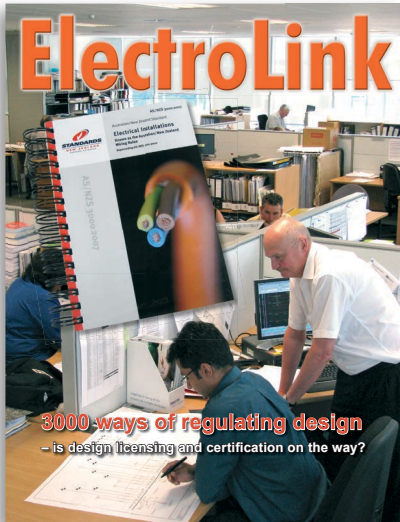
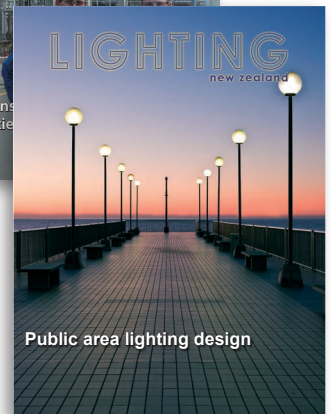
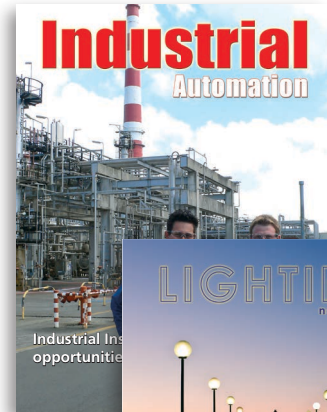


ElectroLink



ElectroLink is the news and management magazine of the New Zealand electrical industry. It has earned a high level of trust and credibility and become the industry's magazine of record. ElectroLink is also the most effective vehicle for direct marketing communication and promotion to the widest reach in the industry representing all electrically-driven technologies. It is targeted primarily to people in leadership or decision making roles.



Circulation

ElectroLink has a circulation of 12,000 copies. These are addressed to specific individuals and companies throughout New Zealand selected for their roles in the business of the industry.

ElectroLink readers include electrical engineers; process and control systems engineers; system integrators; domestic, commercial and industrial electricians; electrical contractors; electrical inspectors; switchboard builders; instrumentation technicians and engineers; consulting engineers; engineering practices; lighting designers; architects; architectural designers; specifiers; refrigeration engineers and contractors; telecommunication and data technicians and contractors; electronics servicing technicians; security contractors; electricity transmission, generation and distribution companies; training organisations; defence forces; territorial authority engineers; and product and technology suppliers. Distribution businesses including every branch of every electrical wholesale network in New Zealand also receive copies of ElectroLink.

Sections

Because many electro-technology solutions, work practices and news items relate to a specific sector of the industry, ElectroLink has been segmented into the following business areas for the benefit of readers and advertisers. These are identified as:

GENERAL INDUSTRY – covering news and business issues, most of which are relevant to all industry sectors. It also includes information from ECANZ, ETITO and ETCO.

INDUSTRIAL AUTOMATION – technology application and solutions focussed. Covers electro-technology engineering issues across all industrial and manufacturing sectors. Industrial Automation has its own cover.















LIGHTING NEW ZEALAND – news, business, design and technology issues specific to the lighting industry. Lighting New Zealand has its own cover section and is New Zealand's only dedicated lighting magazine.

Publication dates

ElectroLink is published 6 times per annum: January, March, May, July, September and November.

ElectroLink

Display Advertising Rate Card

	SIZE (MM) W X H	CASUAL	3X RATE	6X RATE
 Double Page Spread	420 x 275*	\$7500	\$6930	\$6240
 Full Page	210 x 275*	\$3750	\$3465	\$3120
 Half Page Pony	125 x 190	\$2475	\$2290	\$2060
 Half Page Vertical	93 x 241	\$2250	\$2085	\$1875
 Half Page Horizontal	190 x 120	\$2225	\$2065	\$1850
 Third Page Vertical	60 x 241	\$1920	\$1780	\$1620
 Third Page Horizontal	190 x 77	\$2090	\$1920	\$1760
 Quarter Page Vertical	93 x 120	\$1595	\$1475	\$1325
 Quarter Page Horizontal	190 x 58	\$1915	\$1855	\$1585
 Sixth Page Vertical	60 x 120	\$1170	\$1085	\$975
 Sixth Page Horizontal	125 x 58	\$1410	\$1315	\$1170
 12th Page	60 x 58	\$585	\$545	\$490
 Back Cover	210 x 275*	\$5515	\$5100	\$4590
 Inside Covers	210 x 275*	\$4410	\$4080	\$3670

Note: All prices exclude GST.

* The trim size of a full page is **210 x 275mm**.

Add a 5mm bleed to all sides where images or text run to any page edge.

Single page bleed size is **220 x 285mm**. Double page bleed size is **430 x 285mm**.

MONO (BLACK AND WHITE): Less 30%

INSERTS: Mailing services for flyers and brochures are available for industry-wide or sector distribution.

PREFERRED POSITIONS: + 10%

PUBLICATION DATES:

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ElectroLink

Digital Specifications

SPECIFICATIONS

To ensure a professional result ElectroLink Magazine requires digitally supplied advertising material as **PDF files with all images, links, and fonts embedded.**

All images must be 300 dpi resolution. ElectroLink is printed at 150 lpi.

