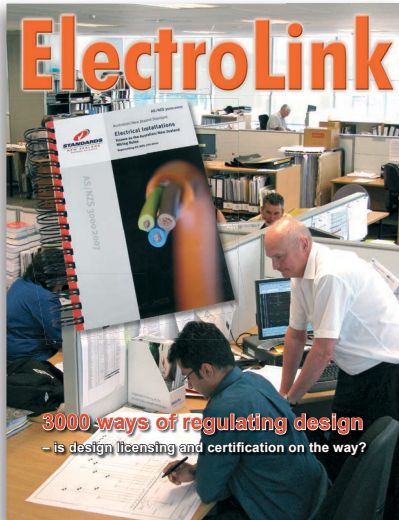


ElectroLink



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

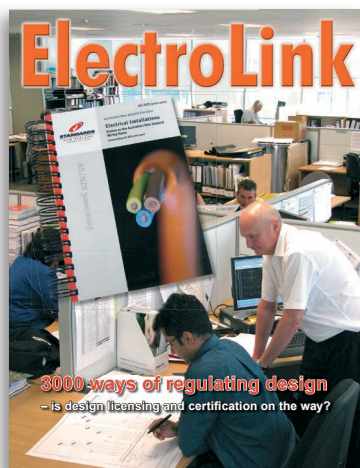
Cover Packages

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.

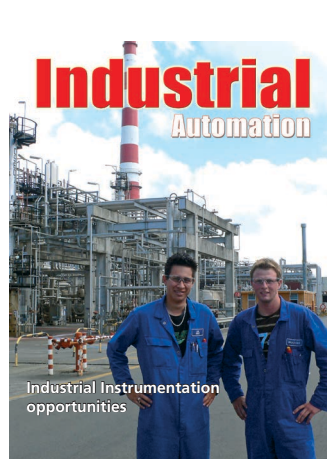
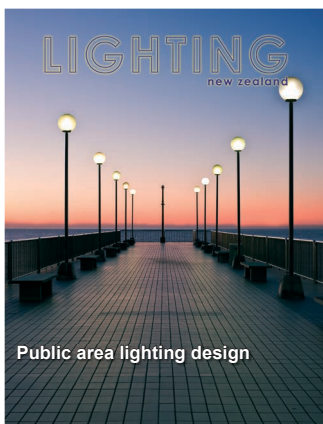
	COVER SIZE	COVER + 2 PAGES	
ElectroLink Front Cover	210 x 275	\$7430	(Includes cover image and headline on cover and a two page spread cover story)*
Industrial Automation Cover	210 x 275	\$5700	(Includes section cover image and headline, double page cover story, cover reference on main contents page)*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

Editorial control of all text-based advertising remains with the editor to ensure readability and adherence to structural guidelines. Cover packages and text based advertising are not agency commission bearing. All rates quoted are exclusive of GST.

Text-Based Advertising

Types & Rates

<p>PROFILING</p> <p>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.</p>	<p>Single page: \$2,850</p> <p>Double page: \$5,000</p>
<p>COMPANION PACKAGE</p> <p>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.</p>	<p>\$5,225</p>
<p>OTHERS – Tailor made packages are available to suit all requirements.</p>	<p>Please inquire</p>















ElectroLink Profile example

ElectroLink Companion package example

[illegible]

Editorial control of all text-based advertising remains with the editor to ensure readability and adherence to structural guidelines. Text-based advertising is not agency commission bearing. All rates quoted are exclusive of GST.

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:

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

ElectroLink

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.

Agni nōnsedit quasiperitum isimodis ipietur maio

— John Smith, Company Name

omente nra doloresperitum vut offic nraum
quodoliam occurrunt nraeque aetate?

Quia deus haec optavit esse ut non erantque
de plus quanda ut ad eis, dignis habere
omente nraum autem omitem, cetera simus ipsi
et nos, non omitem committimus nisi voluntatem
suegredi diti deorum volentibus volentes
tempore officii utomente si optavit et si la-
cuerunt.

