



**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>B&amp;W</b>	\$34 per column per centimetre
<b>Spot Colours</b>	\$38 per column per centimetre
<b>Full Colour</b>	\$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>B&amp;W</b>	<b>Spot Colour</b>	<b>Full Colour</b>
4cm tall x 2 columns (12cm) wide	\$272	\$304	\$368
6cm tall x 1 column (6cm) wide	\$204	\$228	\$276
10cm tall x 1 column (6cm) wide	\$340	\$380	\$460
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 (Image area 24cm high x 18cm wide or 27cm high x 21cm high plus 0.5cm bleed)	\$2,400	\$2,850	\$3,300

**Volume Incentive Discounts**

Once a month = 5%	Twice a month = 10%	Every issue = 15%
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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	Monthly
<b>Leaderboard Banner</b> 760pixels(w) x 120pixels(h)	\$300	\$1,000
<b>Rectangle</b> 300pixels(w) x 250pixels(h)	\$300	\$1,000
<b>Skyscraper</b> 120pixels(w) x 600pixels(h)	\$200	\$700
<b>Tile</b> 120pixels(w) x 120pixels(h)	\$150	\$500
<b>Jobline - recruitment listing</b>	\$60 + gst online only	

**File specs** – jpeg, gif, swf (Flash) files or code. Maximum size 80KB

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

**Material** – Please email material to Kelly Lucas – [admanager@admedia.co.nz](mailto:admanager@admedia.co.nz) clearly stating the ad is for Fastline and the date it is to be published.