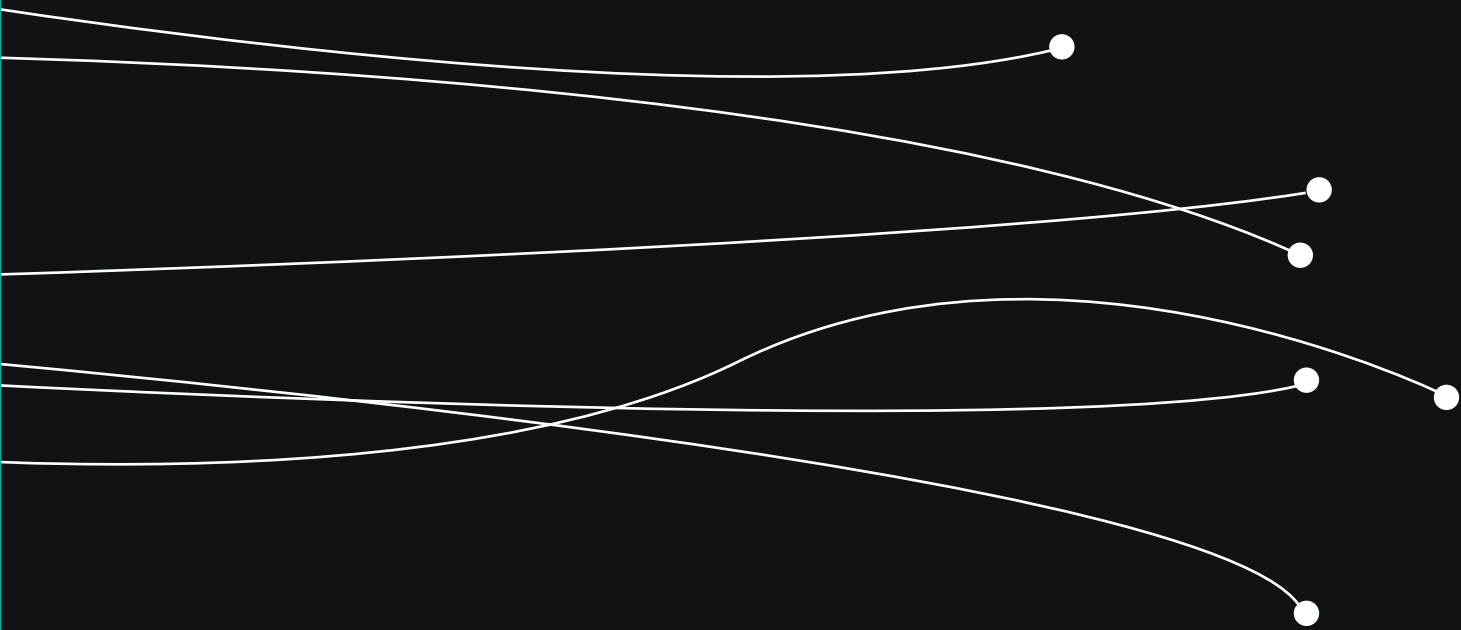


**CO.**

**YOU'RE IN GOOD COMPANY**



# put yourself in good company

**co.** is Telecom's bi-monthly magazine for staff and stakeholders. Because Telecom is operating in such a fast-paced environment and grappling with such complex issues, there's a never-ending stream of big topics covered, as well as inspirational tales, humour, quizzes, prizes, and almost anything else that might take the fancy of the 9,000-strong staff.

**co.** isn't an internal publication in the traditional mold. It's edited and largely written by independent journalists who are allowed plenty of leeway to cast an objective eye over Telecom. Our inaugural issue saw Bill Ralston talk about being a disgruntled ex-customer of Telecom; Deborah Hill Cone proclaimed Richard Hammond – the frontman for XT – as “dweeby”, and we also featured an article covering both sides of the highly contentious Chorus/Visionstream debate.

There's no “company line” pap here – the editorial integrity and high production values mean it's a publication that could be equally at home on any shop news stand. That's because Telecom has mandated that everyone should get as much information as possible in order to be able to make up their own minds about what's happening in the business. Staff reaction has been overwhelmingly positive to the publication and its even-handed treatment of all the issues.

THE **9,000**  
AUDIENCE

**co.**'s print run is a minimum of **9,000** copies an issue. Copies are distributed to **custom-built display bins** in each of the **80-odd Telecom offices nationwide.**

**80**

## WHAT THEY ARE SAYING

“When I gave [**co.**] to some (Vodafone loving) friends, they were **blown away** by it. It feels like the magazine is at the cutting edge of what Telecom is trying to achieve without forcing it in any way.”

“This is seriously the **most interesting, informative** publication Telecom has ever done. So interesting that my partner - who has no interest in my work or technology whatsoever – has **read it cover to cover.**”

“I took my copy home last night and read and **enjoyed it** with a glass of wine.”

“I think that it is the most **brilliant idea** that anyone has come up with for a long time.”

