

INTERNATIONAL ADVERTISING RATES Nov-08

1. PRINT MAGAZINE

Size	Editions Depth x Width (mm)	Ad Size *	UK £ Rates				Can/US \$ Rates				Aus \$ Rates			
			UK	Can/US	Aus	World	UK	Can/US	Aus	World	UK	Can/US	Aus	World
1/32 page		32 x 45	£100	£55	£50	£205	\$200	\$110	\$100	\$410	\$250	\$138	\$125	\$513
1/16 page		66 x 45	£200	£117	£100	£417	\$400	\$234	\$200	\$834	\$500	\$293	\$250	\$1,043
1/8 page horizontal		66 x 92	£400	£178	£144	£722	\$800	\$356	\$288	\$1,444	\$1,000	\$445	\$360	\$1,805
1/8 page vertical		134 x 45	£400	£178	£144	£722	\$800	\$356	\$288	\$1,444	\$1,000	\$445	\$360	\$1,805
1/4 page		134 x 92	£750	£300	£288	£1,338	\$1,500	\$600	\$576	\$2,676	\$1,875	\$750	\$720	\$3,345
1/2 page landscape (bleed 153 x 220)		134 x 188	£1,500	£488	£480	£2,468	\$3,000	\$975	\$960	\$4,935	\$3,750	\$1,219	\$1,200	\$6,169
1/2 page portrait (bleed 307 x 110)		270 x 92	£1,500	£488	£480	£2,468	\$3,000	\$975	\$960	\$4,935	\$3,750	\$1,219	\$1,200	\$6,169
Full page (allow 10mm between image and trim)		297 x 210	£3,000	£750	£800	£4,550	\$6,000	\$1,500	\$1,600	\$9,100	\$7,500	\$1,875	\$2,000	\$11,375
Double page spread (not available in Australia)		297 x 420	£6,000	£1,500	n/a	n/a	\$12,000	\$3,000	n/a	n/a	\$15,000	\$3,750	n/a	n/a
Inside front cover (not available in Australia)		297 x 210	£3,200	£1,050	n/a	n/a	\$6,400	\$2,100	n/a	n/a	\$8,000	\$2,625	n/a	n/a
Inside back cover (only available in Australia)													\$2,000	
Outside back cover (when available)		297 x 210	£3,400	£1,125	£1,000	£5,525	\$6,800	\$2,250	\$2,000	\$11,050	\$8,500	\$2,813	\$2,500	\$11,000

* Trimmed page size 297mm depth x 210mm width, plus 5mm bleed. Artwork to be supplied as PDF file only, on disk or via email.

UK, Can/US & world artwork to be sent to: Fran Harvey: ads@newint.org Australian artwork to be sent to: Brian Loffler: brianl@newint.com.au

2. WEBSITE Rates per 1000 impressions (CPM)

Unique visits per month – 110,000 (Google Analytics Oct 2008)

Size	UK £ Rates		US/CAN \$ Rates		Aus \$ Rates	
	Niblog	Main	Niblog	Main	Niblog	Main
180px x 150px	£10		\$20		\$25	
300px x 250px	£15		\$30		\$40	
160px x 600px	£20		\$35		\$50	
728px x 90px		£20		\$30		\$40
468px x 60px		£12		\$18		\$26
Extra for geo-targeting: Fixed rate of US\$50 / Can\$50 / UK£25 / Aus\$65						

**Text only ads on the Courses Page.
(Title + 30 words + link)**

£200 per month

\$400 per month

\$500 per month

Ads need to be supplied as a web ready JPEG or GIF. Max file size 30kb Email michaely@newint.org for more information

3. INTERNATIONAL E-MAIL NEWSLETTER

9000 Sent Monthly (Oct 2008)

Courses and NGO Vacancies - 50-75 Words + Weblink £50 / US\$100 / Can\$100 / Aus\$125

4. DISCOUNTS

Please apply for Discounts when:

- You are a NGO/Non-profit
- Your print advert is in black and white
- You are placing more than one advert
- You want a print advert and a web advert.

Contacts:

Main web site and blog

Canada / US - newint@tsangmedia.com

Europe - tslock@terrylockmediasales.co.uk

Courses

michaely@newint.org

E-mail Newsletter

marketing@newint.com.au

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