



SCAN MAGAZINE

PUBLISHING DATES & ADVERTISING RATES - 2008 (prices exclude GST)

For all advertising needs contact:
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Full Colour

	Member Rates	Non Member Rates
Full Page	1,480	2,120
Two Thirds	1,180	1,690
Half Page	960	1,370
Third Page	720	1,045
Quarter Page	580	830

One Spot Colour

	Member Rates	Non Member Rates
Full Page	1,240	1,760
Two Thirds	975	1,380
Half Page	790	1,115
Third Page	585	840
Quarter Page	480	680

Black and White

	Member Rates	Non Member Rates
Full Page	1,150	1,625
Two Thirds	930	1,315
Half Page	750	1,055
Third Page	540	775
Quarter Page	430	605

Special Positions

	Member Rates	Non Member Rates
Back cover	1,850	2,650
Inside front cover	1,776	2,544
Inside back cover	1,702	2,438
Specific page placement	20% loading fee	20% loading fee

Volume Discounts for Contracts

Number of Issues	Discount
2 placements	5% discount
3 or more placements	10% discount

General Conditions

In the event of material not being supplied by deadline, GS1 New Zealand as publisher reserves the right to compose or enter previous copy and charge for any production costs incurred. All production costs are extra and are not included in the advertising rate. While every care is taken, the publisher will not accept liability for any loss whatsoever incurred through error or non-appearance of an advertisement. Advertising in SCAN is subject to the approval of the publisher who reserves the right to decline copy. All advertising must comply with the Advertising Code of Practice of New Zealand. On booking of advertisements, an invoice will be sent and is payable on the 20th of the month following the date of the invoice, unless prior arrangement has been made.

Loose Inserts

Below rates are per thousand inserts

	Member Rates	Non Member Rates
Single Sheet	800	1,300
Bound inserts	1,000	1,600

Advertising Deadlines

Publication	Booking Deadline	Completed Material Deadline
March 2008	11 February 2008	3 March 2008
June 2008	12 May 2008	2 June 2008
September 2008	11 August 2008	1 September 2008
December 2008	10 November 2008	1 December 2008

Publication Dates

Publication	Date to be distributed
March 2008	March 2008
June 2008	June 2008
September 2008	September 2008
December 2008	December 2008

Circulation

SCAN Magazine is produced four times a year for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,500 readers throughout the country as well as 101 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, and transport. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, bar coding staff, and packaging coordinators.