

Advertising rates – Effective 01 January 2022

Print Ads: Advertising Name	Code	H x W (cm)	Columns	B&W \$ (with GST)	Colour \$ (with GST)
Full page	FP	38h x 26w	6	851	1131
half page (horizontal)	HPH	18.8h x 26w	6	465	618
Half page (vertical - full length)	HPVFL	38h x 12.8w	3	470	625
Half page (A4-vertical)	HPV	28.4h x 17.2w	4	468	623
1/3 page (horizontal)	1/3PH	10.8h x 26w	6	284	377
1/3 page (vertical)	1/3PV	18.8h x 17.2w	4	328	438
1/3 page (vertical - full length)	1/3PVFL	38h x 8.2w	2	332	442
1/4 page (horizontal)	1/4PH	14h x 17.2w	4	244	325
1/4 page (vertical)	1/4PV	18.8h x 12.8w	3	247	327
1/6 page (horizontal)	1/6PH	5.4h x 26w	6	150	200
1/6 page (vertical)	1/6PV	18.8h x 8.2w	2	174	232
1/6 page	1/6P	12h x 12.8w	3	166	221
3 x business card (horizontal)	3BCH	7.8h x 17.2w	4	144	193
3 x business card (vertical)	3BCV	16.2h x 8.2w	2	150	200
3 x business card (square)	3BCS	10.8h x 12.8w	3	150	200
2 x business card (horizontal)	2BCH	5.4h x 17.2w	4	100	133
2 x business card (vertical)	2BCV	10.8h x 8.2w	2	100	133
1 x business card (horizontal)	1BCH	5.4h x 8.2w	2	50	66
1 x business (vertical)	1BCV	10.8h x 4w	1	50	66

Digital Ads on www.trafnews.com

Advertising Name	Code	H x W (pixels)	Colour Mode	DPI	Colour \$ (with GST)
Top hero (www.trafnews.com)*	TH	250h x 970w	RGB	72	100
Top hero (www.trafnews.com) + design and set up by Traf News	THD	250h x 970w	RGB	72	140

*If you are supplying your digital ad to traf news, the file needs to be set up correctly (correct size, colour mode and resolution as stated above), with file exported as a .png or .jpg. if your artwork is supplied incorrectly, the \$40 additional design fee will apply.

Try Local First Business Feature on www.trafnews.com

Advertising Name	Code	Image H x W (pixels)	Colour Mode	DPI	Colour \$ (with GST)
Try Local First**	TLF	493h x 768w	RGB	72	150 per year

**Please supply us with your photograph, business name, short description of your business (30 words max) address, telephone number or email address, website or link to one social media page.