

# King's Courier

## Advertising 2011

### About King's College

King's College is an independent secondary school with a 114-year history. The King's community consists of current students, past, current and future parents and a significant group of Old Collegians. The main communication medium for the College is the King's Courier, published three times per year and sent to a readership of approximately 11,000 households. More than just a 'school newsletter', the King's Courier, which has been produced for almost a century, today reflects a modern magazine-style, quality publication, which is full of interesting articles, that transcend the generations of readers.

### Who are the readers of the King's Courier?

The King's community is made up of Old Collegians, parents - past, current and future, and staff - past and present.

11,000 copies of each issue of the King's Courier are printed and distributed. This equates to a readership of around 26,000 readers. (KC readership survey 2010)

The majority of Couriers are distributed to addresses in suburbs around the central Auckland area. There are six suburbs that are most predominant in terms of readership; Mt Albert - 3%, Parnell - 4%, Auckland City - 5%, St Heliers - 9%, Epsom - 10% and Remuera - 20%, making up more than 50% of the Auckland readership.

Overseas readership is as follows: Australia 37%, United Kingdom 21%, USA 12%, Pacific 9%, Hong Kong 6%, Thailand 5%, Asia 3%, Europe 2%, Singapore 1%, UAE 1% and other 3% each.

### Magazine Specifications

The specifications of the publication are:

**Issue Size:** 48 or 56 pages

**Paper:** 113gsm Sumo Matt

**Dimensions:** 301 x 235 mm

**Quantity:** 11,000

**Frequency:** 3 times per year  
March (Summer), July (Winter) and  
November (Spring)

### Copy Deadline Data

Early February (Summer)

Early June (Winter)

Early October (Spring)

Reminder notices will be sent to advertisers in advance of the copy close date for each issue.

### General Conditions

- The prices are per insertion and apply only to space costs - any production costs are the responsibility of the advertiser.

- Special Rates apply to preferred advertising spaces: Inside Front Cover, Inside Back Cover and Back Cover + 15%.

- The advertising space will be invoiced on publication and is payable on the 20th of the month following invoice.

- The specifications for digital advertising material are to be strictly adhered to.

### Loose Inserts

Advertisers seeking to use the publication to carry promotional inserts accept that rates incorporate a charge for the environment which has been created.

- Inserts should be supplied pre-printed with delivery direct to the printer

- Inserts must be delivered to

### Geon

107 Kerwyn Avenue

Highbrook, Auckland

Boxes must be clearly marked 'King's Courier'

- Two samples of the insert must be submitted for approval prior to delivery

- Please send sample copies to:  
Gael Panama

King's College, PO Box 22-012

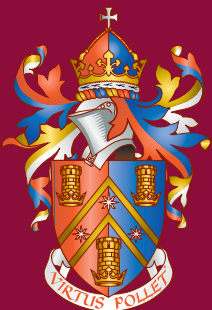
Auckland 1640

Note: Costs of delivery are the advertiser's responsibility.

### Payment

King's College requires advertisers to complete a booking form. This will form part of the advertising agreement.

Account terms require that payment is to be received by King's College within 30 days of the publication. Should any portion of the account not be paid when due, interest shall be charged on the unpaid portion as set out in the Terms and Conditions detailed in the Advertising Contract.



## KING'S COLLEGE

For all enquiries and booking details contact Gael Panama,  
Marketing & Communications Manager, King's College, Phone: (09) 270 7889,  
Fax: (09) 276 0670, Mob: 021 543 489, Email: g.panama@kingscollege.school.nz

# King's Courier

## Advertising specifications

### Mechanical Data

**Paper:** 113gsm Sumo Matt  
**Printing:** Sheetfed offset  
**Binding:** Saddle-stitched  
**Colour:** Process, CMYK  
**Screen:** 200 lpi screen ruling

### Sizes

#### Full Page

**Trim:** 301mm (deep) x 235mm (true magazine size)

**Bleed:** add 3mm all round to trim

### Material Format

Files should be supplied in PDF format by first printing the document to a PostScript® (PS) file out of Adobe InDesign® and then distilling the PS file to create the PDF file using the following guidelines for Mac or PC:

**\*\*Note** - If you are not able to produce a print ready file using the methods below, or you use other applications, please see the footnote at the end of this section.

