

Welcome to the colourful Cook Islands News.



Cook Islands NEWS
AS SOLID AS THE ISLANDS WE STAND FOR

The national daily newspaper of the Cook Islands.

- Published mornings daily Monday to Saturday (six days) by Cook Islands News 2008 Limited.
- Tabloid format up to 16 pages Monday-Thursday, 16-24 pages Friday-Saturday.
- Net paid circulation 2350 copies daily by delivery and shop sales in Rarotonga. Includes distribution on outer islands with regular air services (Aitutaki, Mauke, Atiu and Mangaia).
- Readership estimated at 15,000-plus based on multiple readers per copy (minimum average 6.5 readers per copy)
- Primary medium for public notices, government announcements, land court, situations vacant, political news and sport.

Full colour

versus B&W



Black and White Advertising Rates.

ALL RATES EXCLUDE VAT (15%)

RETAIL RATES PER COLUMN CENTIMETRE	
1. Discounts apply up to 1000cm to be used within 8 weeks.	
2. All other volume contracts for 12 months.	
Volume (column-cm)	Cost per column-cm
Casual	\$4.10
0-250	\$3.50
251-500	\$3.00
501-1000	\$2.80
1001-3000	\$2.70
3001-5000	\$2.60
5001-10,000	\$2.50
Over 10,001	By negotiation

DEADLINE for material 48 hours prior to publication.

