Fastline

Fastline is the weekly information lifeline to New Zealand's multibillion-dollar advertising and media industry.

Fastline is 4–8 pages of Thursday morning breakfast reading, packed full of late breaking stories, rumour, informed comment and invaluable insights.

Fastline is a vital weekly component of a total information package delivered to every AdMedia subscriber.
Together, AdMedia and Fastline deliver timely, provocative and authoritative coverage of the advertising and extended media industries to everyone working in and affected by these industries.

Fastline is the ideal advertising option delivering quick results. It provides the ideal environment for situations vacant for the advertising and media industry. And Fastline offers the immediacy of short booking and material deadlines.

Circulation – Delivered to AdMedia subscribers
Frequency – Published weekly on a Thursday

Rates

B&W	$34 per column per centimetre
Spot Colours	$38 per column per centimetre
Full Colour	$46 per column per centimetre*

Sizes

Fastline has 3 columns (each 6cm wide) and is 25cm in height.
Advertisements can be any height up to 25cm.
Width must be in multiples of 6cm – (6cm, 12cm or 18cm wide).

Advertising Options

	B&W	Spot Colour	Full Colour
4cm tall x 2 columns (12cm) wide	$72	$304	$368
10cm tall x 1 column (6cm) wide	$340	$380	$460
6cm tall x 1 column (6cm) wide	$204	$228	$276
1/4 page (6cm high x 18cm wide)	$576	$684	$792
1/2 page (12.5cm high x 18cm wide)	$1,200	$1,425	$1,650
Full page (25cm high x 18cm wide)	$2,400	$2,850	$3,300

Volume Incentive Discounts

Once a month = 5%	Twice a month = 10%	Every issue = 15%

Special Positions: Plus 20%
Rates are in NZ dollars, exclude GST and are agency commission bearing

Loose Inserts

Finished/folded size up to 105mm high x 215mm wide
Flat Rate $1200
Supply 1700

Booking & Material Deadline

Ad material	Tuesday, 12 noon, two days prior to Thursday's issue.
Loose inserts	Monday, three days prior.

It is wise to book as early as possible to avoid disappointment!

Fastline email updates

– Comprise breaking news, too late for Fastline's weekly deadline. Updates are delivered to the inboxes of advertising and media industry professionals. All have specifically requested their name to be added to the list. An average of 130-150 updates are sent out during a 12-month period.

Advertising Options	Week	Fortnight
Leaderboard Banner 760pixels(w) × 120pixels(h)	$300	$1,000
Rectangle 300pixels(w) × 250pixels(h)	$300	$1,000
Skyscraper 120pixels(w) × 600pixels(h	$200	$700
Tile 120pixels(w) × 120pixels(h	$150	$500
Jobline - recruitment listing	$60 + gst online only	

File specs – jpeg, gif, swf (Flash) files or code. Maximum size 100KB

Material Deadline – Email ads and/or text links to: admanager@admedia.co.nz at least 3 working days prior to going live

Material – Please email material to Kelly Lucas – admanager@admedia.co.nz clearly stating the ad is for Fastline and the date it is to be published.