

Advertising FAQs

Tuesday, 24 August 2010

How much does it cost to advertise in the Gulf News?

For our display advertising rates, contact sales@waihekegulfnews.co.nz . In addition to the standard rates, we have various specials and discounts available.

Classified advertising costs 15 words for \$5 or \$7 for 30 words (cash over counter price), with an additional cost of \$2.50 if ad is phoned or faxed. What are the deadlines?

Display advertising booking deadlines are normally 12pm Monday on the week of publication. You should also get your ad copy and/or instructions to us by that time. If we receive an ad after deadline we'll try our best to fit it in, but this can not be guaranteed.

Classified advertising deadlines are 4pm Tuesday of the week of publication.

Please note that we have earlier deadlines around public holidays. Keep an eye on this website or the Gulf News.

How do I get an ad made?

Visit the office in person, or fax or email your copy along with your contact details and address to advertising@waihekegulfnews.co.nz. Email is preferred. If you are including a picture or logo, you'll need to email it or bring it on disk or, if this is impossible, supply the original to be scanned.

We will email or fax you a copy of the ad for you to check, usually during Monday/early Tuesday.

Ad makeup is generally free, though we will charge for author changes (that is, changes made by the customer that were not specified on the original instructions – so make sure that the instructions that you give us are the ones you really want). Any factual errors made by our ad team will of course be fixed free of charge. Can I make my own ad?

Yes, you can supply camera ready copy, but it will need to be made exactly according to the specs. See our rates page for ad sizes. The artwork will need to be emailed or supplied on disk. It should be in CMYK colour, 300 dpi and PDF format, or an Illustrator EPS or AI (CS version or older). A good quality tiff or jpg is an acceptable alternative. We can not work with or open Microsoft Publisher files.

Download our detailed ad guide [here](#).

Advertising with Gulf News [Advertising rates and sizes](#)