“I read it on the plane last night and **loved it.**”

“**co.** even managed to keep us quiet for a full 20 min which is no easy feat.”

“I can read this when time permits and **at my leisure** as my days are usually very busy and I tend to only skim through news online.”

## RATE CARD

SIZE	CASUAL	THREE TIMES	SIX TIMES
Double page	\$5,225	\$4,833	\$4,441
Single page	\$2,750	\$2,544	\$2,338

Rates are exclusive of GST

## DEADLINES

ISSUE	DECEMBER	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER
Booking	6 November	18 December	5 March	7 May	9 July	3 September
Material	13 November	15 January	12 March	14 May	16 July	10 September
Distributed	30 November	1 February	29 March	31 May	2 August	27 September

Final cancellation date is three weeks before booking deadline

## WHY ADVERTISE?

You can see that **we've gotten their attention**, so if you want anyone involved with **Telecom** to be aware of and think favourably of your product, then **co.** is a brilliant way to access this **important and discerning audience**.

## PRINT SPECIFICATIONS

PRINT RUN	9,000
NUMBER OF PAGES	48-pages self-cover
SIZE	278 x 217mm
PAPER	Media matt 100 gsm
BINDING	Saddle-stitched
COLOUR	CMYK

## CONTACT

[www.telecom.co.nz](http://www.telecom.co.nz) [www.tangiblemedia.co.nz](http://www.tangiblemedia.co.nz)

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# TERMS AND CONDITIONS

## CONDITIONS OF ACCEPTANCE OF ADVERTISING

These conditions are deemed part of the contract issued by Tangible Media Ltd.

## CONTRACT ADVERTISING

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, the Publisher will surcharge all space taken to the rate appropriate to the volume of space used.

## POSTPONEMENT OR CANCELLATION OF SPACE

This cannot be effected after 5pm on the last day of the month, two months prior to the publication date.

## MATERIAL

- a All advertising material shall be delivered to the Publisher without expense to the Publisher
- b Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing)
- c Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production
- d Advertisement material is held at the Advertiser's risk and is not insured by the Publisher. Material will only be returned on request and any material unused for 36 months will be destroyed.

## RATE PROTECTION

Should advertising rates change, Advertisers on a current contract with Jones Publishing Ltd will be given rate protection (i.e. charged at "old" rates):

- for only two consecutive issues in the case of monthly titles and for one issue in the case of all less-frequently published titles
- from and including the issue at which any new rate increase takes effect.

## TERMS

Accounts for advertising space and production are due for payment within 20 days following the end of the month of publication. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date or mast-head date of the publication. In the case of bi-monthly publications the month of publication is the first month of the two months shown as the cover date or mast-head. In the case of quarterly, bi-annual and annual publications the month of publication shall be deemed to be the month of the invoice date. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the client's account.

## TAX AND LEVIES

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 12.5%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

## GENERAL

- a The Publisher reserves the right to decline the insertion of any advertisement
- b The placement of an advertisement is at the Publisher's discretion - except where a preferred position loading has been paid
- c Casual displacement, rejection or omission of an advertisement does not invalidate a space order
- d While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

## TERMS OF ACCEPTANCE OF ADVERTISING COPY

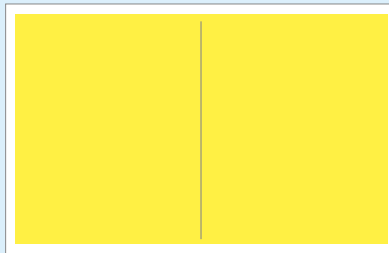
The Advertiser warrants and undertakes to the Publisher that no statement, representation

or information contained in the supplied advertisement:

- a is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- b is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c is otherwise in breach of any provision of any Statute Regulation or rule of law.

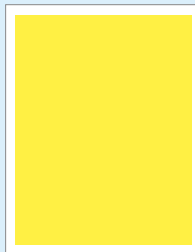
The Advertiser acknowledges that Jones Publishing Ltd relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify the Publisher against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.

# ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA



Double-page spread  
278 (deep) x 434mm

Please supply double-page spread adverts as single page PDF's.



Full page  
278 (deep) x 217mm

Size	278 (deep) x 217mm
Paper	100/200 satin matt art
Binding	Saddle-stitched
Colour	CMYK

## SIZES:

Double-page spread with bleed	
Trim	278 (deep) x 434mm
Bleed	add 3mm all round trim (284x440mm)

## Full page with bleed

Trim	278 (deep) x 217mm
Bleed	add 3mm all round trim (284x224mm)

## DELIVERY OF FILES

Tangible Media prefer that advertising material be supplied via the Quickcut file validation and delivery system. By using Quickcut you are assured that your ads will exactly meet our specifications and arrive right first time. If you're not already set up with Quickcut, by visiting their web site: <http://www.quickcut.co.nz> you can register and immediately download the QuickPrint PDF Lite pre-flight software for FREE!! By simply dragging and dropping your PDF file onto this application it will locally check your ad, and if acceptable deliver it to us directly from your desktop.