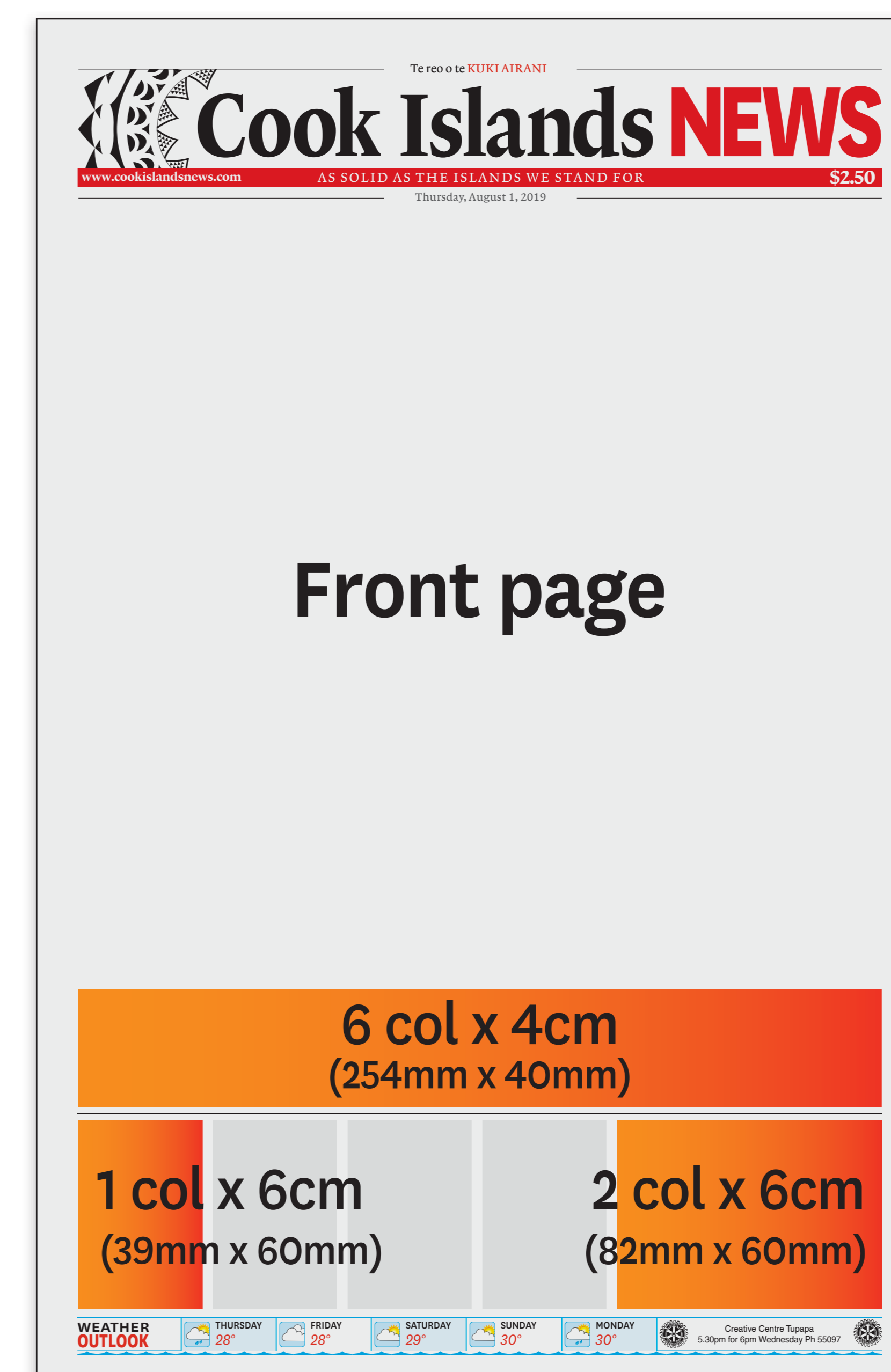
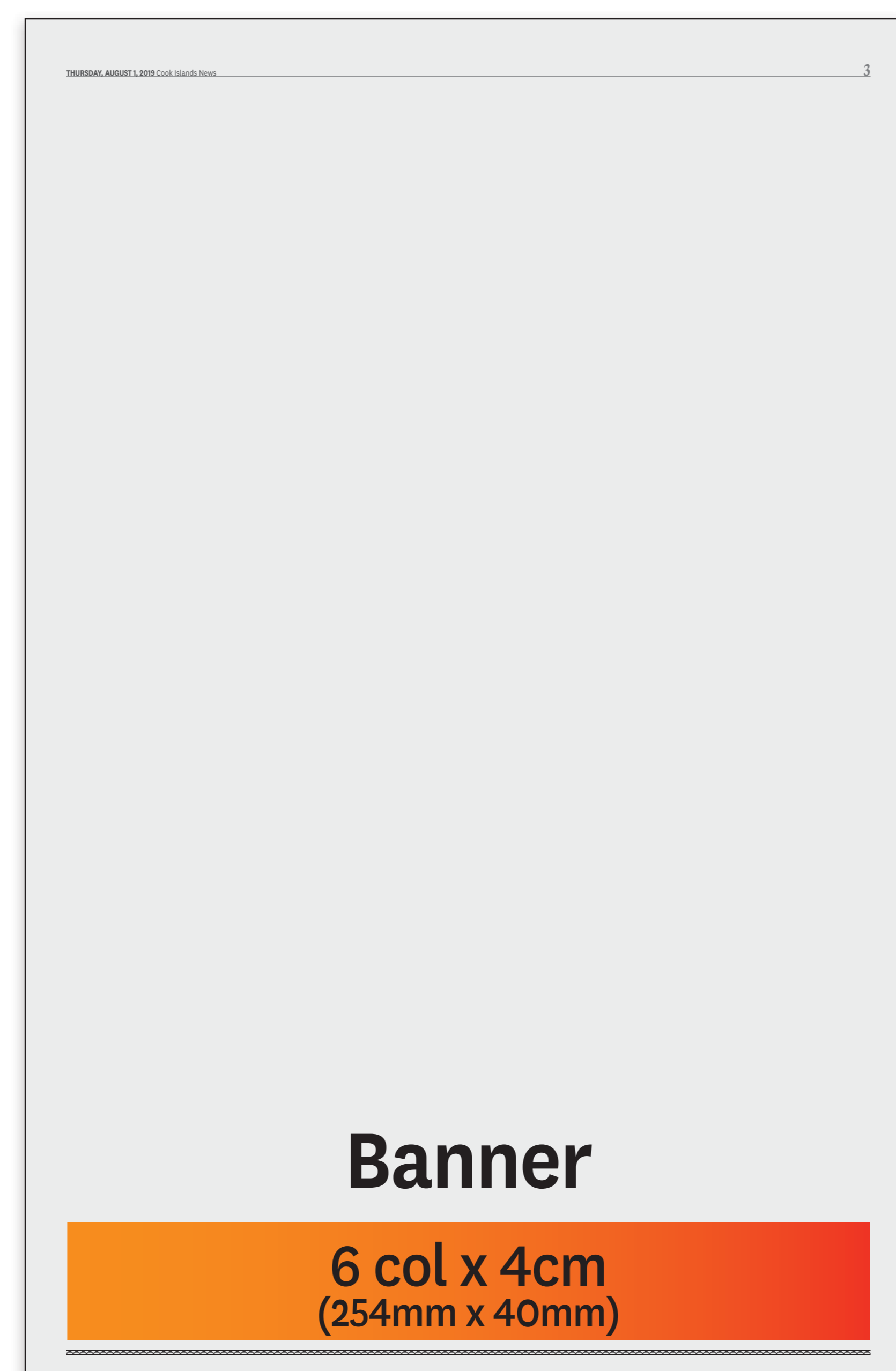
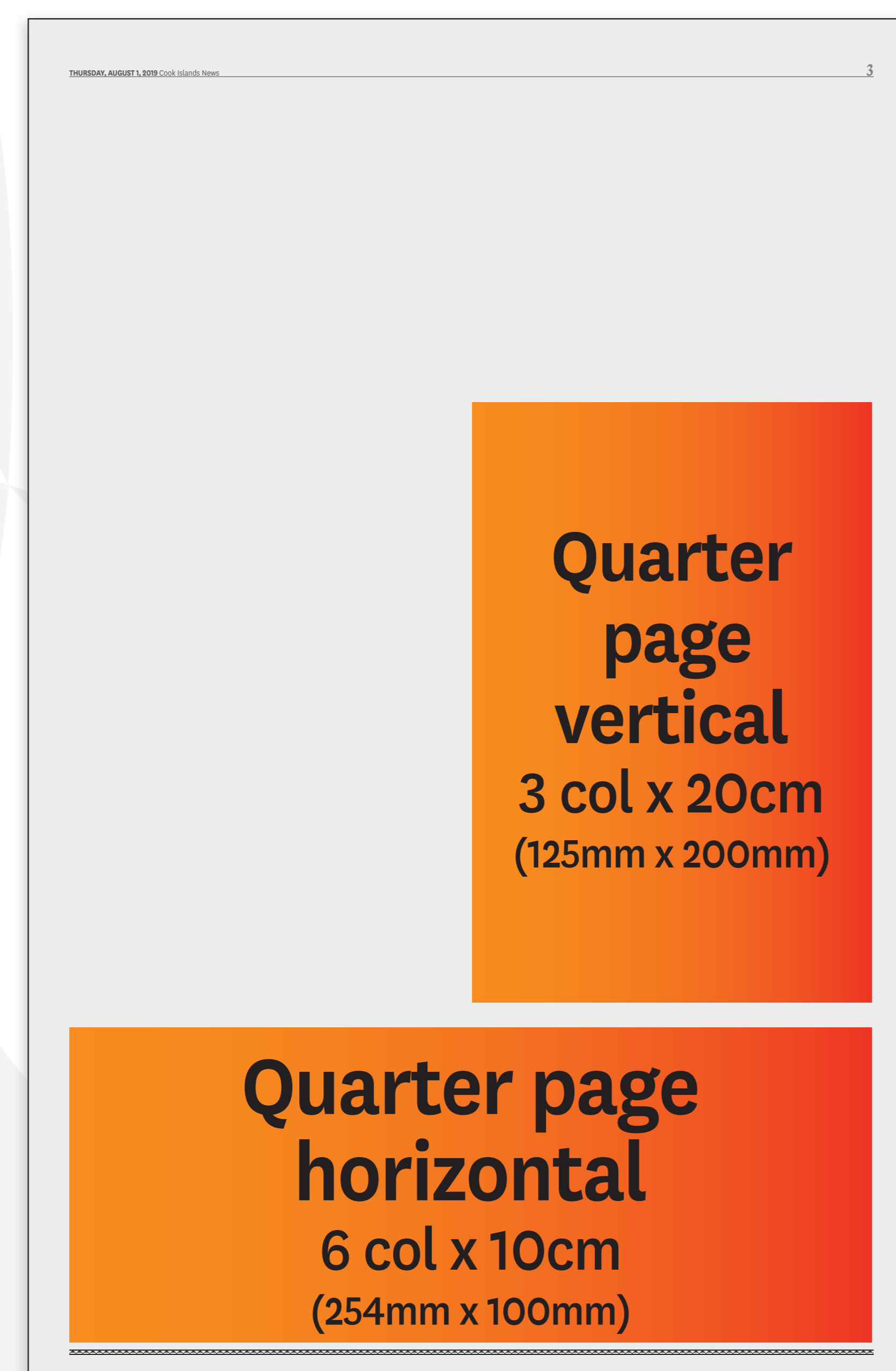
