

ONLINE ADVERTISING

Rural News Group online advertisements appear on every page of either:

RURAL NEWS DAIRY NEWS

What Can I Get?






68,000 Page views*

50,000 Visits (55% from mobile)*

4716 e-newsletter subscribers (weekly e-newsletter advertisements only)

*average per month a year

How Much for an advertisement?

RN \$1155	Premium banner	
DN \$1000		
RN \$945	Top priority banner	
DN \$800		
RN \$735	Standard banner	
DN \$600		
RN \$945	Top priority tile	
DN \$800		
RN \$735	Standard tile	
DN \$600		
RN \$1575	Website wrap (2 weeks)*	
DN \$1350	(viewable on Desktop)	
RN \$2625	Website wrap (1 month)*	
DN \$2250	(viewable on Desktop)	

All costs are per month and bookings are subject to availability

Additional options

- \$420** e-newsletter banner
- \$630** priority e-newsletter banner

HORT NEWS & WINEGROWER OPTIONS AVAILABLE

*An example of the website wrap can be seen on our advertise page

All our prices quoted are exclusive of GST and Production.



The screenshot shows the Rural News Group website interface. At the top, there is a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is also present. Below the navigation, the main content area features several articles with images and headlines, such as 'Teaser bull leaser bags top award', 'Hort focus on global', 'Spark rolls out rural wireless broadband service', 'Consumers are taking a big bite out of the Earth', 'Changes to health and safety reforms sensible', 'Food Show on a Mission', 'Industry reform not more marketing', 'Alliance shareholder resolution received', 'Potato expert praises NZ research', 'Government needs to heed 10 point plan', and 'Trust encourages farmers to enter awards'. On the right side, there are sections for 'LATEST PRINT ISSUES ONLINE', 'THE HOUND', 'NEWSLETTER', and 'Answer 3 short Questions and...'. A 'Premium banner (fixed position)' is highlighted in orange at the top right. A 'Top priority tile (fixed position)' is highlighted in yellow. A 'Standard tile (rotates position)' is highlighted in green. A 'Top priority banner (fixed position)' is highlighted in purple. A 'Standard banner (rotates position)' is highlighted in blue. A 'be in to WIN' logo is visible in the bottom right corner.



RURAL NEWS GROUP

Lower Ground Floor, 29 Northcroft Street, Takapuna 0622, Auckland
 • PO Box 331100, Takapuna, Auckland 0740
 • Ph: 09 307 0399 • Fax: 09 307 0122
 Email editorial: editor@ruralnews.co.nz
 • Email production: davef@ruralnews.co.nz

SPECIFICATIONS

Formats Accepted

jpg, gif, png, html, html5

Note: We do not accept Flash Files as they can cause problems on certain devices. Due to technological constraints, we cannot accept html or html5 file formats for wraps or Enewsletters.

Online Advert Dimensions

- **Tile:** 300px wide x 250px deep
- **Banner** 350px wide x 85px deep
- **Newsletter** 350px wide x 150px deep
- **Priority Newsletter** 600px wide x 150px deep.



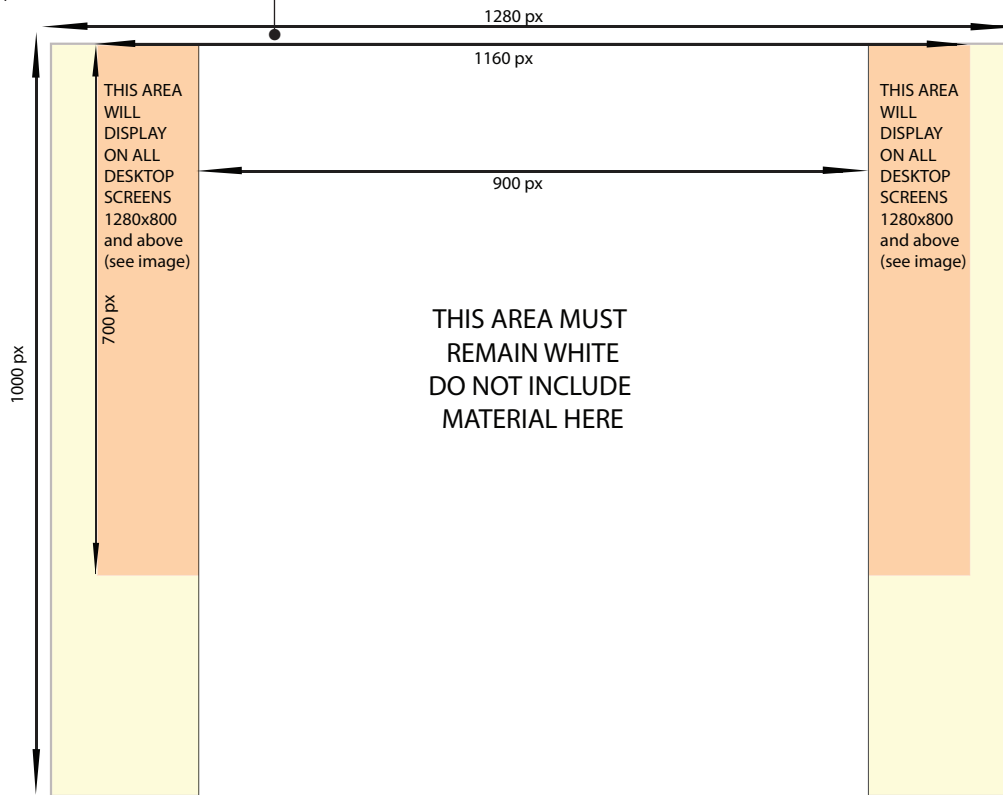
WEBSITE WRAPS

Wraps adverts appear on

Home Page, Rural News or **Dairy News** landing pages and on all articles.

Please contact our sales team for alternative options

PLEASE LEAVE A 25PX SPACE AT THE TOP OF THE ADVERT



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