

# Cook Islands NEWS

AS SOLID AS THE ISLANDS WE STAND FOR



## The national daily newspaper of the Cook Islands.

- Published mornings daily Monday to Saturday (six days) by Cook Islands News 2008 Limited.
- Tabloid format up to 16 pages Monday-Thursday, 16-24 pages Friday-Saturday.
- Net paid circulation 2350 copies daily by delivery and shop sales in Rarotonga. Includes distribution on outer islands with regular air services (Aitutaki, Mauke, Atiu and Mangaia).
- Readership estimated at 15,000-plus based on multiple readers per copy (minimum average 6.5 readers per copy)
- Primary medium for public notices, government announcements, land court, situations vacant, political news and sport.

### ADVERTISEMENT SIZES & MATERIAL

Full page 40cm x 6 columns = 240 col-cm  
Size 40cm x 25.4cm  
Column width 39mm, gutter 4mm

For sizes, measurements and technical specifications, see the separate leaflet **Material Requirements**

### ADVERTISING CONTACTS

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**Cook Islands NEWS**  
AS SOLID AS THE ISLANDS WE STAND FOR

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## Advertising Rates

EFFECTIVE FROM July 2009

ALL RATES EXCLUDE VAT (12.5%)

### DISPLAY ADVERTISEMENTS

International	Cost per column-cm
Flat Rate	\$4.50 NZD

### RETAIL RATES PER COLUMN CENTIMETRE

- Discounts apply up to 1000cm to be used within 8 weeks.
- All other volume contracts for 12 months.

Volume (column-cm)	Cost per column-cm
Casual	\$3.45
0-250	\$2.95
251-500	\$2.50
501-1000	\$2.40
1001-3000	\$2.30
3001-5000	\$2.20
5001-10,000	\$2.10
Over 10,001	By negotiation

DEADLINE for material 24 hours prior to publication.

### EXTRA CHARGES

Front page loading	plus 50%
Advertorial	plus 20%
Preferred position	plus 15%
Spot colour	\$86.25
Tear sheet (PDF)	\$17.50
Production fee	\$50 per advert
Cancellation fee	50%
Late fee	\$11.50
Loose inserts	Mon-Fri \$300 Saturday \$360

### CLASSIFIED ADVERTISEMENTS

Run-on 1-15 words	\$5.80
Per 5 words extra	Add \$1.95
Display adverts	\$3.45 per cm \$5.80 min.
Logos	\$5.95
Photos	\$11.50
Scans	\$5.75
Late fee	\$11.50
Cancellation fee	\$5.75
Tear sheet (PDF)	\$17.50

DEADLINE strictly 1pm day prior to publication