

# Accelerate

## 2016-17 ADVERTISING INFORMATION & RATES

### What is *Accelerate*?

*Accelerate* is the official publication of MotorSport New Zealand which replaced the former MotorSport News newsletter in March 2016.

Published as an electronic magazine via an online platform, *Accelerate* covers a wide range of topics of interest to New Zealand's motorsport competitors, clubs, officials, volunteers and media, and the full range of the motor sports which come under MSNZ's jurisdiction in New Zealand and our sister sports like kartsport.

The magazine is also freely available for any motorsport enthusiast to subscribe to online simply because they're interested in the sport or wish to get into motorsport in some form.

### Distribution

*Accelerate* is distributed with a covering note and link to the online magazine via the MSNZ e-flag system to:

- Our 100 affiliated member clubs which are asked to forward *Accelerate* on to all their members
- Nearly 5,000 competition licence holders
- Nearly 1,300 officials

Via the [free online subscription list](#), *Accelerate* also reaches a growing number (currently 300) of competitors, club members, officials, volunteers, circuit managers, event organisers, photographers and journalists.

On average, for the first three issues, nearly 30% of the e-flag recipients have opened and read *Accelerate*, while more than 45% of the direct subscribers open and read each issue.



### magazineCALENDAR

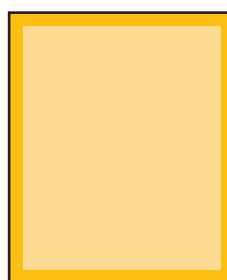
Issue	Booking deadline	Artwork/ content deadline	Publication date
Sept/Oct 2016	24 Aug	31 Aug	14 Sept
Nov/Dec 2016	9 Nov	16 Nov	30 Nov
Feb/Mar 2017	11 Jan	18 Jan	1 Feb
Apr/May 2017	15 Mar	22 Mar	5 Apr
Jun/Jul 2017	17 May	24 May	8 Jun

### advertisingRATES

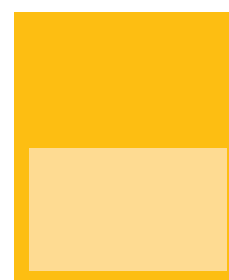
Full page.....	\$800
Half page.....	\$400
Quarter page.....	\$200
Eighth page, bottom strip.....	\$100

### sizeREQUIREMENTS

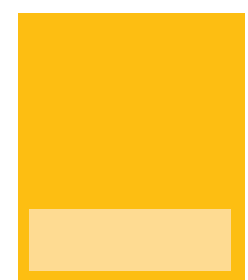
- Press-ready pdf is the preferred format.
- For bleed allow 3mm beyond trim.
- Supply in the correct size as illustrated.
- All digital files resolution set to 300dpi at the correct file size.
- All digital images will be accepted in .tif, .eps and .jpg formats. All vector images must be saved as an .eps with text converted to outlines.



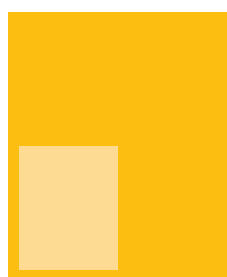
**Full Page**  
194x276mm  
216x303mm (w/bleed)



**1/2 Page**  
194x138mm



**1/4 Page Horizontal**  
194x67mm



**1/4 Page Vertical**  
92x130mm



**1/8 Page**  
92x63mm



**1/8 Page Strip**  
194x33mm

# BOOKING FORM

# Accelerate

## BUSINESS DETAILS

Contact Name:	Date:
Company Name:	Ref No:
Trading Name:	Phone:
Postal Address:	Fax:
	Email:
	Web:

## ADVERTISEMENT DETAILS

Advertisement Name:		
<b>Size</b>	<b>Price (incl. GST)</b>	<b>Issue(s) ad to appear:</b> <b>AUG/SEPT 2016</b> <input type="checkbox"/> <b>OCT/NOV 2016</b> <input type="checkbox"/> <b>DEC 2016/JAN 2017</b> <input type="checkbox"/> <b>FEB/MAR 2017</b> <input type="checkbox"/> <b>APR/MAY 2017</b> <input type="checkbox"/> <b>JUN/JUL 2017</b> <input type="checkbox"/>
Full Page - 194mmx276mm	<input type="checkbox"/> \$800	
Full Page with bleed - 216mmx303mm	<input type="checkbox"/> \$800	
Half Page - 194mmx138mm	<input type="checkbox"/> \$400	
Quarter Page Horizontal - 194mmx67mm	<input type="checkbox"/> \$200	
Quarter Page Vertical - 92mmx130mm	<input type="checkbox"/> \$200	
Eight Page - 92mmx63mm	<input type="checkbox"/> \$100	
Eight Page Strip - 194mmx33mm	<input type="checkbox"/> \$100	

## CALCULATE TOTAL

Total due	\$	Signature:
<hr/>		Date:        /        /
Print Name:		

## ADVERTISEMENT BOOKINGS AND ARTWORK

Please send all advertisement bookings and artwork by the due dates to:

Kate Gordon-Smith, Accelerate editor  
**Email:** [kate@relishcommunications.co.nz](mailto:kate@relishcommunications.co.nz)

Any technical queries with artwork, please contact  
[nick@creativemousedesign.co.nz](mailto:nick@creativemousedesign.co.nz)

An invoice for your advertisement will be issued by MotorSport New Zealand Inc. for payment within 14 days.

Any accounting queries, please contact:  
[gay@motorsport.org.nz](mailto:gay@motorsport.org.nz)

### Terms and Conditions

1. Rates are inclusive of GST and are quoted in NZ\$. 2. This contract is irrevocable and cannot be cancelled. 3. Rates do not include agency commission. 4. Rates apply to finished artwork supplied in correct specifications and formats, as required. 5. Please be aware payment is required 14 days of receipt of invoice.