

# CIRCULAR ADVERTISING INFORMATION 2017

Circular is a 32-page, full colour, A4, glossy magazine. Advertising in Circular is an ideal way to reach a targeted industry audience. A readership in excess of 900 includes all BCA members, relevant government departments, MPs, regional councils, media and overseas public transport organisations. 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.

**BUS & COACH  
ASSOCIATION**  
NEW ZEALAND



## CIRCULAR DEADLINES 2017

	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
<b>FEBRUARY</b>	January 16	January 23	January 30
<b>MARCH</b>	February 13	February 20	February 27
<b>APRIL</b>	March 13	March 20	March 27
<b>MAY</b>	April 18	April 21	May 1
<b>JUNE</b>	May 15	May 22	May 29
<b>JULY</b>	June 12	June 19	June 26
<b>AUGUST</b>	July 17	July 21	July 31
<b>SEPTEMBER</b>	August 14	August 21	August 28
<b>OCTOBER</b>	September 11	September 18	September 25
<b>NOVEMBER</b>	October 16	October 20	October 30
<b>DECEMBER</b>	November 13	November 20	November 27

## ADVERTISING COSTS AND SIZES

AD SIZE	MEASUREMENTS	MEMBER RATE	NON MEMBER RATE
<b>FULL PAGE</b> (With 5mm bleed)	297mm x 210mm	\$1150 + GST	\$1621 + GST
<b>HALF PAGE</b>	135mm x 190mm	\$603 + GST	\$850 + GST
<b>QUARTER PAGE</b>	135mm x 95mm	\$410 + GST	\$615 + GST
<b>INSERTS</b>		\$491 + GST	\$693 + GST

**(NB: sizes are vertical x horizontal)**

### PREMIUM POSITIONS (Members only)

Inside Front Cover (page 2)	\$1475 + GST
1st right hand page (page 3)	\$1480 + GST
Inside Back Cover (page variable)	\$1475 + GST
Outside Back Cover (page variable)	\$1570 + GST
Centre fold (page variable)	Full Spread: \$2000 + GST
	Half Spread:* \$1475 + GST

\*Half spread only available if full isn't taken first. Please check when booking.

### PREMIUM TIMINGS

Casual bookings for September, October and November incur an additional \$50 fee for full page ads and \$30 for other sized ads. 'Casual' is less than six issues over the year

**To book space complete the following form.**

**Contact the BCA, phone 04 282 1582 or email [marketing@busandcoach.co.nz](mailto:marketing@busandcoach.co.nz)**

### ADVANCED BOOKING DISCOUNTS

**The Long Haul** (offer only valid if received before 25 Dec 2016)

**FULL YEAR (11 ISSUES FEB 2017 – DEC 2017)**

**10% DISCOUNT FOR FULL PAGE**

**The Six Month Tour** (offer valid until 16 Jan 2017)

**6 OR MORE ISSUES**

**5% DISCOUNT (HALF/FULL PAGE ONLY)**

### DESIGN SERVICE

For technical details contact Jim Scott, ph 021 236 7362 or email [jim@stmedia.co.nz](mailto:jim@stmedia.co.nz)

All prices exclude GST and artwork costs, \$95 per hour plus GST (where appropriate).



# CIRCULAR ADVERTISING BOOKING FORM 2017

Please complete and email to: [marketing@busandcoach.co.nz](mailto:marketing@busandcoach.co.nz) or  
fax: 04 499 7353  
Call: 04 282 1582 should you have any queries



## CONTACT DETAILS

Company:

Contact:

Physical Address:

Email:

Mobile:

Phone

Accounts Contact (if required):

Purchase Order (if required):

Note: The advertiser is liable for charges for any cancellations within seven days of the booking deadline close off date and will incur the full advertising cost. Advanced booking discount prices will not apply if advertising is cancelled, the advertiser will be back charged at the standard rate. All prices are GST exclusive.

Signature:

Date Signed:

Do you want the BCA reminder each month? Yes / No (please circle)

(Please note: 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 (PLEASE SPECIFY FULL OR HALF)	INSERT
FEBRUARY									
MARCH									
APRIL									
MAY									
JUNE									
JULY									
AUGUST									
SEPTEMBER									
OCTOBER									
NOVEMBER									
DECEMBER									

## NOTES AND/OR PLACEMENT REQUEST

## SPECIFICATIONS

Supply copy as a high resolution pdf accompanied by a printed copy images should be scanned at 400 dpi, colour cmyk. For all technical enquiries or design services please contact Jim Scott ph 021 236 7362 or email [jim@stmedia.co.nz](mailto:jim@stmedia.co.nz)

## PAYMENT

Invoicing for Circular is in the month the Circular is mailed out with the payable date the following month. Any invoices outstanding more than 31 days may have their next advert placed on hold until payment is received in full. Please supply a purchase order number if required and contact details for accounts department.