



# Western Wanderer Advert Size Requirements & Prices

Updated AUGUST 2023



[yourwesternwanderer@gmail.com](mailto:yourwesternwanderer@gmail.com)

The Western Wanderer (WW) is managed by committee members of the Tuatapere and Districts Promotions Inc. It is published monthly, February to December. We **do not publish** an issue in January. We aim to have the WW printed and delivered the first week of each month. New advertisement copy and/or changes **must be received by the 20th of the month prior**.

## File Types Accepted:

- PDF
- PNG; JPEG;
- Word Doc; Docx;
- Shared Google Doc

## Please Note:

*If the file you send us does not use the sizing stated, we may have to re-create your ad to make it fit correctly. This may result in a slightly different look to your file. **We do our best to keep your ad looking as close to your original version as we possibly can.***

## We are unable to accept advertising for:

- Real Estate (properties/land)
- Vehicles

**IMPORTANT! We are no longer able to print our inside pages in colour. Our online version of the WW is in colour. If you supply a colour advert it will be printed in Greyscale.**

## Graphic Design Service

We offer a free, simple graphic design service if you would like us to create your advertisement for you. Please contact: [yourwesternwanderer@gmail.com](mailto:yourwesternwanderer@gmail.com)

Otherwise, you may like design your own advert or engage the services of a specific design company and give them the size requirement details from this document.

You must ensure that you have the rights to use any images etc. Images with watermarks will not be accepted and will be removed from your advert. We will do our best to replace the image with a suitable replacement that complies with usage in a print/digital issue.

## Updating your Advert

You can update your advert at any time. Please note that if you wish to do so, we need your updated advert copy before the 20th of the month prior to the issue being printed.

*(For example: For the March Issue - your updated advert would need to be sent to [yourwesternwanderer@gmail.com](mailto:yourwesternwanderer@gmail.com) before the 20th of February.)*

## Advertising Spaces & Sizes

### Sizes

- **S** Solo Advert
- **H** Half Portrait
- **R** Rectangle Portrait
- **B** Business Card
- **BH** ½ business card (*Option for non-commercial / small personal business only*)

**Please note:** Availability is subject to change at any time and **not all sizes may be available.**

**Therefore please contact us to discuss your requirements and to secure an advertising space.**

# S - Solo Advert

← actual size on page ↘

**\*PRINTED VERSION: GREYSCALE**  
**ONLINE VERSION: COLOUR**

**Cost: \$620 per year (11 issues)**  
**or \$75 per issue**

## **Measurements (with or without a frame)**

- 15.5 (w) x 23 (h) cm
- 586 (w) x 869 (h) px
- 6.104 (w) x 9.052 (h) in



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↑ actual size on page →

# H - (Half - Portrait)

**\*PRINTED VERSION: GREYSCALE**  
**ONLINE VERSION: COLOUR**

## Cost:

**\$360 per year (11 issues)**  
**or \$50 per issue**

## Measurements: (with or without a frame)

- 9.3 (w) x 27.7 (h) cm
- 348 (w) x 1047 (h) px
- 3.625 (w) x 10.906 (h) in



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← actual size on page ↴

↴ actual size on page →

# R - (Rectangle Portrait)

\*PRINTED VERSION: GREYSCALE

ONLINE VERSION: COLOUR

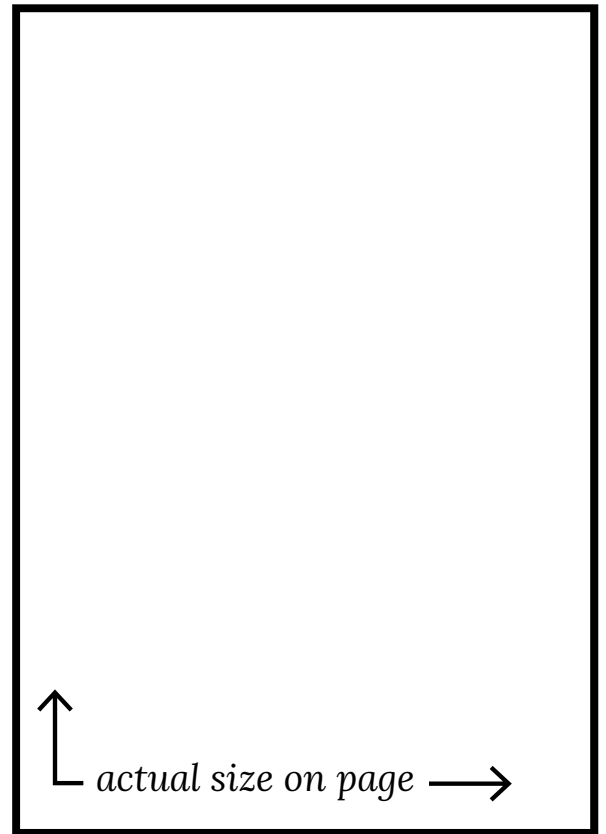
**Cost:**

**\$240 per year (11 issues)  
or \$35 per issue**

## Measurements

(with or without a frame)

- 7.8 (w) x 11 (h) cm
- 295 (w) x 416 (h) px
- 3.071 (w) x 4.331 (h) in



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# B - (Business Card)

CAN INCLUDE WRITING AND LOGO/IMAGE

\*PRINTED VERSION: GREYSCALE

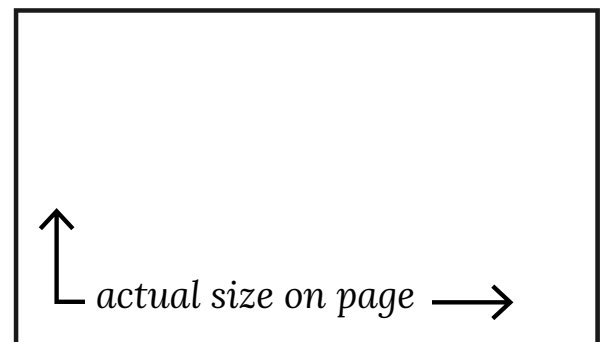
ONLINE VERSION: COLOUR

**Cost: \$155 per year (11 issues)  
or \$15 per issue**

## Measurements

(with or without a frame)

- 7.8 (w) x 4.5 (h) cm
- 295 (w) x 170 (h) px
- 3.071 (w) x 1.772 (h) in



# BH - 1/2 Business Card

Option for non-commercial / small personal business only  
Maximum of 5 lines (which can include a Bold Title, font size no smaller than 10px and a small image.)

CAN INCLUDE WRITING AND LOGO/IMAGE

\*PRINTED VERSION: GREYSCALE

ONLINE VERSION: COLOUR

**Cost: \$55 per year (11 issues)  
or \$5 per issue**

## Measurements (with or without a frame)

- 7.8 (w) x 2.2 (h) cm
- 295 (w) x 83 (h) px
- 3.073 (w) x 0.865 (h) in



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## Free / No Charge

- Any Tuatapere & Districts Community Events - \*R - Portrait (1/4 page)
  - \*A full page notice (S) may be offered at WW discretion and/or per availability of space.
- For Tuatapere & Districts Community Individuals only (For sale, Lost/Found or similar notices)
  - 3-4 lines or less. Words only (no image).
  - Same sized area as 1/2 business card

*If you have more than 3-4 lines there will be a small \$5 charge per issue*