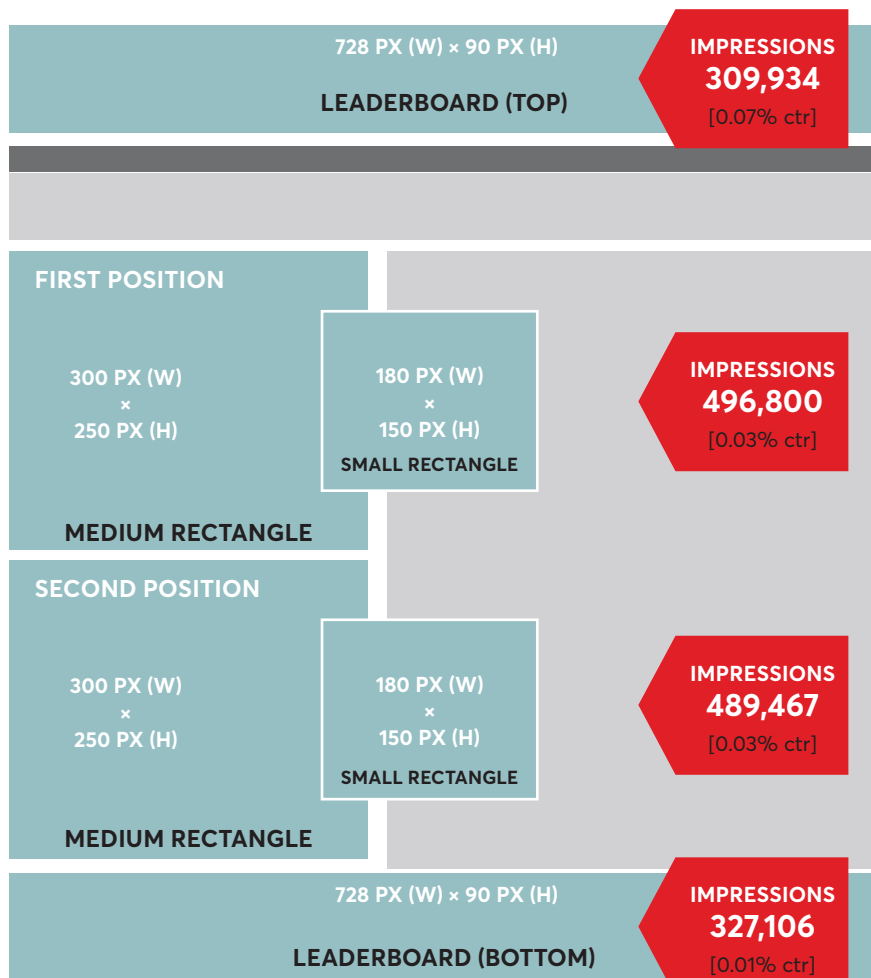




build

BUILDING KNOWLEDGE

www.buildmagazine.co.nz



1 Jan 2022 to 31 Dec 2022

Rates (per month and exclusive of GST)

AD TYPE	SIZE	CASUAL	6 MONTHS	12 MONTHS
Leaderboard (top)	728 px (w) x 90 px (h)	\$770	\$720	\$670
Medium rectangle	300 px (w) x 250 px (h)	\$460	\$410	\$360
Small rectangle	180 px (w) x 150 px (h)			
Leaderboard (bottom)	728 px (w) x 90 px (h)	\$610	\$560	\$510

POSITIONS

LEADERBOARDS display when the browser is 768 pixels or more wide. They can be:

- top – above the navbar/header
- bottom – above the footer.

MEDIUM RECTANGLES appear on article pages in the left column when the browser is at least 768 pixels or below the article when the browser is under 481 pixels.

SMALL RECTANGLES appear in the left column when the browser width is 481 to 767 pixels.

SHARE OF VOICE

A maximum of three advertisements will appear in each advertising position, sold on a first-come basis.

FILE SETTINGS

Please supply the following material:

IMAGES All artwork to be RGB colour, flattened with no transparency layers. Recommended minimum resolution is 72 dpi.

SIZES All dimensions in pixels, width by height:

- Leaderboard 728 px by 90 px.
- Medium rectangle 300 px by 250 px.
- Small rectangle 180 px by 150 px.

FORMAT Artwork should be JPEG, PNG or GIF.

SIZE Artwork must not exceed 150 KB.

HYPERLINKS Supply a complete URL with image.

DEADLINES

Bookings close on the 15th of the previous month. Material is due by the 20th of the previous month.

