

CIRCULAR ADVERTISING 2018



Circular is the official trade magazine of the BCA. The magazine is 32 pages in length and printed in full colour A4. A readership in excess of 900 includes all BCA members, relevant government departments, MPs, regional councils, media and overseas public transport organisations. Advertising in *Circular* is an ideal way to reach a targeted industry audience.

The membership of the BCA collectively owns a fleet of over 6000 vehicles, comprising all major and most of the small companies in New Zealand along with approximately 100 associate members who are significant trade suppliers.

DEADLINES

	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
FEBRUARY	January 15	January 19	January 29
MARCH	February 12	February 16	February 26
APRIL	March 14	March 21	March 28
MAY	April 13	April 18	April 27
JUNE	May 15	May 18	May 29
JULY	June 14	June 18	June 27
AUGUST	July 13	July 18	July 27
SEPTEMBER	August 15	August 20	August 28
OCTOBER	September 14	September 19	September 26
NOVEMBER	October 15	October 19	November 2
DECEMBER	November 12	November 16	November 28

SIZES & RATES

AD SIZE	DIMENSIONS	MEMBER RATE	NON-MEMBER RATE
FULL PAGE	297mm x 210mm*	\$ 1150 + GST	\$1621 + GST
HALF PAGE	135mm x 190mm	\$ 603 + GST	\$ 850 + GST
QUARTER PAGE	135mm x 95mm	\$ 410 + GST	\$ 615 + GST
INSERTS	By arrangement	\$ 491 + GST	\$ 693 + GST

(NB: Indicated dimensions are vertical x horizontal)

PREMIUM SPOTS (Members Only)

Inside front cover	\$ 1475 + GST
1st Right Hand Page	\$ 1480 + GST
Inside Back Cover	\$ 1475 + GST
Outside Back Cover	\$ 1575 + GST
Centre Fold Out (Page Variable)	\$ 2000 + GST (2x page spread)
	\$ 1475 + GST (Page spread)

* With 5mm Bleed

Casual bookings during September, October & November incur an additional \$100 fee per full page and \$50 for all other sizes.

EARLYBIRD SPECIALS & DESIGN SERVICES

Bookings can be made in advance, or alternatively on a casual monthly basis at the rates above.

Book before January 15th and you will not only qualify for discounts, but also gain the ability to shift your bookings across issues throughout the year **.

To make a booking in both cases, please fill in the form on the following page.

For all technical or design service enquiries, please contact Jim Scott: Ph 021 236 7362 or email jim@stmedia.co.nz. The charge for this service is \$95 per hour + GST.

EARLYBIRD RATES 2018

For bookings received on or before **15 January**:

The following discounts will be applied based on the total cumulative pages booked over 11 issues:

3 – 6 pages	5% off indicated rate
6 – 11 pages	7.5% off indicated rate
11+ pages	10% off indicated rate

CIRCULAR ADVERTISING BOOKING FORM 2018

Please complete the form below and email a scanned copy to marketing@busandcoach.co.nz. If you have any queries, you can call 04 282 1582.

ADVERTISER DETAILS

Company: _____

Primary Advertising contact: _____

Physical Address: _____

Email Address: _____ Phone: _____ Mobile: _____

Accounts Contact (if required):

Purchase Order (if required)

The advertiser will incur the full advertising cost for any cancellations after the booking deadline. If advertising is cancelled, advanced booking discounts will no longer apply and the advertiser will be liable for the full booking cost at the standard rate, irrespective of the length the discounted rate was contracted for. All prices are GST exclusive.

*** For earlybird bookings shifted to other issues, 72 hours' notice must be given prior to the material deadline for a given month. If this notice is not given, the full advertising cost may apply at the BCA's discretion.*

Signature:

Date Signed:

Would you like the monthly BCA advertising reminder? **Yes / No** (circle)

(If you circle NO, we will continue to run the last ad you sent us based on your advertising selection below, until you advise us otherwise.)

ADVERTISING SELECTION

Please select the issue and advertisement type by ticking the relevant boxes

ISSUE	FULL PAGE	HALF PAGE	QUARTER PAGE	INSIDE FRONT COVER (PAGE 2)	FIRST RIGHT HAND PAGE (PAGE 3)	INSIDE BACK COVER	BACK COVER	CENTRE FOLD (SPECIFY FULL OR HALF)	INSERT
FEBRUARY									
MARCH									
APRIL									
MAY									
JUNE									
JULY									
AUGUST									
SEPTEMBER									
OCTOBER									
NOVEMBER									
DECEMBER									

NOTES OR REQUESTS

SPECIFICATIONS

Advertising material copy must be supplied as a high-resolution PDF. Any images should be scanned at minimum 400 dpi, colour cmyk.

PAYMENT

You will be invoiced in the month the Circular is mailed out with the payable date the following month. If an invoice is outstanding more than 31 days, your next advertisement may be placed on hold until payment is received in full.