

TreeCropper

Official journal of the New Zealand Tree Crops Association

TreeCropper advertising

Targeted Marketing

Every reader of your advertisement is an enthusiastic tree cropper, keen to find quality suppliers. Also, at field days, public stalls and through our website, we regularly field enquiries from people wanting to source various goods. In the TreeCropper, you can be sure your advertisement is reaching potential customers.

Exclusiveness

TreeCropper advertisements are a directory for our readers. Advertising space is limited and only available to suppliers of products directly associated with tree cropping - with preference given to members or suppliers recommended by members. This means your advertisement and our magazine are not diluted with irrelevant copy.

Impact

We have limited the advertising space, a ratio of less than one advertisement per two-page spread - giving your advertisement prominence.

Longevity

Today's advertisement is not tomorrow's recycling. The TreeCropper contains a variety of technical articles and quality stories. Most of our readers file each issue in their reference library - meaning your advertisement is exposed indefinitely.

Quality

TreeCropper already has an established reputation for being a quality magazine, full of informative and practical advice. By association, the status of your advertisement and company is enhanced.

Goodwill

Your advertising revenue enables us to communicate and share knowledge on tree cropping developments. Your support will be noted, and reciprocated by our members.

*Targetted
exposure for less
than 5 cents*

www.treecrops.org.nz

Your potential customers are already contacting us through our website asking where they can buy supplies.

For just \$20 (per three months) can you afford to miss them?

We have approx. 5000 hits on our site every month.

Your TreeCropper advertisement is placed on our web site and linked to your URL (if available) but individual hit statistics are not collected.

List for FREE if you book four or more advertisements in the TreeCropper.

Sheryn Clothier - TreeCropper Editor

24 Bear St, Tirau. Tel: 07- 883 1898 or 027 4837 868 email: wordz@quicksilver.net.nz

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Advertising Rates

Option 1 - impact

Full process colour advertisement, printed on 115 high quality paper. **Only one advertisement per two page spread.**

5 cm high x 12.6 cm wide.

\$200

Option 2 - budget

Black and white advertisement, printed on 115 high quality paper.

5 cm high x 12.6 cm wide.

\$100

Option 3 - Inside back cover

Only two per issue - half page (9 cm high x 12.6 cm wide) - black and white on 150gsm cover paper.

\$225

Option 4 - Outside back cover

Only one per issue - full page (20.8 cm x 14.7 cm wide) - full process colour on 150 gsm cover paper.

\$550

All prices GST exclusive.

Invoices will be sent on publishing - payment required within 30 days.



**Put your advertisement
in front of the world
- for free**

Book your advertisement for four consecutive issues of the TreeCropper and we will also display it on our popular website for FREE

and

you will get a URL link to your own website

www.treecrops.org.nz

Deadlines

June issue - 30 April

September issue - 31 July

December issue - 31 October

March issue - 31 January

Publications delivered on or about the 1st of the month

Advertisements can be posted, emailed as as TIFF or jpeg at 300dpi or higher or send us your logo and details and I can create one for you.

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