Full page advertisements must include at least 3 mm bleed. Full page advertisements with no bleed will either be rejected or the artwork remastered at the expense of the advertiser and at the advertiser's risk.

All other size advertisements must not have any bleed or have the correct trim dimensions set in the PDF file.

All advertisements that are **less than full page size must have a solid border.** Advertisements that do not conform will either be rejected or have a border added.

All digital material must be supplied on PC-readable media.

CONDITIONS

If a colour accurate proof is not supplied then ElectroLink takes no responsibility for the printed outcome.

Digital proofs that are not a dot-to-dot colour accurate proof will be used only as a rough guide and cannot be used to ensure colour accuracy.

ADVICE

Check the dimensions of your material. **ElectroLink's page size is 210 x 275 mm**, not A4 (210 x 297mm)

All Images and pdf files should use or be converted to CMYK colour values.

RGB colours can cause unpredictable results in both quality and colour output.

Do not password secure PDF files.

If the advertisement is a full page or double page please check that you have at least 3 mm bleed on all sides.

Please check the trim dimensions on your PDF files and make sure you have set the correct document size in your design application. We accept no responsibility for the cropping of PDF files where the trim dimensions are not set or are incorrect.

If you have questions regarding preparing and sending PDF files to be used in ElectroLink please contact us.

ElectroLink

Publication Dates

2020

NOVEMBER – DECEMBER 2020

Advertising & material deadline: 7th October 2020

Distribution: 2nd November 2020

2021

JANUARY – FEBRUARY 2021

Advertising & material deadline: 25th November 2020

Distribution: 19th January 2021

MARCH – APRIL 2021

Advertising & material deadline: 10th February 2021

Distribution: 9th March 2021

MAY – JUNE 2021

Advertising & material deadline: 7th April 2021

Distribution: 5th May 2021

JULY – AUGUST 2021

Advertising & material deadline: 9th June 2021

Distribution: 6th July 2021

SEPTEMBER – OCTOBER 2021

Advertising & material deadline: 4th August 2021

Distribution: 31st August 2021

NOVEMBER – DECEMBER 2021

Advertising & material deadline: 6th October 2021

Distribution: 1st November 2021

2022

JANUARY – FEBRUARY 2022

Advertising & material deadline: 1st December 2021

Distribution: 20th January 2022

ElectroLink

Advertising and Publishing Agreement

Terms and Conditions

All advertisements and any other contributed work/material is submitted and published by Alpha Publishing Ltd (the Publisher) strictly on the basis that the Advertiser/contributor accepts the following terms and conditions:

1. This agreement constitutes the entire agreement between the Advertiser/contributor and the Publisher and supercedes all prior representations, agreements, statements and understandings, whether verbal or in writing.
2. The Publisher reserves the right to restrict the size of the magazine and the amount of advertising contained therein.
3. The Publisher reserves the right to refuse or omit publication of any advertisement or material deemed unsuitable for publication.
4. Casual displacement, rejection or omission of an advertisement, or publishing delay does not invalidate the agreement.
5. Material supplied digitally must be supplied in accordance with the Digital Specifications and Conditions of the Publisher and is accepted and published entirely at the risk of the Advertiser.
6. No liability is accepted by the Publisher for errors or omissions in any published material. Any work required to output it for use in ElectroLink is at the expense of the Advertiser/contributor.
7. All advertising material shall be delivered to the Publisher without expense to the Publisher. The Advertiser and/or its agent shall be liable for any expense incurred by the publisher endeavouring to secure advertising material subject to this agreement after the Advertising Deadline.
8. In the event of material not being supplied to the Publisher by the Advertising Deadline, the Publisher reserves the right to repeat the last used advertisement or compose substitute copy at its discretion and charge the agreed rate, plus production costs.
9. Production costs incurred by the Publisher as a result of any design, construction and layout request by the Advertiser shall be paid for by the Advertiser. The Publisher retains copyright on all material, advertisements, articles, information, images and design created by the Publisher.

INDEMNITY

1. The Advertiser/contributor warrants that the publication of any and all material (editorial and advertising) it submits to the Publisher will not infringe any right of any third party, that the material is true and correct and its use will not be misleading or deceptive, or likely to mislead or deceive.
2. The Advertiser/contributor indemnifies the Publisher for any costs (including legal costs), loss or damage to the Publisher which may result from the publication of material at the request of the advertiser/contributor.
3. An Advertiser booking advertising through an agent is jointly and severally liable to the Publisher for the payment of accounts for services provided to the agent on the advertiser's behalf.
4. Any advertiser liability is unaffected by the sale, transfer or termination of the business of the advertiser or by any change in the ownership thereof.

CANCELLATION

1. Any advertising booked may be cancelled unless specifically stated otherwise in the agreement.
2. Cancellations for any one issue must be in writing and will not be accepted for the magazine in production. The production period commences at 5.00pm on the mailing day of the previous magazine.
3. Cancellation of advertising cancels discounts on all advertising run in the 12-month period preceding the date of the cancellation. Where space falls below the volume stipulated in the agreement, the rate on completed advertising will be surcharged at the casual rate.

PAYMENT

1. Payment shall be made in full for all advertising run in any issue by the due date of 20th of the month following the date of invoicing for that issue. Advertising booked for more than one issue falls due as it is run.
2. Advertising not paid for by the due date will be liable for forfeiture of any discount or bonus awarded and the re-invoicing of advertising at the casual rate.
3. The advertiser is liable for collection fees, late payment charges and all costs of debt recovery.

DISPUTE

1. Any complaints must be received in writing no later than 10 days from the mailing date of the relevant issue of the magazine.