

Advertisement Size / Price GUIDE 2025



Further information:

Half page black and white (A5) advert **\$110**

Half page colour (A5) advert **\$160**

**130mm x 196mm (portrait)
or 196mm (w) x 140mm (h) (landscape)**

A5 advertisements in colour on the front page **\$180**

Full page A4 colour advert **\$300**

196mm (w) x 283mm (h)

Full page A4 b/w page **\$210**

All \$15 adverts in the run-on format are CASH ONLY. All other adverts may be charged

Claim that Date is a community information column, so you can claim the date of upcoming events that your organisation is planning. The total cost for advertising in the column is **\$15** per date, which gets you in the Claim that Date column until the event takes place. There may be more than one event booked on each date.

Please note these sizes are a guide ONLY. All advert sizing is dependent on space available. The size guide is an approximation only, and adverts may be resized depending on space available.

The Blue Mountain Express is approximately 8 x A4 pages in size. The size of the BME can vary from week to week, at times going up to 12 x A4 pages. It is printed on A3 paper folded in half, printed with a colour cover. **Distribution is to almost 1000 households in the West Otago area**

NEW CHANGES

- if you specifically ask for your advert to be placed on the front page, there will be **an additional charge for this.**

- if you specifically ask for the backpage (full page colour), the cost for that is **\$350** - the backpage is available on a booking system. Please contact us if you would like to book a backpage.

The Blue Mountain Express

**Deadline for
advertisements**

Friday 5pm

The Blue Mountain Express is delivered to households in the township each Wednesday. It is delivered to our rural readers on Tuesday or Wednesday (depending on where you live)

Advertisements can be emailed to: bmexpress@xtra.co.nz, or dropped off at Idealprint, 45 Northumberland Street, Tapanui

\$15 run on adverts are cash only. All other boxed adverts may be charged to an account.

Advert sizes are shown on the opposite page - but are an approximation only, and may be altered depending on space available.

BLUE MOUNTAIN EXPRESS GENERAL ADVERTISING CONDITIONS

Every care will be taken to ensure the insertion of the advertisement in accordance with scheduled instructions, no liability is accepted for any loss occasioned by omission, misplacement or positioning of the advertisements.

Any advertisement which the management considers unsuitable for publication will be rejected.

There is limited space for colour advertisements, therefore we can not guarantee colour will be used if requested. You will be charged accordingly.

Disclaimer: Information, views or opinions expressed in the Blue Mountain Express originates from many different sources and contributors throughout the general community. Please note that content does not necessarily represent or reflect the views and opinions of the Blue Mountain Express or their affiliates.

Deadline: for all adverts is Friday 5pm.

50 x 63 mm (portrait)

\$25 B/w
\$45 Colour

Maximum Size

130 x 63 mm (portrait)

\$50 B/w
\$70 Colour

Maximum Size

**May also be double column ad
75 x 130.3mm (landscape)**

75 x 63 mm (portrait)

\$40 B/w
\$55 Colour

Maximum Size

95 x 130 mm (*landscape orientation* only)

\$65 B/w
\$80 Colour

Maximum Size