

In real-time, **wares.co.nz** provides daily, up-to-the-minute news, the latest research, and the heads-up on major breaking stories as they occur.

wares.co.nz is published by Marketplace Media, a New Zealand based publishing house with a stable of three Business-to-Business magazines serving three retail industries: *New Zealand Hardware Journal*, *NZ Outdoor Power Equipment* and *Wares* magazine.

wares.co.nz provides advertisers with additional exposure, outside of print campaigns, directly onto the desktops of buying groups and retailers, both in New Zealand and internationally.

Utilising an advanced content management system, **wares.co.nz** can provide advertisers with complex traffic tracking statistics across every aspect of the site.

wares.co.nz will be updated daily and a bi-weekly e-newsletter will also be distributed to our subscriber base.

WARES.CO.NZ OFFERS YOU...

- Free access to new and archived news stories and feature articles
- Free registration for the e-newsletter
- Industry jobs advertised
- Free diary of events, functions and conference coverage across the industry.



WEBSITE ADVERTISING



Example of advert shapes and positioning within the website

Advertising runs on a 3 monthly contract with the option of changing out ads on the 1st of each month.

Material deadline is the 20th of the month prior to change.

WEB AD SPECIFICATIONS

Advertisement Type	Advert Size (pixels width x height)	Maximum File size	Rich Media
Banner	950 x 90	50kb	Yes
Island	300 x 250	50kb	No
Skyscraper	160 x 600	50kb	Yes
Tile (medium)	150 x 300	50kb	No
Tile (small)	200 x 80	50kb	No

All ads are to be supplied with at least a one pixel line border

ACCEPTED FILE TYPES

Accepted creative formats include: GIF, JPEG, PNG, SWF, HTML and third party redirects (please supply JavaScript tags). All other types of rich media are subject to approval and require more time for testing.

If supplying a Flash creative you must also supply a backup GIF or JPEG to serve to users who do not have the Flash plug-in.

E-NEWSLETTER ADVERTISING



NEWSLETTER AD SPECIFICATIONS

Advertisement Type	Advert Size (pixels width x height)	Maximum File size	Rich Media
Tile (medium)	150 x 300	20kb	No

All ads are to be supplied with at least a one pixel line border

ACCEPTED FILE TYPES

We only accept GIF and JPEG as creative in our newsletters. Rich Media is not compatible with all email programmes and may be blocked by our subscribers 'spam' filters.

Example of advert shapes and positioning within the newsletter

All adverts are to be sent to: ads@marketplacemedia.co.nz

FOR ADVERTISING ENQUIRIES PLEASE CONTACT

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