



# Auckland Pride Guide

## 2019 PROGRAMME RATECARD

Auckland Pride 2019 will run from Friday 1 February until Sunday 17 February, right across the Auckland region.

The Festival's collectible, tabloid size, official Pride Guide is the biggest annual print publication targeting Aotearoa New Zealand's diverse Rainbow communities.

**Print quantity 20,000 copies** – nationwide distribution from mid-January via LGBTIQ+ venues and community organisations, libraries, cafés, retail stores, official Auckland Pride partners, plus distribution at major Festival events.

All registered Festival events receive a full listing in the Pride Guide – but if you want to stand out, it pays to advertise! A discounted rate is available to Auckland Pride Members and registered Festival and Parade participants.

### Finished Programme

56+ full colour pages  
287mm x 400mm (W x H)

### Artwork

Please supply a high resolution PDF, all fonts converted to paths or embedded.  
All images to be CMYK or greyscale and no less than 300 DPI.

No crops or bleed required.

Please email artwork to: [festival@aucklandpride.org.nz](mailto:festival@aucklandpride.org.nz)

### Full Page

Finished size: 255mm x 367mm (W x H, no bleed)

Standard rate \$2300 + GST

Registered discount \$1840 + GST

### Half Page

Finished size: 255mm x 181mm (W x H, no bleed)

Standard rate \$1150 + GST

Registered discount \$920 + GST

### Quarter Page

Finished size: 125mm x 181mm (W x H, no bleed)

Standard rate \$575 + GST

Registered discount \$460 + GST

### Booking Deadline

Thursday 20 December 2018, 5pm

### Artwork Deadline

Tuesday 8 January 2019, 5pm

### Payment Details

Full payment is required on booking advertisement to confirm.

### To advertise, please contact:

**Julian Cook**

**Festival Director**

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