1. Print document to a PostScript® file, by selecting PostScript® File printer option in the print dialogue window.
2. Select Adobe PDF or Acrobat Distiller PPD (postscript printer description).
3. Print all pages as single left and right hand pages.
4. Select a Custom or an output paper size that accommodates the page trim size, adding 10mm all around the page trim area.
5. Centre the page on the vertical and horizontal.
6. Select crop marks.
7. Select composite CMYK output,

NOT separations. DO NOT tick "Text as Black".

8. Select Download all fonts.
9. Set transparency flattening options to High Resolution.
10. Select Save to create the PostScript® file.

Distil the file using Adobe Acrobat Distiller® to create the PDF using the following guidelines:

1. Launch Adobe Acrobat Distiller®.
2. Select PDF/X1a as the default job options or use the King's Courier PDF job settings supplied.
3. Drag and drop/file open the PostScript® file created in step 9 above in Adobe Acrobat Distiller to create the PDF file.

Follow these guidelines to create a PS file should you be using QuarkXpress®

1. Print document to a PostScript® file, by selecting the save as PostScript® File from the printer/PDF option in the print dialogue window.
2. Select Adobe PDF or Acrobat Distiller PPD (postscript printer description).
3. Print all pages as single left and right hand pages.
4. Select an output paper width that accommodates the page trim size, adding 10mm to both sides of the page. Leave the height as "Automatic".
5. Centre the page on the vertical and horizontal.
6. Select composite CMYK output, NOT separations.
7. Select bleed allowance if required.
8. Select include all TIFF and EPS images from the OPI tab.

9. Select Print to save the PostScript® file.

Distil the file using Adobe Acrobat Distiller® to create the PDF using the following guidelines:

1. Launch Adobe Acrobat Distiller®.
2. Select PDF/X1a as the default job options or use the Kings Courier PDF job settings supplied.

3. Drag and drop/file open the PostScript® file created in step 9 above in Adobe Acrobat Distiller to create the PDF file.

**Footnote** - If you are not using InDesign or QuarkXpress and cannot supply a print ready PDF file, you can export or save your file out of your application of choice for submission in the following formats -

1. High resolution (300dpi) PC.TIF file.
2. High quality (Maximum) JPEG file.

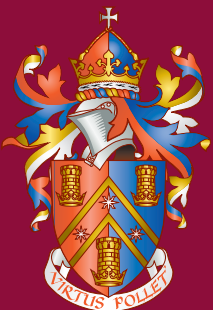
### Graphics

All graphics must be 300dpi. We cannot use low-resolution images such as files from the Internet.

### Important

Files supplied in the incorrect format may incur a conversion cost. All design, artwork, typesetting, production and file conversion cost are additional to the advertisement rates.

For more details contact GEON  
Steven McCleery  
Geon Design Studio Manager  
Phone: (09) 377 9964,  
Fax: (09) 377 9964  
Email: [steven.mccleery@geongroup.com](mailto:steven.mccleery@geongroup.com)



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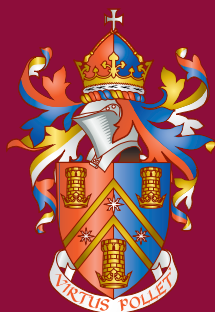
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Fax: (09) 276 0670, Mob: 021 543 489, Email: [g.panama@kingscollege.school.nz](mailto:g.panama@kingscollege.school.nz)

