



www.up2scrap.co.nz

NZ's one & only  
papercrafts  
magazine

New address details as of 01/12/08!

Summerhill Shopping Centre, Cnr Ruapehu and Aokautere Drives  
PO Box 12188, Palmerston North 4444, New Zealand



www.up2scrap.co.nz

Phone: +64 6 357 7547

Fax: +64 6 357 7548

NON-CASUAL RATES BASED ON FOUR INSERTS

Email: up2scrap@fusiongroup.co.nz

## 2009 ADVERTISING RATES CARD

<b>Ad placement:</b> 1/4 page (90mm wide x 125mm tall)	\$440 <input type="checkbox"/>	1/2 page vertical (90mm wide x 260mm tall)	\$765 <input type="checkbox"/>
1/2 page horizontal (175mm wide x 125mm tall)	\$765 <input type="checkbox"/>	Full page (210mm wide x 297mm tall + 3mm bleed)	\$1330 <input type="checkbox"/>
Right side strip (70mm wide x 260mm tall)	\$645 <input type="checkbox"/>	Additional left side* (70mm wide x 260mm tall)	\$440 <input type="checkbox"/>
Inside covers (210mm wide x 297mm tall + 3mm bleed)	\$1580 <input type="checkbox"/>	Back cover (210mm wide x 297mm tall + 3mm bleed)	\$1840 <input type="checkbox"/>
Classified B&W (restricted to 50 words + contact details)	\$75 <input type="checkbox"/>	"Chocolate File" (strawberry, blueberry, apricot delight)	\$108 <input type="checkbox"/>
<b>Web ad:</b> Home page (under mag cover 230 x 100 pixels, per quarter)	\$240 <input type="checkbox"/>	Other web pages (top right, 230 x 100 pixels, per quarter)	\$120 <input type="checkbox"/>

Advertising rates quoted on this rates card are based on the price per ad based on placing five insertions/annum and are exclusive of GST. All ads must be supplied as high resolution, full colour pdf files, print ready except for web which are to be supplied as 72ppi RGB jpeg files as per size above. If advertisements are supplied that require file formatting or design work, extra charges are applicable. Please discuss your requirements with our sales support staff or send an email to up2scrap@fusiongroup.co.nz \*Additional left side strips are only available to those already booked for the right side strip.



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CASUAL RATES BASED ON 'ONE-OFF' INSERT

Email: up2scrap@fusiongroup.co.nz

## 2009 ADVERTISING RATES CARD

<b>Ad placement:</b> 1/4 page (90mm wide x 125mm tall)	\$495 <input type="checkbox"/>	1/2 page vertical (90mm wide x 260mm tall)	\$845 <input type="checkbox"/>
1/2 page horizontal (175mm wide x 125mm tall)	\$845 <input type="checkbox"/>	Full page (210mm wide x 297mm tall + 3mm bleed)	\$1520 <input type="checkbox"/>
Right side strip (70mm wide x 260mm tall)	\$730 <input type="checkbox"/>	Additional left side* (70mm wide x 260mm tall)	\$495 <input type="checkbox"/>
Inside covers (210mm wide x 297mm tall + 3mm bleed)	\$1820 <input type="checkbox"/>	Back cover (210mm wide x 297mm tall + 3mm bleed)	\$2240 <input type="checkbox"/>
Classified B&W (restricted to 50 words + contact details)	\$85 <input type="checkbox"/>	"Chocolate File"	\$125 <input type="checkbox"/>
<b>Web ad:</b> Home page (under mag cover 230 x 100 pixels, per quarter)	\$265 <input type="checkbox"/>	Other web pages (top right, 230 x 100 pixels, per quarter)	\$138 <input type="checkbox"/>

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Advertising Booking Sheet for placement in:  
Up2Scrap® 2009/2010

Phone: +64 6 357 7547    Up2Scrap c/o Fusion Design Group  
 Fax: +64 6 357 7548    Summerhill Shopping Centre  
 Email: office@up2scrap.co.nz    Cnr Ruapehu and Aokautere Drives  
 Web: www.up2scrap.co.nz    PO Box 12188, Palmerston North 4444  
 Blog: http://up2scrap.typepad.com    New Zealand

Client Name \_\_\_\_\_

Name of business/organisation \_\_\_\_\_

Physical address \_\_\_\_\_

Postal address \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email/Web \_\_\_\_\_

