Thursday

All prices are annual, in NZ dollars and exclusive of GST
No Agency commission applicable on house ads.

Booking deadline – annually on or about 24 February

Material deadline – annually on or about 3 March

Cancellations – must be in writing and cannot be accepted after booking deadline



Tab Dividers

One side	\$3,000
Both sides	\$4,200

Special Positions

Inside Front Cover	\$3,000
Inside/Outside Back Cover	\$3,000

Run of Book

Double Page Spread	\$4,000
Full Page	\$2,200
Third Page	\$750

Listings

Ad Agency & Media Independents Listing with colour logo	\$300
Ad Agency & Media Independents Listing (without logo)	FREE
Service to Agencies section	\$450
Media & TVC Production Sections: Premium Listing with colour logo	\$250
Standard Listing (without logo)	\$90
Free listing (contact details only)	FREE

Material Specs

Dividers and Full Pages – trim size	210mm(w) x 270mm(h)
Covers (IFC & IBC/OBC) – trim size	224mm(w) x 270mm(h)
Double Page Spread – trim size	434mm(w) x 270mm(h)

Allow 5mm bleed around all outside edges.

Online

www.agenciesandclients.co.nz

AdMedia's Agencies & Clients website, with its own high-horsepower search engine, includes contact details for all agencies and their key people – plus their clients, brands, and media mix ... plus sections featuring companies that supply services to agencies.

www.agenciesandclients.co.nz is the only NZ advertising & media online service, and offers advertisers a full range of online creative options.

Audience:

- 2,422 Unique browsers
 - 64,469 Page impressions
- Average time spent on site 6.45 minutes.

*Source: Google Analytics 1 Jan 08 - 1 Jan 09

Advertising Rates – Banner or Skyscraper

Home Page	\$2,000/12 months
Section Pages	\$1,500/12 months
Category Pages	\$1,000/12 months

Accepted files: jpeg, gif, swf (Flash) files or code. Maximum size 100KB.

Email ads and/or text links to:

admanager@admedia.co.nz at least three working days prior to going live.

For advice and space booking please contact:

Kelly Lucas, Advertising Manager

Phone: 09 366 0443. Mobile: 021 996 529. Email: admanager@admedia.co.nz