# King's Courier

## Advertising & Insert Rates

Advertising Rates	Casual	(3 Issues)
<b>SIZE</b>		
<b>Full Colour</b>		
Full page (AD 12) 301mm (deep) x 235mm	\$2,495	\$2,120
Horizontal 1/2 page spread (AD 21) 148mm (deep) x 470mm	\$1,559	\$1,325
Horizontal 1/2 page (AD 20) 123mm (deep) x 205mm	\$1,559	\$1,325
Square 1/4 page (AD 22) 123mm (deep) x 100mm	\$1,060	\$899
<b>Small Ads (grouped at rear of publication)</b>		
<b>Full Colour</b>		
Double (AD 25) 80.5mm (deep) x 135mm	\$633	\$538
Double (AD 24) 166mm (deep) x 65mm	\$633	\$538
Single (AD 23) 80.6mm (deep) x 65mm	\$365	\$310
<b>Mono</b>		
Double (AD 25m) 80.5mm (deep) x 135mm	\$316	\$268
Double (AD 24m) 166mm (deep) x 65mm	\$316	\$268
Single (AD 23m) 80.6mm (deep) x 65mm	\$182	\$155
*All rates plus GST - Rates as at 01 January 2011		

Insert Rates	Casual	(3 Issues)
<b>SIZE</b>		
Up to four pages	\$2,100	\$1,800
Six to eight pages	\$3,000	\$2,750
Over eight pages by arrangement by arrangement	By arrangement	By arrangement
*All rates plus GST - Rates as at 01 January 2011		

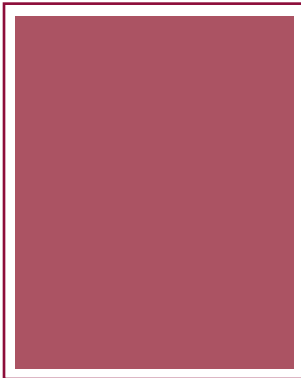


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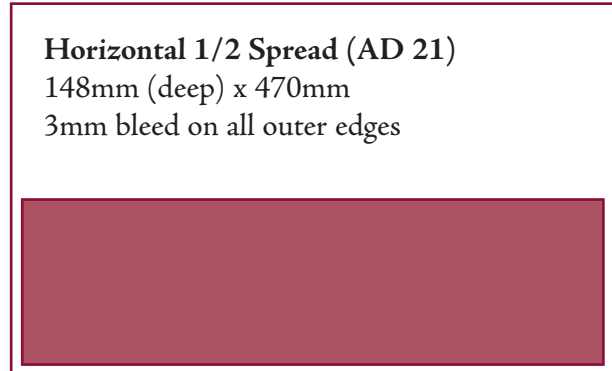
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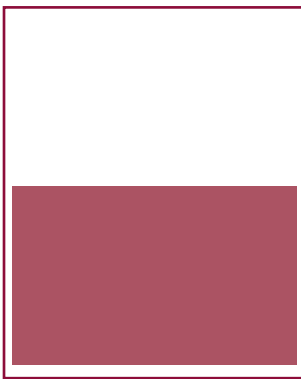
## Advertising Specifications



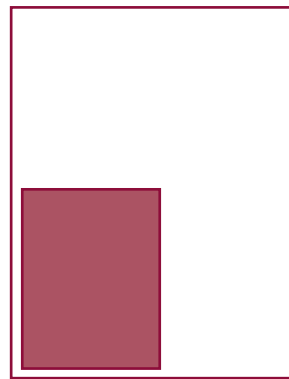
**Full Page (AD 12)**  
301mm (deep) x 235mm  
3mm bleed on all edges



