

# THE FLYER

FRANKTON'S LOCAL MONTHLY MAGAZINE

The Flyer is a locally produced, complimentary magazine focussed on all the best that Frankton and surrounds has to offer.

**Each monthly edition includes:**

- Local community stories / topical issues
- Local "Business of the month"
- Local events
- Business news and promotions
- Regular features including food, wellbeing, technology, travel, sport and more
- Your business! ...

**WHY BE INVOLVED?**

The Flyer provides direct marketing of your business to the local community.

- Be part of a local publication that locals love reading each month.
- Stand out from the rest and tell your local customers why you're the best.
- Bring your business to life in full colour and standout design.
- Get great returns on your advertising dollar with our low-cost advertising rates.

Speak to us about opportunities to submit editorial content. Need design? No problem, our design team is ready to create an ad that works for you. We're local and on hand to help.

**DISTRIBUTION**

We produce over 2,000 Flyers every month and distribute to central distribution stands in Frankton, Kelvin Heights, Lake Hayes, Arrowtown & Queenstown businesses and locations for readers to collect.

We also hand deliver copies to all businesses in Glenda Drive, Remarkables Park, Terrace Junction, Five Mile and Queenstown Central.

The Flyers are then delivered to houses in Lake Hayes Estate, Shotover Country, Quail Rise & Frankton Residential.

Locations of distribution stands is listed next to the map above. Stands will increase in numbers and locations as new Frankton developments are completed.

**CONTACTS**

**MANAGER**

Kate Harrison  
[03] 442 9698      manager@franktonflyer.co.nz

**SALES**

Kate      [03] 442 9698      manager@franktonflyer.co.nz  
Alison      021 955 695      advertise@franktonflyer.co.nz

**EDITORIAL**

Sue Fea      027 472 9447      sue@queenstown.co.nz

PRODUCED BY BRANDLAND  
www.brandland.co.nz



## IMPORTANT TECHNICAL SPECIFICATIONS

**All rates are for print-ready artwork.**

This term is used to describe a file that has all the specifications necessary to produce high-resolution printed output. Please follow the guidelines below when sending files.

We **DO NOT** accept **Microsoft Word, PowerPoint** or **Publisher files**. Please supply all artwork at 100% (actual size) in a high-resolution PDF format with images at 300dpi (we won't check image quality).

All colour files must be in CMYK mode (not RGB as this is used to represent colours on screen only).

Any adjustments or resizing of ads to make them print-ready may incur a charge.

All ads are printed full-colour at no extra charge.

Any extra design or amends will be charged at \$80 +GST per hour.

**PLEASE SEND PRINT-READY ARTWORK TO:**  
manager@franktonflyer.co.nz

**Need your advert designed?**

We are setting the standards high for The Flyer. That's why we have our own design team who are more than happy to design you a super cool advert! Design and alterations are only \$80 +GST per hour. 45 minutes (approximately) is usually the minimum time required.