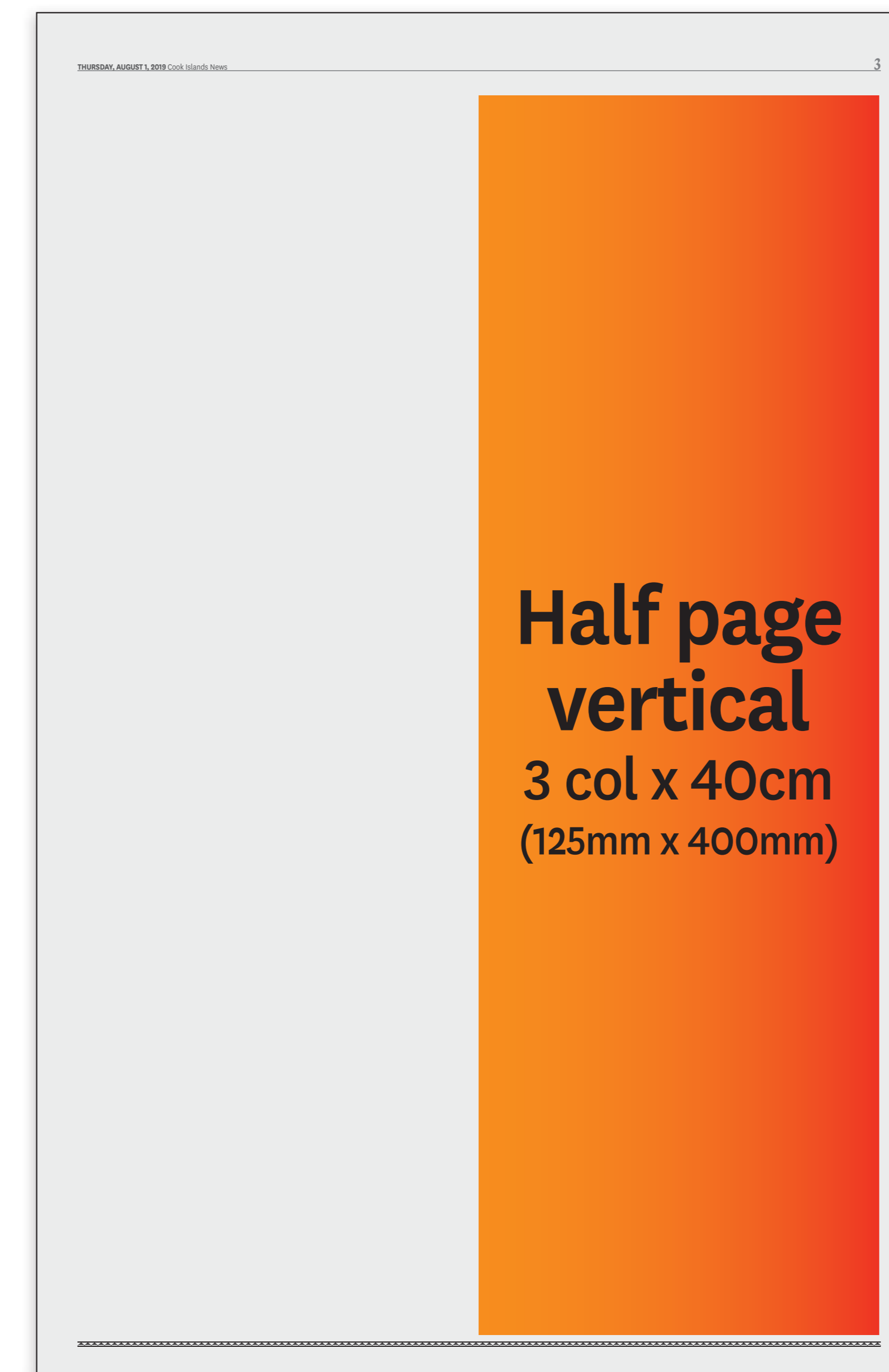
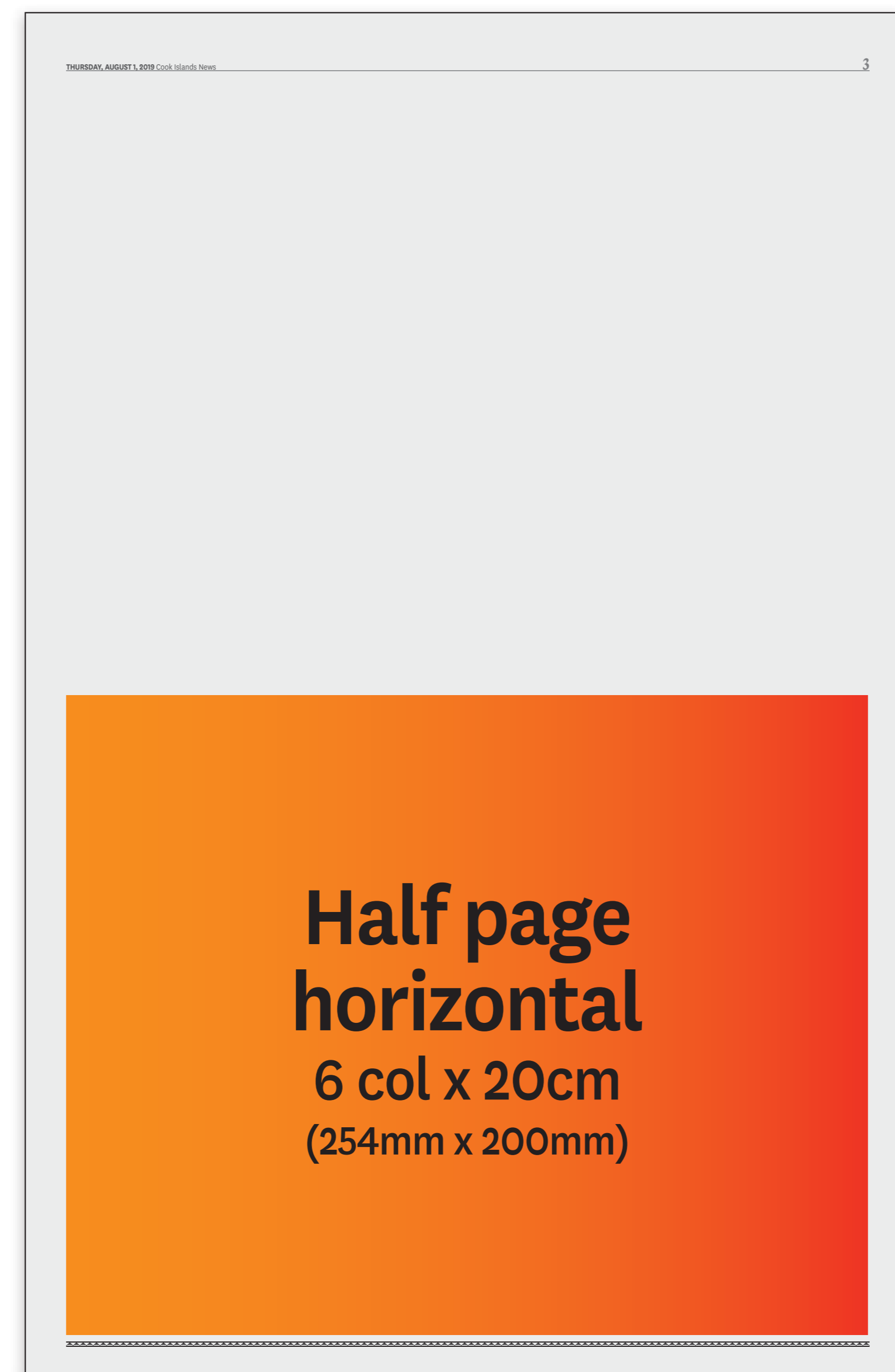
