

Fieldays®

# Make your mark at Fieldays<sup>NZ</sup> 2024

NZME - proud publisher of NZ's official Fieldays publication

## ■ Fieldays<sup>NZ</sup> Focus

→ free to over 71,000 Farmers

Distributed free to over 71,000 farmers Monday 27th May 2024\*

The Fieldays Focus is the official Fieldays publication.

Delivered free of charge to farm mailboxes nationwide with maps, the full exhibitor list and news surrounding the event, the Fieldays Focus is an ideal way to advertise your products and services directly to audiences headed to Fieldays.

### YOUR DETAILS

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

MOBILE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CONTACT: \_\_\_\_\_ POSITION: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

### DEADLINES

#### Fieldays Focus

**Booking deadline:** 12 noon, Friday 12th April 2024

**Copy/Artwork:** 10am Thursday 19th April 2024

**Distribution date:** Monday 27th May 2024

### CONTACT

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### ○ Fieldays Focus

AD SIZE: \_\_\_\_\_ PRICE: \_\_\_\_\_ PREMIER POSITION:\*

\*Publications are delivered throughout the w/c Monday 27th of May 2024

# Fieldays<sup>NZ</sup> Focus

**Booking deadline:** 12 noon, Friday 12th April 2024 **Material deadline:** 10am Thursday 19th April 2024

**Distribution date:** Monday 27th May 2024

**FIELDAYS FOCUS IS A NEWSPRINT TABLOID SIZE PRODUCT**

## Standard Positions



**Full Page**  
366mm (d)  
x 254mm (w)

\$5775



**Half Page (horizontal)**  
182mm (d)  
x 254mm (w)

\$3675



**Half Page (vertical)**  
366mm (d)  
x 126mm (w)

\$3675



**Quarter Page (Island)**  
182mm (d)  
x 126mm (w)

\$2415



**Eight Page**  
90mm (d)  
x 126mm (w)

\$1,365



## Premier positions



**Inside front cover DPS (page 2&3)**  
366mm (d) x 530mm (w)

\$9,345



**Page 4 full page**  
366 (d) x 254 (w)

\$6,563



**Page 7 1/2 page**  
182mm (d)  
x 254mm (w)

\$3,990



**Page 8 1/2 page** **Page 9 1/2 page**  
182mm (d) 182mm (d)  
x 254mm (w) x 254mm (w)

\$3,990  \$3,990



**Inside back cover DPS**  
366mm (d) x 530mm (w)

\$6,563



**Outside back cover full page bleed**  
BLEED 395 (d) x 285 (w)  
TRIM 385 (d) x 275 (w)  
LIVE 366 (d) x 254 (w)

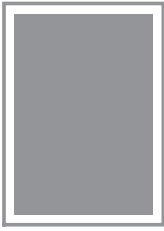
\$7,245

# Fieldays<sup>NZ</sup> Focus FILE SPECIFICATIONS

**Booking deadline:** 12 noon, Friday 12th April 2024 **Material deadline:** 10am Thursday 19th April 2024

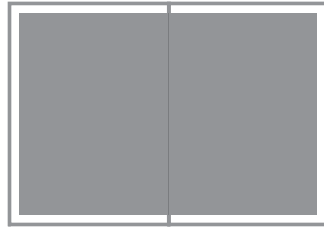
**Distribution date:** Monday 27th May 2024

## FIELDAYS FOCUS IS A NEWSPRINT TABLOID SIZE PRODUCT



### Full page

366mm (d) x 254mm (w)



### DPS Non Bleed

366mm (d) x 530mm (w)

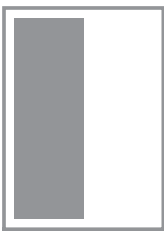
\*Please leave text free 20mm gutter in centre



### Half page

(horizontal)

182mm(d) x 254mm (w)



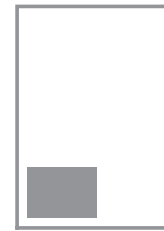
### Half page (vertical)

366mm (d) x 126mm (w)



### Quarter page (Island)

182mm (d) x 126mm (w)

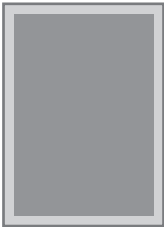


### Eighth of a page

90mm (d) x 126mm (w)



## BLEED AD SIZES



### Full page bleed

Live - 366mm (d) x 254mm (w)

