



NZIFST Nibbles Advertising Rate Card

Nibbles is the fortnightly e-newsletter produced by NZIFST and sent to all members of the Institute plus those who have registered to receive it – total number of addresses 2000 approx.

Nibbles contains:

- Notices of events (workshops, conferences, seminars etc)
- Brief food industry related news reports
- Links to FoodNZ articles posted on the foodnz.co.nz website
- NZIFST Branch Event Notices
- Job vacancy advertisements.

Opportunity

An opportunity for advertisers exists to place either a graphic advertisement
OR

Illustrated advertorial, to include an image – photograph or brand logo.

Specifications

Graphic advertisement size: 600px wide by 150px deep. Ad will be linked to notified url.

Advertorial to be 250 words, image (diagram/logo/photograph) size no greater than 300px x 150. Link to notified URL from image/logo etc plus within text.

Material and URL to be received by anne@foodnz.co.nz on the Monday before Nibbles is distributed. Nibbles will be distributed every second Tuesday following 22 January 2019 until early December 2019 then recommence in 2020.

Availability

Only one ad/advertorial insertion is available per e-newsletter. Material will be placed in 'first page', ie visible on opening before scrolling, positioned at the discretion of NZIFST/Peppermint Press.

Prices - Commission Bearing	
1-3 insertions in a calendar year	\$400.00 per insertion
4- 6 insertions in a calendar year	\$375 per insertion
7-12 insertions in a calendar year	\$350 per insertion

Prices are quoted in \$NZ and GST exclusive. Commission Bearing prices on application.

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