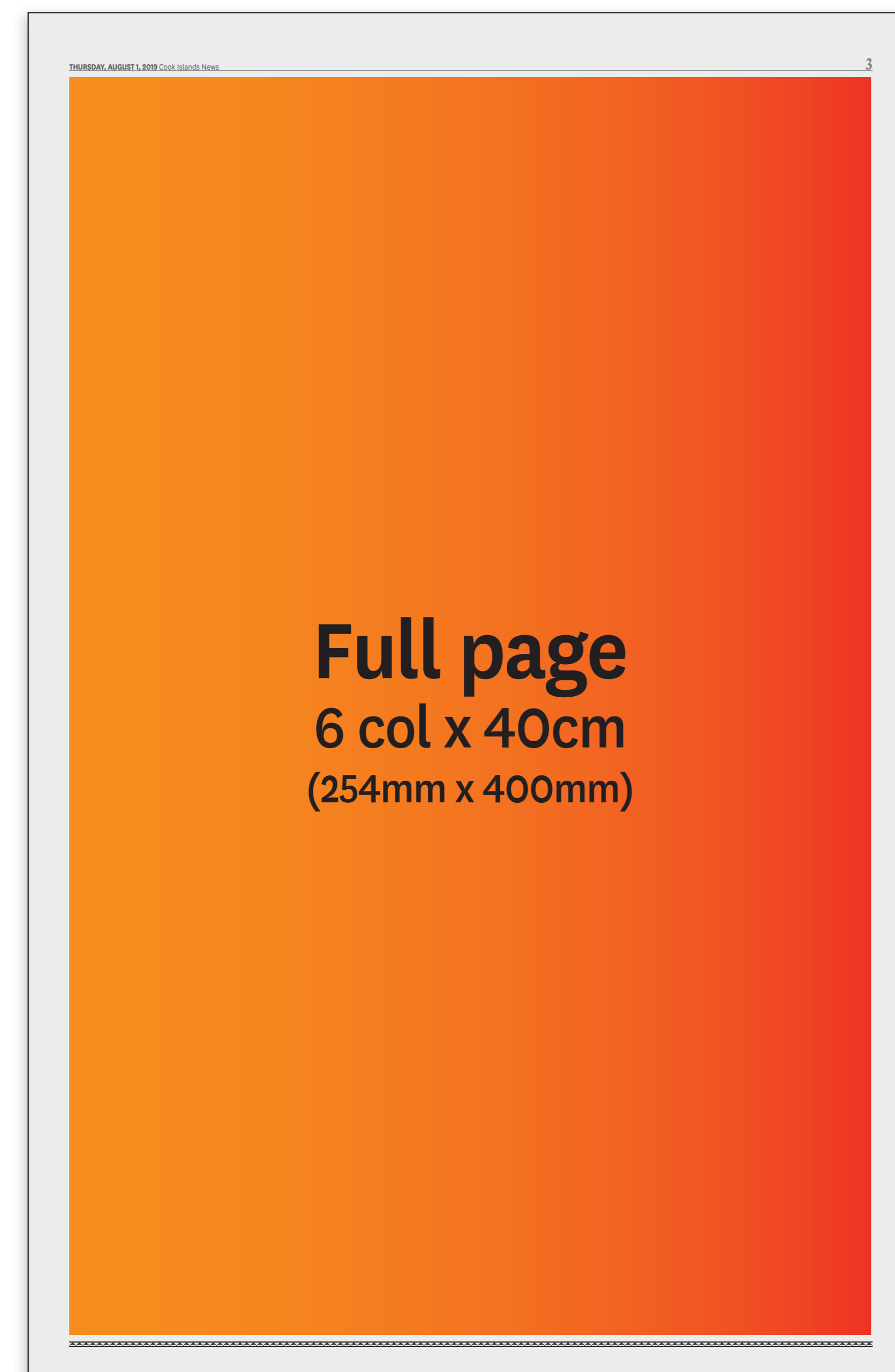
EXTRA CHARGES	
Front page loading	plus 50%
Advertorial	plus 20%
Preferred position	plus 20%
Spot colour	\$103.50
Tear sheet (PDF)	\$21.00
Production fee	From \$60 per advert
Cancellation fee	50%
Late fee	\$60.00
Loose inserts Mon-Fri	\$550.00
Loose inserts Saturday	\$670.00

