

New Zealand Miniature Horse Association Inc



Tinytales

Advertising Rates Conditions of Advertising Copy Deadline & Publication Dates

Advertising Rates (NZMHA Members)

| | | | |
|-----------------------------|-------|---|------|
| Front Cover - Colour | \$150 | Half Page - Colour | \$40 |
| Back Cover - Colour | \$100 | Half Page - B&W | \$30 |
| Inside Front Cover - Colour | \$100 | Quarter Page - Colour | \$25 |
| Inside Back Cover - Colour | \$85 | Quarter Page - B&W | \$15 |
| Centre Pages (2) - Colour | \$150 | Classifieds (Max 25 words, 12 per page) | \$5 |
| Centre Pages (2) - B&W | \$80 | Ad Preparation – Per page | \$30 |
| Other Pages - Colour | \$80 | Stallion Directory Ad | \$40 |
| Other Pages - B&W | \$60 | | |

- All rates inclusive of GST
- All rates doubled for non-NZMHA members and commercial (ie. non-horse) advertisers
- No Advertisement will be run unless payment is received prior to the copy deadline

Goods and Services Tax (GST): All amounts are inclusive of GST – if you are registered for GST and require a Tax Invoice please retain a copy of this document for your records as it becomes a Tax Invoice when paid.

Conditions of Advertising:

Horses:

- All advertised horses must be registered with NZMHA with the horses NZMHA registration number supplied to the Editor.
- Horses used for reference (eg. sire, dam, sibling, progeny or get) must have "REFERENCE ONLY". Reference horses must be registered with an approved Miniature Horse Registry and the registration numbers must be supplied.

Shows and Awards:

- Only show results from NZMHA approved shows are acceptable in advertisements. Where the show result or award is not from an NZMHA or an NZMHA Affiliated Club Show the name of the show or organisation who awarded the place or award must be included in the advertisement. All awards advertised must include the year won and the category (either A or B).

Advertisement Copy:

- While correspondence from NZMHA members is welcomed anonymous correspondence will not be printed or responded to. Names can be withheld upon request. Letters containing personalised issues will not be printed.
- All black & white articles and advertisements must be provided typed and print ready or the Ad preparation fee paid.
- All submitted material will be returned with the following issue of Tinytales.

Disclaimer:

- NZMHA reserves the right to refuse publication of letters, articles or advertising that it considers inappropriate, misleading, open to misinterpretation or not in the best interests of NZMHA, its Members or the aims and objectives of NZMHA.
- NZMHA reserves the right to edit and/or correct any statement that it considers misleading or inaccurate.
- While every effort is made to ensure the accuracy of any claims neither NZMHA nor the Editor assume any responsibility for the accuracy of any claims. In the event of a claim being found to be inaccurate, neither NZMHA or its representatives including NZMHA Council and the Editor will be held liable in any way what so ever.
- The opinions expressed do not necessarily represent those of NZMHA, NZMHA Council or the Editor.



Copyright:

- Articles reprinted from other publications must have the permission of the copyright holder provided.

Covers:

- The covers of two issues are reserved each year for the National Show winners (April/May/June issue) and Hi-Point/Gelding Incentive winners (July/August/Sep issue). The winners of these are offered the covers first at the normal rates for the position being offered. Should they not take up the offer the covers are available for general advertisers.
- Other covers are issued on a first come basis however preference will be given to advertisers requesting the cover over a request from an advertiser who has had a cover of any of the previous six issues (excluding those who are automatically offered the reserved covers above) regardless of when the request is received.
- Requests for covers must be received in the period after the copy deadline of the previous issue and before the copy deadline of the next issue eg. requests for the cover for the Sep/Oct/Nov issue must be received after June 2nd but on or before August 16th.

Stallion Directory Ads:

- Cost is \$40 and you will get an eighth of a page, colour advertisement in the July/August/Sep and the Sep/Oct/Nov issues of Tinytales.
- You will be sent one proof to check all details and make any necessary changes before it goes to print.
- Your horse must be registered with NZMHA & must be in your name or you have a lease agreement lodged with the registrar.

Copy Deadlines & Publication Dates:

| <u>Issue</u> | <u>Copy Deadline</u> | <u>Publication Date</u> |
|---------------------|--------------------------|-------------------------|
| Feb / March / April | 2 nd January | Beginning February |
| April / May / June | 16 th March | Mid April |
| July / Aug / Sept | 2 nd June | Beginning July |
| Sept / Oct / Nov | 16 th August | Mid September |
| Dec / Jan / Feb | 2 nd November | Beginning December |

All advertisements that miss the deadline will run in the next edition unless a specific request not to is included with the advertisement.