**Horizontal 1/2 Spread (AD 21)**  
148mm (deep) x 470mm  
3mm bleed on all outer edges

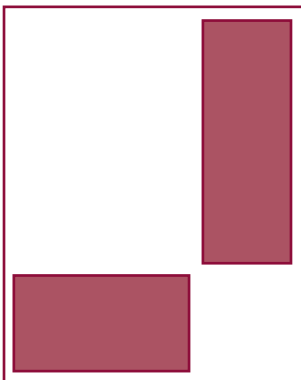


**Horizontal 1/2 (AD 20)**  
123mm (deep) x 205mm  
No bleed required

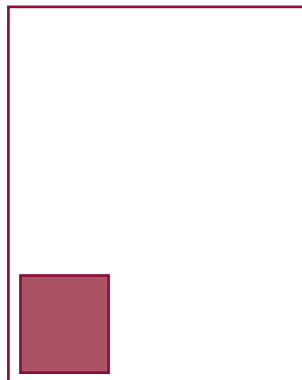


**Square 1/4 (AD 22)**  
123mm (deep) x 100mm  
No bleed required

### Small Ads (Grouped at rear of magazine)



**Double Small AD (AD 25)**  
80.5mm (deep) x 135mm (No bleed required) OR  
**Double Small AD (AD 24)**  
166mm (deep) x 65mm (No bleed required) OR  
**Single Small AD (AD 23)**  
80.5mm (deep) x 65mm (No bleed required)



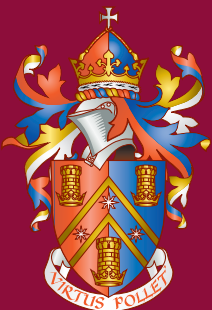
### Mechanical Data

**Paper:** 113gsm matt art  
**Printing:** Sheetfed offset  
**Binding:** Saddle-stitched  
**Colour:** Process, CMYK  
**Screen:** 200 lpi screen ruling  
**Material Required:** Digital format PDF

### Artwork

Copywriting, digital art and production services are available on request.

All production charges for setting, digital art or manipulation, photography, colour lasers and digital proofs are additional to space charges.



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# King's Courier - Advertising Contract

Client Organisation: \_\_\_\_\_ Date: \_\_\_\_\_

Client Contact: Mr / Mrs / Ms / Miss \_\_\_\_\_ Phone: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

Email: \_\_\_\_\_ Fax \_\_\_\_\_ Client Order No: (if any) \_\_\_\_\_

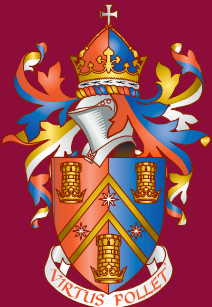
MONTH	YEAR	SIZE	DESCRIPTION	NET (Excl GST)
SUMMER				
WINTER				
SPRING				

## Conditions of Contract

1. Our Schedule of Advertising rates operative at the time this contract is entered into, together with the Copy Form (if any) for this advertisement, forms our entire contract. Any alterations to this contract shall be in writing signed by both parties.
2. We reserve the right to edit copy to make it conform to legal or our ethical requirements.
3. Unless otherwise specified in this contract, positioning of advertisements within the publication is at our sole discretion.
4. You shall deliver to us copy or other material at your expense by the date specified. If you fail to supply the required material by that date, we shall be entitled to full payment for the insertion that would otherwise have been published whether or not we are able to publish the advertisement. Our decision as to whether we can publish shall be final. Any expenses incurred following the deadline date, in endeavouring to secure replacement material shall be recoverable from you and you agree to pay us for such expenses.
5. You shall make all payments due under this contract within 30 days of the publication of any insertion. If any payment is not made by the due date, without prejudice to our right to immediately enforce all or any remedies available to us, we may; **5.1** Cancel this contract **5.2** Charge penalty interest at 2% per month on all overdue amounts until the date on which payment is received; **5.3** Recover all collection costs (including all legal costs and disbursements) from you.
6. All proceedings arising out of this contract shall be conducted in Auckland, New Zealand unless we otherwise in our discretion decide.
7. Our maximum liability to you for any act or omission on our part shall not exceed the cost of one insertion pursuant to this contract.
8. All amounts and rates specified in this contract are exclusive of goods and services tax, which shall be additional to all amounts payable by you.
10. By placing an order with us you warrant that the advertisement is not in breach of any statutory provision and that the publication will not result in any claim or action being made or taken against us. You hereby agree to indemnify us against and in respect of all such claims or actions resulting from publication of your advertisement and the costs (on a solicitor and client basis) of defending such claims or actions.
11. Unless otherwise specified, all insertions subsequent to the first insertion will be in consecutive issues of the publication.
12. Cancellations must be received in writing 15 working days prior to booking deadline of issue booked.

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
On behalf of King's College



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