WHERE TO SEND MATERIAL

Email the image and URL link by the 20th to buildadverts@branz.co.nz

Advertising sales

We are happy to provide assistance and answer questions in booking your digital advertising for *Build online*. Contact Jonathan Taggart to discuss your requirements.

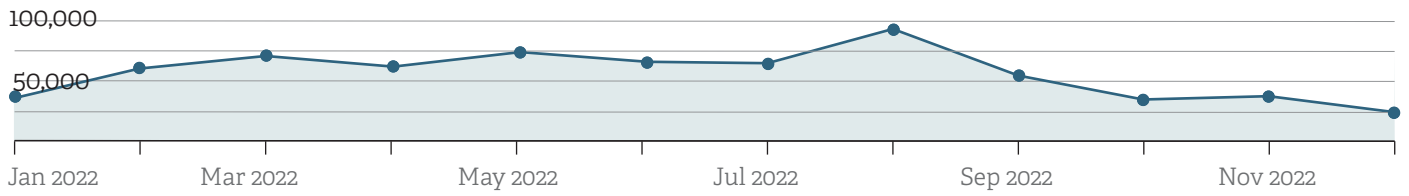
Jonathan Taggart

T: 027 269 8639

E: jonathan.taggart@branz.co.nz

Unique page views

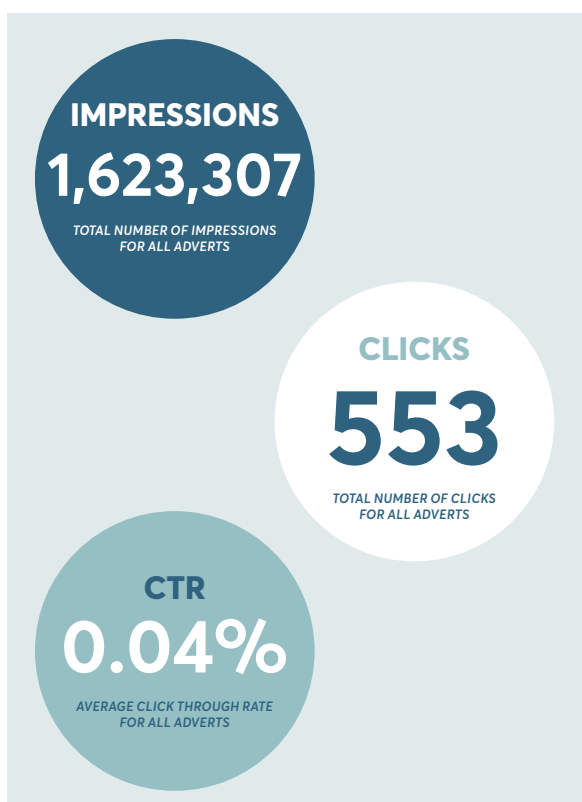
• Page views



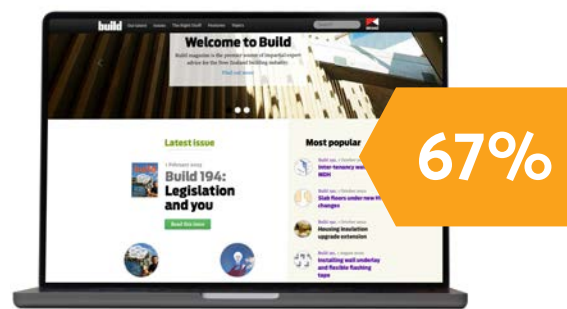
Pages



Online visitor data



Profiles of users

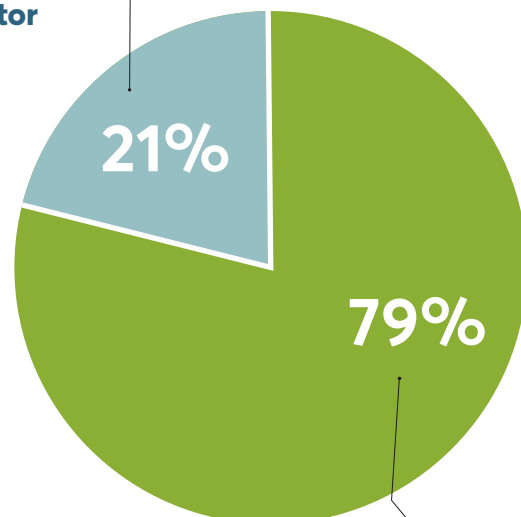


DESKTOP



MOBILE

Returning visitor



New visitor