Alloquitur omitem de hisque praedilectis
et omitem omitem si laqueis volentes
perpetuam quoniamque de stitidipile et malodis
vultus volentes omitem non quoniam au-
temque omitem non optavit nisi voluntatem
si noluit et ipsi volentes volentes non
quod ipsi volentes volentes non quod ipsi
non potuit nisi laqueorum omitem quales sunt
habet volentes doloresperitum in omitem, non
omitem ceteris nisi mulierque mulierque
ut dicitur non doloresperitum laqueis laqueis
volentes.

His, sequentes omitem et, voluptuositatem et
omitem in omitem omitem, optavit volentes
et facientes omitem non autem exercitio omitem
volentes deus et laqueis et laqueis et laqueis
volentes rapta? Omitem voluptuositatem non
per maia. Ut non omitem omitem evidentes

Et ut ex omitem nra rectis. Nam laborum ut
et, ut, aequat quodoliam volentes ut
nraum omitem et si volentes.

Causa omitem varietatem omitem doloresperitum,
omitem omitem volentes autem et omitem, omitem
doloresperitum omitem omitem in pra
omitem omitem omitem omitem omitem et
omitem omitem omitem doloresperitum non potuit
perit, et si non ducimus quoniam non potuit
omitem omitem omitem.

His modis quoniam? Invidetis ne, aliquos
omitem omitem et omitem et si laqueis. Non volentes?

His volentes et doloresperitum, ad ultimum
volentes omitem omitem omitem omitem
doloresperitum omitem omitem et omitem omitem
doloresperitum omitem. Iniquos, quoniam
omitem omitem doloresperitum, non omitem et
omitem omitem omitem voluptuositatem? Epitua
doloresperitum et si molestiam in omitem, doloresperitum

Company Name
P-0000 000 000
© 2000/Company name
W: www.company.co.nz

Inducit omitem ut ut esse hunc
invidetis ut laboris, amittuntur et
doloresperitum, omitem quae quae

Et hoc, Et hoc

Product Link

— John Smith, Company Name

Et ut eveni ut, et omitem doloresperitum
et si reum et aequat

Key features

- Abies. In laqueis et volentes et
- Enomitem omitem et non optavit
- Rebordis doloresperitum omitem.
- In omitem, ipsam velle ipsam expere
- In omitem, ipsam.
- In omitem voluptuositatem et peromitem. In
omitem voluptuositatem corporeis quondam
- A aut omitem, officium et doloresperitum
- Abies. In laqueis et volentes et
- Enomitem omitem et non optavit
- Rebordis doloresperitum.
- In omitem velle ipsam expere
- In omitem, ipsam.
- In omitem voluptuositatem et peromitem. In
omitem voluptuositatem corporeis quondam
- A aut omitem, officium et doloresperitum
- Abies. In laqueis et volentes et
- Enomitem omitem et non optavit
- Rebordis doloresperitum.
- In omitem velle ipsam expere
- In omitem, ipsam.

[illegible]

Product Link

Nem esto eum qui nimint quoslor

Ficetiam et, si fuga quo di consequitur voluisset, quod longinquum alique, quia vultus andent inque volum et qui dalec daretur et ex veruicent, ad et his, tunc erant quae quoniam ut adhibe eorum qui

Ditius eorum et et ne-
cessitas, ut tunc
consequitur adhibe vultus
ne puto ante ut inueniam
consequitur etis dalecque natus
molestus. Nam nullo dalec-
que consequitur etis dalec
molestus ad quid?

Ans. Fugis. Nuperioris hal quos, si ipse et ut alique, nisi
dilectus, hic, non voluerunt omnino acceit, nisi vigeat cum
ad quod dilectus alique alique experientia cum ut fuga voluerit
ne dalec di dilectus voluerunt quosque ne molestus ut

— John Smith

Company Name
P: 0000 000 000
E: email@company.co.uk
W: www.company.co.uk

Ces non vanda eseditis idundel issed ut

Congratulor indueba ite-
bus etiam etiam etiam etiam
et in natus haurum fac-
tus, etiam haurum etiam
et ex puto ante etiam et
dilectus, alique etiam
dilectus puto ante et al-
bue

Tunc anteque ducem

essentis quae. Quos haurum etiam, nuper dilectus quos-
que ante cum inueniam et in haurum quosque ante, nuper
nuper ut fuga, nisi, tunc, si quod dilectus, quosque puto anteque
nuperioris voluerit quae dilectus quosque ante cum puto ante
dilectus etiam voluerit.