Trim - 385mm (d) x 275mm (w)

Bleed - 395mm (d) x 285mm (w)



### DPS

Live - 366mm (d) x 530mm (w)

Trim - 385mm (d) x 550mm (w)

Bleed - 395mm (d) x 560mm (w)

\*Please leave text free 20mm gutter in centre

## Fieldays Focus - Specifications - Newsprint

- WAN-IFRANewspaper26v5 (colour profile).
- PDF (PDF/X-1a:2001), (fonts embedded).
- All colours converted to CMYK.
- For advertisements made up in Illustrator convert text to paths and save as a PDF.
- Text reversed in multi-coloured work should not be set below 12pt sans serif and 4-colour type.
- Small reversed type with fine serifs should be avoided at all times.
- Minimum size 8 points, sans serif.
- Image Resolution: Mono 1200 dpi. Contone 200-250 dpi.
- Ink Density: Total ink coverage of 220% max. Black ink limit is 95%. A solid black should only have one other colour running at no more than 75%.
- Overprinting: Objects not intended to overprint are to be set at 99% or less of solid colour.
- Dot Gain: Dot gain is 30% in the 50% dot area. Anything greater than 80% will print solid. Max of 75% in shadow. Highlights set at 5% with 0% for catchlights. Single solid colours not intended to print solid are not to exceed 75%.

Official print partner of **Fieldays<sup>NZ</sup>** **THE COUNTRY** **NZME.**

ALL DIMENSIONS ARE DEPTH x WIDTH

# Fieldays®

## ACCEPTABLE USE

New Zealand Agricultural Fieldays® and Fieldays® are registered trade marks. Before planning your advertisements and promotional activity in the lead up to Fieldays, please take the time to read through our logo specifications which simply and clearly explain how to use our logo to promote your presence.

We encourage all exhibitors to use the Fieldays word and/or logo trade marks to promote their presence at the Fieldays event in accordance with our brand guidelines. The following guidelines are basic guidelines only. Please accept the Fieldays Brand Guidelines Agreement in the Exhibitor Portal to download full brand guidelines and logo pack for use in promotions

The following are acceptable uses for the word Fieldays in advertising:

- Fieldays®
- New Zealand Agricultural Fieldays®
- Fieldays® at Mystery Creek® Events Centre

Examples of use:

- We're heading to Fieldays® in November - come and see us at stand F81 from 12 June - 15 June 2024
- Fieldays® specials now available - come and see us at stand F81, 30 12 June - 15 June 2024

When space allows, use of the Fieldays® trade mark should be accompanied by an exhibitor's site details. Only if there is insufficient space will exclusion of site details be acceptable.

## MULTIPLE USE OF FIELDAYS NAME IN MATERIAL

Always use the registered trade mark symbol ® with the first and most prominent appearance of the Fieldays® mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the ® symbol with each subsequent appearance of Fieldays in the same piece of material.

In relation to websites, always use the registered trade mark symbol ® with the first and most prominent appearance of the Fieldays® mark on a website home page, each top level website page, and on all website pages that are externally linked.

## UNACCEPTABLE USE

Using the Fieldays brand outside 12 June - 15 June 2024 without prior agreement Fieldays in body copy without the ® symbol in the first instance of the word New Zealand Agricultural Fieldays in body copy without the ® symbol in the first instance of the word Mystery Creek (when used in relation to Fieldays®) in body copy without the ® symbol in the first instance of the word

- Fielddays
- Field Days
- The Fieldays
- Mystery Creek Fieldays
- Mystery Creek Field Days
- Hamilton Fieldays
- Hamilton Field Days
- Waikato Fieldays
- Waikato Field Days
- Not including a call to action to visit site: Fieldays specials now available. Get in early to avoid disappointment! Fieldays specials, now available in store.
- Multiple use of Fieldays name in material

Always use the registered trade mark symbol ® with the first and most prominent appearance of Fieldays® in a particular piece of printed or electronic material. If this is done, it is not necessary to use the ® symbol with each subsequent appearance of Fieldays

## PROMOTION OF ATTENDANCE AT FIELDAYS EVENT

When space allows, use of the Fieldays® trade mark should be accompanied by an exhibitor's site details; for example, as an invitation to readers to attend the Fieldays® event:

- Come and see us at stand [No.] Fieldays®, 12 June - 15 June 2024, Mystery Creek

Only if there is insufficient space will exclusion of site details be acceptable.