Ad size requested:	1/4 page	\$	<input type="checkbox"/>	1/2 page vertical	\$	<input type="checkbox"/>
	1/2 page horizontal	\$	<input type="checkbox"/>	full page	\$	<input type="checkbox"/>
	Inside front/back	\$	<input type="checkbox"/>	Back cover	\$	<input type="checkbox"/>
	Right side strip	\$	<input type="checkbox"/>	Left side strip*	\$	<input type="checkbox"/>
	Classified	\$	<input type="checkbox"/>	"Chocolate"	\$	<input type="checkbox"/>
	Web (home page)	\$	<input type="checkbox"/>	Web (other pages)	\$	<input type="checkbox"/>

*NB: All prices exclusive of GST*

*\*Left side strips only available to those booking right side strip as well - see Rates Card.*

design new ad according to digital/hard copy supplied

ad supplied, mac disc (floppy, zip or CD) as eps/pdf/tiff file to spec. size

Additional comments re ad content \_\_\_\_\_

Material supplied by client: \_\_\_\_\_  
(photos, discs etc.)

Dates of Insertions:

July/Aug 2009       Sep/Oct 2009       Nov 2009/Jan 2010

Feb/April 2010       May/June 2010

Date of booking \_\_\_\_\_

Payment excl. GST \_\_\_\_\_

Payment incl. GST \_\_\_\_\_

25% deposit (non refundable) \_\_\_\_\_

I/we, the undersigned, have read and understood the terms of this contract with Fusion Design Group Ltd, (the publisher of Up2Scrap®) for advertising in \_\_\_\_\_ 2009/2010. I/we ensure to the best of our knowledge that the information supplied by us the advertiser is correct, accurate and copyright free.

Signed and dated by client \_\_\_\_\_

## TERMS & CONDITIONS FOR INCLUSION IN UP2SCRAP®

### It is agreed...

1. All information collected will only be used by Fusion Design Group Ltd (the publisher) for 2009/2010 issues of Up2Scrap™, unless authorised otherwise in writing.
2. Standard of skill, care and diligence:
  - 2.1 Fusion Design Group Ltd shall perform its services in accordance with the reasonable standard of skill, care and diligence subject to any financial, physical, time or other restraints imposed by the client or necessarily resulting from the nature of the engagement.
  - 2.2 The client will be requested to sign a proof of the advertisement prior to printing the publication. This proof must be returned within 5 days. The client will tell Fusion Design Group Ltd as soon as possible within 5 days of signing this proof if there is an error or omission in the advertisement that the client has placed. After 5 days any claim is deemed waived.
  - 2.3 Fusion Design Group Ltd will not be held liable for errors or omissions arising from the client giving incorrect instructions, or in any circumstance where a proof has been submitted and approved by the client either verbally or in writing.
3. Content of advertisement:

In accepting an advertisement (including a notice) for publication, and in publishing it Fusion Design Group Ltd is doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:

  - (a) that the advertisement does not contain anything that is:
    - misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986;
    - that is defamatory or indecent or which otherwise offends against generally accepted community standards;
    - that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights.
  - (b) that the advertisement complies in every way with the Advertising Code of Practice issued by the Advertising Standards Authority Inc. and with every other code or industry standard relating to advertising in New Zealand.
  - (c) publication of the advertisement will not give rise to any liability on our part or in a claim being made against Fusion Design Group Ltd.
  - (d) to cancel an advertisement a cancellation number must be obtained from Fusion Design Group Ltd. The 25% booking fee is not refundable and bookings cancelled less than 5 working days prior to print production of the magazine will be invoiced in full.
4. Fusion Design Group Ltd will not be liable for losses for:
  - (a) the commercial performance of the project in respect of which the works have been commissioned;
  - (b) any loss or damage arising by reason of any delay in completion of the project;
  - (c) any loss of profits; or
  - (d) any indirect or consequential loss or whatever nature.
5. Remuneration:

All payments shall be made to Fusion Design Group Ltd. A tax invoice will be sent on receipt of this Contract for the 25% deposit and then the remaining amount will be invoiced after printing and release of each publication. Balance of same will be required 15 days following invoice date. All debt recovery costs will be met by the client. Interest at 7% may be incurred on overdue accounts and will accrue.

All quoted prices are either in NZ dollars and exclusive of GST.