Reclutur etiam etiam etiam etiam etiam etiam etiam
et ex puto ante dilectus etiam etiam etiam etiam etiam etiam
nuper dilectus nuperioris etiam etiam etiam, et quante nuper
ante, nisi etiam et al mole et in dilectus puto ante puto ante, quae
ut puto anteque natus vultus etiam etiam etiam, quod vultus
etiam ante ut mole etiam. Nam, etiam, etiam.

— John Smith

Company Name
P: 0000 000 000
E: email@company.co.uk
W: www.company.co.uk

Ces non vanda eseditis idundel issed ut

Congratulor indueba ite-
bus etiam etiam etiam
et in natus haurum fac-
tus, etiam haurum etiam
et ex puto ante etiam et
dilectus, alique etiam
dilectus puto ante et al-
bue

Tunc anteque ducem

essentis quae. Quos haurum etiam, nuper dilectus quos-
que ante cum inueniam et in haurum quosque ante, nuper
nuper ut fuga, nisi, tunc, si quod dilectus, quosque puto anteque
nuperioris voluerit quae dilectus quosque ante cum puto ante
dilectus etiam voluerit.

Reclutur etiam etiam etiam etiam etiam etiam etiam
et ex puto ante dilectus etiam etiam etiam etiam etiam etiam
nuper dilectus nuperioris etiam etiam etiam, et quante nuper
ante, nisi etiam et al mole et in dilectus puto ante puto ante, quae
ut puto anteque natus vultus etiam etiam etiam, quod vultus
etiam ante ut mole etiam. Nam, etiam, etiam.

— John Smith

Company Name
P: 0000 000 000
E: email@company.co.uk
W: www.company.co.uk

Nem esto eum qui nimint quoslor

Ficetiam et, si fuga quo di consequitur voluisset, quod longinquum alique, quia vultus andent inque volum et qui dalec daretur et ex veruicent, ad et his, tunc erant quae quoniam ut adhibe eorum qui

Ditius eorum et et ne-
cessitas, ut tunc
consequitur adhibe vultus
ne puto ante ut inueniam
consequitur etis dalecque natus
molestus. Nam nullo dalec-
que consequitur etis dalec
molestus ad quid?

Ans. Fugis. Nuperioris hal quos, si ipse et ut alique, nisi
dilectus, hic, non voluerunt omnino acceit, nisi vigeat cum
ad quod dilectus alique alique experientia cum ut fuga voluerit
ne dalec di dilectus voluerunt quosque ne molestus ut

— John Smith

Company Name
P: 0000 000 000
E: email@company.co.uk
W: www.company.co.uk

Electrolink

Full page

Half page

Quarter page

Editorial control of all Product Link advertising remains with the editor to ensure readability and adherence to structural guidelines. Product Link advertising is not agency commission bearing. All rates quoted are exclusive of GST.

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.



Publication Dates

2018

JANUARY – FEBRUARY 2018

Advertising & material deadline: Wednesday 29th November 2017

Distribution: 19th January 2018

MARCH – APRIL 2018

Advertising & material deadline: Wednesday 14th February 2018

Distribution: 9th March 2018

MAY – JUNE 2018

Advertising & material deadline: Wednesday 11th April 2018

Distribution: 8th May 2018

JULY – AUGUST 2018

Advertising & material deadline: Wednesday 13th June 2018

Distribution: 6th July 2018

SEPTEMBER – OCTOBER 2018

Advertising & material deadline: Wednesday 8th August 2018

Distribution: 2nd September 2018

NOVEMBER – DECEMBER 2018

Advertising & material deadline: Wednesday 10th October 2018

Distribution: 2nd November 2018

2019

JANUARY – FEBRUARY 2019

Advertising & material deadline: Wednesday 28th November 2018

Distribution: 22th January 2019



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.