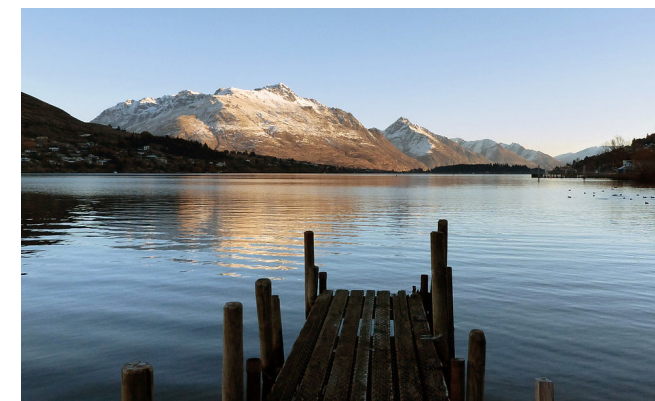
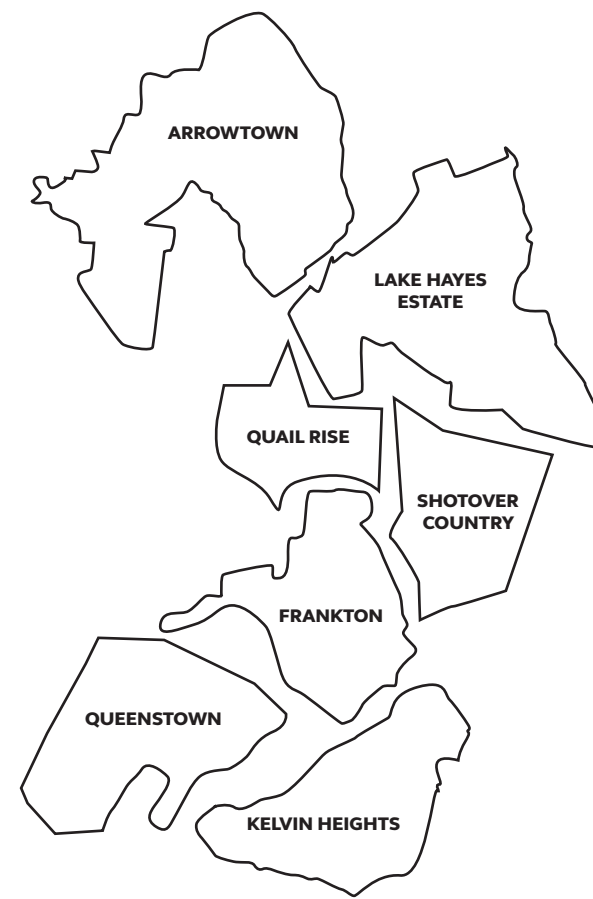
**What we need from you**

- Images and text to be included in your advert
- Any details about what your ad is pushing
- Contact details
- Have a think about catchy headlines!

**Deadlines**

Your sales representative will outline the deadlines for advertisements for each issue.

We go to print the weekend closest to the 1st of each month.



## WHERE TO FIND THE FLYER

**Arrowtown distribution stands are located at:**  
Arrowtown Dairy, Adamson Drive

**Lake Hayes distribution stands are located at:**  
The Hayes, Lake Hayes Estate

**Frankton distribution stands are located at:**  
Brandland, Five Mile  
Countdown, Five Mile  
Frankton Fish & Chips / NZ Post Shop  
Frankton Library  
Harbour Fish  
Super Liquor, The Landing  
Queenstown Events Centre  
Harvey Norman, Remarkables Park

**Kelvin Heights distribution stands are located at:**  
Kelvin Heights Golf Course

An online edition is available at [www.theflyer.co.nz](http://www.theflyer.co.nz)

Follow us on social media  
f @ @theflyerqueenstown

## PRICING

**Casual Rates**

Full Page	\$450 + GST
Half Page	\$300 + GST
Bottom Banner	\$200 + GST
Quarter Page	\$200 + GST
1/8 Page	\$125 + GST
Front Cover Banner	\$300 + GST
Inside Front Cover Banner	\$225 + GST
Back Cover Full Page	\$500 + GST

*All advertising is subject to availability*

App of the Month	\$350 + GST
Job Advert 1/8 Page	\$75 + GST

**Design**      \$80 + GST per hour

**Flyer Insert**

Be seen first! Have your advert individually printed and inserted into each Flyer magazine. Enquire today.

**Business of the Month**      \$600 + GST

This includes a professional write up with photographs and a full page designed by a qualified graphic designer. Upgrade your full page to a double page spread for just an extra \$250 +GST.

**Repeat Discount Rates**

Benefit from repeat exposure and cheaper rates when advertising for three or more consecutive editions. Contact your sales representative, phone us **03 442 9698** or email [sales@brandland.co.nz](mailto:sales@brandland.co.nz) for these special rates!

## ADVERTISEMENT SIZES WxH

<p><b>Full Page</b> 210mm x 297mm 3mm bleed \$450+gst</p>	<p><b>Half Page Vertical</b> 90mm x 273mm \$300+gst</p>	<p><b>Quarter Page</b> 90mm x 137mm \$200+gst</p>
		<p><b>1/8 Page</b> 90mm x 65mm \$125+gst</p>
		<p><b>Job Advert</b> 90mm x 65mm \$75+gst</p>
	<p><b>Half Page Horizontal</b> 186mm x 113mm \$300+gst</p>	<p><b>Front Cover Banner</b> 210mm x 55mm \$300+gst</p>
		<p><b>Bottom Page Banner</b> 186mm x 44mm 3mm Bleed \$200+gst</p>