

ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA

Here is an opportunity for you to extend your business by having your own site linked from Dive New Zealand or having your pages hosted on the Dive New Zealand site at realistic rates.

Our professional graphic artists and web designers produce fantastic advertisements in a variety of options:

- Static graphic advertisements
- Animated GIF advertisements
- FLASH Animated advertisements
- Full stand-alone web pages within our site
- Links to your web site in our pages

Dive New Zealand has advertising space available within the website. All advertising banners must adhere to the sizes shown below. Prices for banner ads vary depending on the type of banner and the pages they are displayed on. These rates are based on the various hit rates for each page of the site.

Banner ads can be booked to run for a minimum of 3 months and generous discounts are offered when the same ad is booked for 6 months or more. Allocation of homepage advertising will be managed by Dive New Zealand on a rotational basis if the demand requires it. A full table of rates, types of banners and pages available is provided below.

Definitions

Animation: Pictures or words that move on the screen. Animation should be used with caution, as overdoing it can tend to repel visitors rather than attract them.

Banner Ad: Website advertising which normally uses animation to attract people's attention. Ads will contain a link to either a different section of the website or a different website altogether. Paid banner advertising is sold on popular website, such as news sites.

Banner Requirements

Image Type: GIF, JPG, SWF (with links embedded)

Animation allowed: Yes

Resolution: 72 pixel/inch



The Pacific's Most Informative Dive Magazine

The magazine for New Zealand's 150,000-plus active divers

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07/09/07 - this information supersedes all previous advertising information documents

Banner Types

759X157
Full banner homepage/section (top)

579X157
Content Banner

212X70
Side bar banner (right)

Banner Rates

Website Links / Banners / Spot Options	Monthly Rates (ex. GST)
Advertising Spot on Dive New Zealand Home Page only	\$135.00
Sponsored page – your banner at the top of the page (if available)	\$95.00
Advertising Spot on Home Page and one Banner in a selected Category	\$190.00
Advertising Banner placed in one selected category only	\$65.00
Extra Banner in another category	\$50.00
Company Name and Link listed under one selected category	\$35.00
Each extra category listing	\$25.00
Setup and loading one off fee	\$19.95

Any artwork for banners etc not supplied attracts a fee. Please ask for a quote if required.

A 10% discount applies to a one year listing when billed once.

Please note pricing is per month only and excludes GST.

Links to your website

Your banner may contain a click through link to your web site. Links to your web site will be established when your banner advert and URL(no IP addresses) are provided to our Webmaster.