

## WEBSITE & NEWSLETTER RATES

M+AD's e-newsletter goes out daily to 2600 subscribers. It is NZ's most finely targeted digital business communication, reaching virtually every ad agency and publishing executive in the country.

| Ad type              | Web size (pixels) | Newsletter size (pixels) | Pricing per month |
|----------------------|-------------------|--------------------------|-------------------|
| Wallpaper            | 1900 x 800        | -                        | \$4000            |
| Billboard            | 1920 x 480        | 850 x 213                | \$3000            |
| 2nd Billboard        | 970 x 243         | 806 x 202                | \$3000            |
| Leaderboard          | 728 x 90          | 728 x 90                 | \$2000            |
| 1st Rectangle        | 300 x 250         | 300 x 250                | \$1400            |
| 2nd Rectangle        | 300 x 250         | 300 x 250                | \$1200            |
| 3rd Rectangle        | 300 x 250         | 300 x 250                | \$1000            |
| 4th Rectangle        | 300 x 250         | 300 x 250                | \$800             |
| 5th Rectangle        | 300 x 250         | 300 x 250                | \$600             |
| 1st News Post Banner | 620 x 160         | 468 x 120                | \$1200            |
| 2nd News Post Banner | 620 x 160         | 468 x 120                | \$1000            |
| 3rd News Post Banner | 620 x 160         | 468 x 120                | \$800             |

For weekly ad rates please contact [kelly@mad-daily.com](mailto:kelly@mad-daily.com)

\*All prices are GST exclusive

## JOB AD RATES

MA+D's job ads run down the right-hand column on the website home page (each ad turns to a dedicated page with links, images and logos). All ads (up to 500 words + logo) cost \$50 per week.

Headline

## Digital Agency – Account Director

[JOB MEDIA Logo](#)
[APRIL 30, 2014](#) / 
 [JOBS](#) / 
 [LEAVE A COMMENT](#)

Body Copy

Here is an opportunity to take your digital CRM skills to a new level working on a significant International brand. While your focus will primarily be in the strategy and implementation of International digital campaigns, you will also extend this to include local ATL campaigns. The campaigns will extend across multiple channels, including Social, Digital, eDM, Experiential and ATL.

Contact Details

Sound like you. Then call **Michael** on 0800 Jobmedia. Better still email your CV and cover letter to [jobs@jobmedia.co.nz](mailto:jobs@jobmedia.co.nz) quoting Ref: 3008.

Billboard

ADSHL BRINGS YOU  
HELIX LIVE | WORK | SHOP

Leaderboard

envy envyshios.co.nz

M+AD!

HOME A+D Q+A TVCS TOP10 JOBS RATES CONTACT Q

2nd Billboard

Say one thing and make it compelling

THE PAPER PLANES

1st Rectangle

PM edits Suffrage Day Herald

Her story

1st News Post Banner

Creative Director Auckland \$140k - \$150k

Aussies engineer Specsavers ad break

2nd News Post Banner

Two Supremes in four years

2nd News Post Banner

LOOKING FOR A DIRECTOR, PRODUCTION CREW, PRODUCTION COMPANIES?

Spotlight on Shed 10

Tickets on sale now

Republik lifts Regal to top of the menu

3rd News Post Banner

NZ wanted in the Big Apple

5th Rectangle

## TECHNICAL SPECS FOR THE WEBSITE & ENEWSLETTERS

### Shockwave Flash

Flash files are not supported on certain mobile devices and flash usage in general online is declining rapidly. So for that reason we do not except them.

### Static & Animated Banners

- All .gif and .jpg files should be as no larger than (80k max).
- Resolution should be 72 dpi
- Format should be .gif .jpeg or animated .gif\*
- Looping is acceptable
- Creative with a white background must have a border
- Third Party HTML banners are acceptable. Creative files must be included with third party tags.

**\*Note:** animated .gif ads may not rotate past the first frame when displayed in some versions of Outlook. We recommend any animated .gifs to start with a frame which will deliver the message.

**Billboard**

**MORE OF MORE**  
PRECISION TARGETING AT BROADCAST SCALE  
adshel.co.nz

**Leaderboard**

**envy** Audio + Video  
sweetening your content  
55 Anzac Ave AKLD, CBD  
09 356 6286

**M+AD!**  
NZ MEDIA & ADVERTISING NEWS DAILY

Hello, Chris Grimstone. Welcome to M+AD. If you have trouble viewing this email please [view it in your web browser](#).

**2nd Billboard**

**THE POWER OF PRINT**  
**Say one thing and make it compelling**  
— The Paper Planes competition judge, Sir John Hargrave

**THE PAPER PLANES**  
Let your imagination take flight  
[VIEW RESULTS](#)

**1st Rectangle**

**Supporting M+AD men and crazy women. We place everyone.**  
marsdeninch

**2nd Rectangle**

**PHANTOM EVERYWHERE**

**3rd Rectangle**

**WOM.**  
WORD OF MOUTH

**4th Rectangle**

**davies and partners**  
Unbeatable Talent + Best Jobs  
www.daviesandpartners.co.nz

**5th Rectangle**

**G Commcontract**

**6th Rectangle**

**Agency of the Year 2018**  
25 YEARS OF SUCCESS  
Final entry deadline 9 October 2018

**7th Rectangle**

**dvt**  
WWW.DVT.CO.NZ

**M+AD!**  
NZ MEDIA & ADVERTISING NEWS DAILY  
*Jobs.*

**PM edits Suffrage Day Herald**

**Her story**  
The NZ Herald today marks the 125th anniversary of women's suffrage with a special edition guest edited by Prime Minister Jacinda Ardern.  
[READ MORE](#)

**1st News Post Banner**

**Creative Director Auckland**  
\$140k - \$150k  
[Find out more](#)

**Two Supremes in four years**

**Sprung a leak?**  
We'll be there.  
Help in your hour of need  
Call **0800 AA HOME** or visit [aahome.co.nz](#)

**2nd News Post Banner**

**www.databook.co.nz**

**Aussies engineer Specsavers ad break**

**3rd News Post Banner**

**GO MEDIA**  
Nationwide OOH Network  
Hamilton too...

**Spotlight on Shed 10**

**Tickets on sale now**