StopPress – website, newsletters and events – is the hub for New Zealand’s communications industry, providing essential news and intelligence.

» Informative and interactive, stoppress.co.nz is updated daily, as news breaks, providing readers a forum for lively commentary and opinion on industry trends.

» StopPress newsletters are emailed free to readers’ inbox twice a week on Tuesday and Friday.

» StopPress Jobbies goes out to emailed subscribers every Wednesday.

Key marketing, advertising and media decision-makers read StopPress

We’re not ones to brag. Actually, that’s not true. We’re in marketing, advertising and media. So here are a few stats that help to show the quality of the StopPress audience and the reach we can offer.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Decision-Makers</td>
<td>34%</td>
</tr>
<tr>
<td>Advertising Agencies</td>
<td>21%</td>
</tr>
<tr>
<td>Media Agencies</td>
<td>16%</td>
</tr>
<tr>
<td>Media Owners</td>
<td>10%</td>
</tr>
<tr>
<td>Services to the Industry</td>
<td>11%</td>
</tr>
<tr>
<td>PR</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

REDEAR STATISTICS

DAMIEN VENUTO
Editor
KEY STATS
Our traffic is significant - reflects the size of the marcomms industry in New Zealand

**StopPress WEBSITE**

420,000
unique visitors in 2015

35,000
average monthly unique visitors

121,410
average monthly page impressions

2.17 min
average monthly session duration

31%
of traffic is from a tablet, iPad or mobile device

**StopPress TWICE WEEKLY NEWSLETTER**

10,500
newsletter subscribers

- 34% average open rate newsletter
- 27% average open rate newsletter
- 23% open rate Wednesday Jobs newsletter

Source: Ubiquity Engage, Nov 2016

**READER PROFILE**

- 72.5% earn $100,000+ gross annual household income
- 60% earn $100,000+ gross annual income and 20% earn more than $200,000/year

$ in both case that’s 3x the Oceania average

- 5% CEO/CMO/COO/CFO
- 10.4% senior management / own companies
- 18.4% middle management / own small companies
- 20.8% senior executives

Source: Effective Measure 2014

**SOCIAL MEDIA FOLLOWERS**

- Twitter: 6,700
- Facebook: 1,815
ADVERTISING RATES

BANNER ADVERTISING - WEBSITE, MOBILE, NEWSLETTER

Package rates include:

- 7 days, Mon-Sun, on the website delivering approximately 8,750 unique visitors and 32,000 page views
- 7 days, Mon-Sun, on mobile/tablet, delivering approximately 6,455 page views
- 2x newsletters emailed Tues and Fri to approximately 10,500 subscribers

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Position</th>
<th>Website</th>
<th>Mobile</th>
<th>Newsletter</th>
<th>Weekly rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Megaheader</td>
<td>Top</td>
<td>1920 x 480</td>
<td>450 x 250</td>
<td>600 x 200</td>
<td>$2,500</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Top</td>
<td>728 x 90</td>
<td>320 x 100</td>
<td>600 x 200</td>
<td>$1,700</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>1st</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>$1,500</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>2nd</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>$1,300</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>3rd</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>$1,000</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>4th</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>$800</td>
</tr>
<tr>
<td>Large Tower</td>
<td>-</td>
<td>300 x 600</td>
<td>website only</td>
<td></td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Note: Megaheader and Medium Rectangles support static, animated or video creative.

SOLUS EDM

Email blast to an avg 10,500 subscribers $3,400
Solus EDM’s have an average open-rate of 27%.

IN-READ VIDEO (WEBSITE ONLY)

Average 28 plays & 9000 page views/day; click-through rate 0.16% $300/day

VIDEO PRODUCTION - PRICE ON APPLICATION

Let us know your requirements and we can give you a price to write and produce your company video. Could be ‘How To’, ‘Explainer’, ‘Branded Series’ or another option to suit.

Indicative pricing, 60 seconds explainer ad $4,000
**PAID CONTENT**

Provides advertisers an opportunity to tell stories and deliver complex messages in a high quality advertorial-style format. Can be company profiles, case-studies, expert opinion/thought-leadership - either prepared by the advertiser or, for an extra cost, written by StopPress journalists.

This type of content allows advertisers to contract our editorial team to use their judgement and skill to tell our readers your story in a compelling way, appropriate to our channels.

This format works best when the message is not ‘salesy’. Our audience wants to read articles that are:

**NEW // What can you tell them that they haven’t heard before?**

**DISTINCTIVE // Do you have an unusual perspective on something?**

**HUMAN STORIES // readers love hearing about personal stories - real responses to well-loved brands, things that touch the emotions.**

**USEFUL ADVICE // Do you have expertise in an area marketers/ advertisers struggle with? What can you advise?**

**PAID CONTENT OPTIONS**

» **INTERVIEW** Our writers will work with you to find angles which align with our audiences’ interests. Interviews can be face-to-face or via phone or email.

