

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 electrotechnology 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.

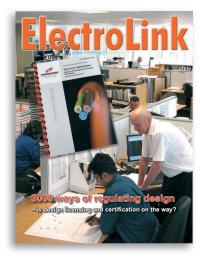
### **Cover Packages**

There are three cover or title page packages available with ElectroLink. These are the main cover of ElectroLink, the cover of Lighting New Zealand and the cover of ElectroLink's Industrial Automation section. Each makes a strong visual statement with its presentation, directing the reader to the accompanying cover story. The cover story provides a leadership position for a company to present its offer in a credible news format.

	COVER SIZE	COVER + 2 PAGES	
ElectroLink Front Cover	210 x 275	\$7430	(Includes cover image and headline on cover and a two page spread cover story)*
Industrial Automation Cover	210 x 275	\$5700	(Includes section cover image and headline, double page cover story, cover reference on main contents page)*
Lighting New Zealand Cover	210 x 275	\$5700	(Includes section cover image and headline, double page cover story, cover reference on main contents page)*

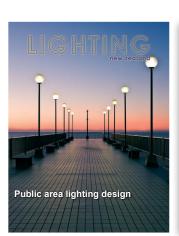
Note: All prices exclude GST.

\*Photography not incl.

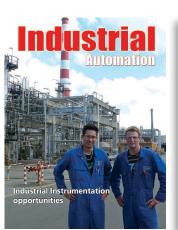




ElectroLink Cover Package









Lighting New Zealand Cover Package

Industrial Automation Cover Package

### **Text-Based Advertising**

Text-based advertising credibly presents information to the customer that gives them a greater understanding of a product or company and an insight into how this product or company can provide them with the solution they are seeking. A product's features and benefits can be explained and third party evidence offered as validation of value. Positive perceptions can be enhanced and barriers to sales overcome.

#### **Types & Rates**

PROFILING Single or double page, colour, presented in ElectroLink's news format and font. These company, product or project profile pages can be used to position, explain and create interest. It is not PR. 650 words with one colour photo. Editorial conditions and production charges may apply.	Single page: <b>\$2,850</b> Double page: <b>\$5,000</b>
COMPANION PACKAGE  Presented as a colour double page spread. 1 page display ad and 1 page integrated text ad combined. Provides for ongoing brand awareness and positioning along with quality product information, specifications, features and benefits. Editorial conditions apply. Production charges may apply.	\$5,225
OTHERS – Tailor made packages are available to suit all requirements.	Please inquire





ElectroLink Profile example

ElectroLink Companion package example

### **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.

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:**

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

<sup>\*</sup> The trim size of a full page is **210 x 275mm**.

### **Product Link advertising**

Product Link is a low-priced, product-only, text-based advertising format you can write yourself.

This new format gives you a direct voice to the industry where you can utilise your extensive product knowledge to promote the key advantages your product offers. It enables you to access ElectroLink's nationwide reader network and tell these customers exactly what they need to know about your product and why they should buy or specify it.

Product Link has its own section in the magazine and uses a modular layout format where the content, headline, author reference, logo and contact details are all in standardised locations to make information easier for the reader to take up and to lower the cost of the advertisement for you.

This modular format provides flexibility in promoting key product features and benefits using a combination of text, bullet-point panels and photos, making it easy to create your own ad.

Each advertisement is produced by Alpha Publishing at no additional charge where material meets the specification for Product Link. A fee will apply if Alpha is engaged to write the advertisement. Images and logo are to be supplied by the advertiser.

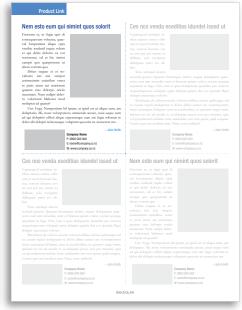
	CASUAL	6X	10X	WRITING CHARGE
Full page	\$2200	\$2100	\$2000	\$300
Half page	\$1500	\$1350	\$1200	\$250
Quarter page	\$900	\$800	\$700	\$200

Note: All prices exclude GST.

\*Photography not incl.







Full page Half page Quarter page

### **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.

### **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

### **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.