CLASSIFIED ADVERTISEMENTS	
Run-on 1-15 words	\$7.00
Per 5 words extra	Add \$2.30
Display adverts	\$4.10 per cm, \$7.00 min.
Logos	\$7.00
Photos	\$11.50
Scans	\$7.00
Late fee	\$15.00
Cancellation fee	\$10.00
Tear sheet (PDF)	\$17.50

DEADLINE strictly 1pm day prior to publication

SIZES - 6 COLS COL-WIDTH 39mm GUTTER 4mm			
Double Page Spread	400mm	12col (534mm)	480 col-cm
Full Page	400mm	6col (254mm)	240 col-cm
½ Page Horizontal	200mm	6col (254mm)	120 col-cm
½ Page Vertical	400mm	3col (125mm)	120 col-cm
Pony	264.5mm	4col (168mm)	105 col-cm
¼ Page Horizontal	100mm	6col (254mm)	60 col-cm
¼ Page Vertical	200mm	3col (125mm)	60 col-cm
1/8 Page Horizontal	100mm	3col (125mm)	30 col-cm
1/8 Page Vertical	140mm	2col (82mm)	28 col-cm
Full Page Vertical Strip	400mm	2col (82mm)	80 col-cm
Other Sizes	140mm	4col (168mm)	56 col-cm
	100mm	2col (82mm)	20 col-cm
	100mm	1col (39mm)	10 col-cm

Here's your chance to show people your brilliant colours.



Full Colour Advertising Rates.

ALL RATES EXCLUDE VAT (15%)

FULL PAGE AND DOUBLE PAGE SPREAD	
40% Surcharge in addition to Casual or Contract rate:	
FP or DPS	+\$300
Half Page	+\$160
Quarter Page	+\$110

Plus production charge

FRONT PAGE	
Surcharge \$2.77 per Single Column Centimetre	
1 col x 6 cm	\$47.70 full colour
2col x 6cm	\$95.40 full colour
Banner 6col x 4cm	\$238.10 full colour

Plus production charge

BACK PAGE	
Surcharge 25%	
One size 6col x 10cm	\$495.10 full colour

Plus production charge

BACK PAGE EAR	
Top right corner 1col x 4cm	\$35 full colour

PREFERENCE PLACEMENT (PAGES 3 / 5)	
20% Surcharge in addition to Casual or Contract rate:	
FP or DPS	+\$360
Half Page	+\$192
Quarter Page	+\$132

Plus production charge

Special colour four-page wrappers and inserts

Gloss stock, white newsprint available by quotation.

Supplied material

- PDF files preferred (.pdf)
- All typefaces must be outlined i.e. converted to paths or fonts embedded.
- All colour advertisements must be CMYK.
- We prefer where practical .pdf format for entire advertisements and .tif or .jpg format for pieces of artwork.

Please phone +682 22999 and check if you are not sure.

ADVERTISING CONTACTS

Email: adverts@cookislandsnews.com

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COOK ISLANDS NEWS

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