» **Q&A** Our editorial team will provide you with a series of questions to answer – usually via email.

» **ADVERTISER SUPPLIED** – you the advertiser writes the article, and our editorial team will sub-edit and work into our style.

**RATES**

**SUBJECT TO SPECIFIC REQUIREMENTS,** include interview, writing and media space. Article word count - approximately 600 words. **IMAGES** enhance the content, and we ask the advertiser to provide these. Can be people pics, graphs/infographics, work, product shots, etc.

Articles will be published on StopPress website/mobile and appear in one StopPress newsletter (email to 10,500 subscribers). To appear in more newsletters, add $200 per additional newsletter.

<table>
<thead>
<tr>
<th>STYLE</th>
<th>PER ARTICLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview</td>
<td>$1,700</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>$1,500</td>
</tr>
<tr>
<td>Advertiser to write</td>
<td>$1,200</td>
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Articles can be further promoted via StopPress social media and promo ads at an extra cost.

**THEMED SERIES**

When you want to delve deep into a topic or sector - anything from millennials’ tv viewing habits to the current thinking on marketing tech/programmatic advertising and everything in-between. Our writers will work with you to find the best angles.

<table>
<thead>
<tr>
<th>STYLE</th>
<th>1 ARTICLE</th>
<th>4 ARTICLE</th>
<th>6 ARTICLE</th>
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<tr>
<td>Interview</td>
<td>$1,700</td>
<td>$6,000</td>
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<td>$5,400</td>
<td>$7,200</td>
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<tr>
<td>Advertiser to write</td>
<td>$1,200</td>
<td>$4,320</td>
<td>$5,760</td>
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**MORE OPTIONS //** Prices subject to specific needs, please ask vernene@tangiblemedia.co.nz

» Package all series articles in a special Topic section in StopPress Friday newsletter

» Package all series articles into advertisers’ own themed Solus EDM to StopPress 10,500 newsletter subscribers

» Overall sponsorship or part sponsorship options available.

**CONDITIONS**

- Effective 1st Jan 2017
- All rates are direct and non-Agency commission bearing.
- Rates are in New Zealand dollars and exclusive of GST
STOPPRESS JOBBIES

Sent out every Wednesday to 4,100** subscribers, stoppress jobbies newsletter offers recruiters a niche audience.
Average open rate 23%.

**Source: Ubiquity Engage Nov 2016

SELF-UPLOAD FUNCTION

» Go to http://www.stoppress.co.nz/jobs/
» Click on POST A JOBBIE.

RATES

Rate is for 1 month on website, e-newsletters plus Wednesday jobbies e-newsletter.

<table>
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<tr>
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<th>Price</th>
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<tbody>
<tr>
<td>Basic text only listing</td>
<td>$150</td>
</tr>
<tr>
<td>Enhanced listing</td>
<td>$200</td>
</tr>
<tr>
<td>Volume discounts (8 - 10 ads per month)</td>
<td></td>
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<tr>
<td>Basic text only listing</td>
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Go to http://www.stoppress.co.nz/jobs/
Click on POST A JOBBIE.
Terms and conditions

- Effective 1 January 2017
- All rates are direct and non-Agency commission bearing.
- All creative due 3 working days, (5 working days for rich media), prior to live date
- Rates are in New Zealand dollars and exclusive of GST
- Rates do not include any third party ad serving charges
- Rates are for standard formats only. Please contact us for prices on non-standard ad formats
- Advertisers are responsible for the creation of their own ads
- Unique Visitor and Page Impression numbers are estimates sourced from Google Analytics traffic data

Technical Specifications for advertising in e-newsletters

- All .gif and .jpg files are acceptable and file sizes should be as small as possible (30k max).
- Resolution should be 72 dpi
- Format should be .gif, .jpg or animated .gif*

*Note for animated .gif email newsletter ads: animated .gif ads may not rotate past the first frame when displayed in some versions of Outlook. As this is the case we recommend any animated .gif ads for email newsletters start with a frame which, if static, will deliver the advertiser’s message. To ensure no potential issues arise with your email adverts, it is best to use a static .gif or .jpg file.

Specifications for advertising on StopPress.co.nz

FOR ANIMATION:
- Keep animation simple – no distracting strobe effects
- Looping is acceptable
- Creative with a white background must have a border
- File sizes should be as small as possible (40k max)
- Resolution should be 72 dpi
- Formats should be .gif, .jpg, animated .gif or Adobe Flash (.swf), including back up .gif or .jpg
- Third Party HTML banners are acceptable. Creative files must be included with third party tags. You must use {clickurl} and {random} as your place holders if you are not using a known third party redirect listed below. You will need to use the relevant method when creating your banner html.

Accepted Third Party Redirects: Double Click – iframe tags, Facilitate, Eyeblasting, Atlas, Mediaplex, EyeWonder

Sizes: See IAB Ad Standards and Guidelines for more details