

Specifications

SHAPE	DIMENSIONS HxW**	TYPE OF ADHESIVE*
Square	76mm x 76mm	Dot / Stripe
Circle	74mm x 74mm	Dot
Car	60mm x 74mm	Dot
House	74mm x 74mm	Dot
Love Heart	74mm x 74mm	Dot
Flag	74mm x 74mm	Dot
Rugby Ball	60mm x 74mm	Dot
Popcorn	72mm x 72mm	Dot

* Dot adhesive fastens the entire surface area of the AD-hesive to the paper. Strip adhesive runs in two parallel lines on opposite sides of the AD-hesive.
 ** All jobs must include dielines with 3mm bleed.

MATERIAL DEADLINES

BOOKING DEADLINE:
4 weeks prior to publication
 MATERIAL DEADLINE:
2 weeks prior to publication
 CANCELLATION DEADLINE:
3 weeks prior to publication

AD-hesive Creative Options

You can use up to nine colours on your AD-hesive. Printing on the reverse constitutes as one colour.

Proofs, Requirements and Formats

- Send an up to date proof (thermal, laser or pdf). If a proof is not supplied you may incur additional costs in producing one. This is to ensure that all information has transferred correctly. If the file has been transferred electronically then a pdf should be supplied for our visual.
- Where possible use the following applications: Latest versions of Freehand, Quark Xpress, Illustrator, Indesign, Photoshop.
- Files being originated in a PC environment may create some difficulty. Provide an original file plus a macintosh compatible illustrator file/eps with all fonts converted to paths/curves. If your file includes colours to be printed as special colours, and not C, M, Y, K mixes, please select these colours from the pantone library.
- Include all linked EPS and/or TIFF files.
- Supply all photoshop files unflattened (psd, dcs).
- Do not trap your files, our prepress will add spreads and chokes as required for the relevant print processes.

CONTACT DETAILS

For further information and pricing, please contact your APN Account Manager on 09 373 6004 or the APN Sales Manager Alex Lawson on 09 373 6400 xtn 8387.

* Selected editions/newspapers.

TERMS AND CONDITIONS: One AD-hesive note advertiser per issue and limited to two issues per week for The New Zealand Herald, and one insert per week for both Herald on Sunday and The Auckland. Subject to availability and editorial approval. APN promotional rate offers do not apply to AD-hesives. The current positions available for the AD-hesive note are: The New Zealand Herald front cover – right hand side of masthead; Herald on Sunday front cover – bottom right corner; The Auckland front cover – bottom right corner (see your Account Manager for possible editions); APN Regional Newspapers front cover (Northern Advocate, Whangarei Report, Hamilton this week, Bay News and Christchurch Star); Broadsheet – right hand side of masthead front cover; Tabloid – middle of the front page. Not available with any Newspaper Advertising Bureau (NAB) packages. All other APN New Zealand Publishing advertising terms and conditions apply



The New Zealand Herald

HERALD ON SUNDAY

Auckland

APN REGIONALS

presspak

AD-HESIVE NOTES

THE ULTIMATE VISIBILITY AND IMPACT FOR YOUR ADVERTISING MESSAGE



**See your message on the front of
The New Zealand Herald, Herald on Sunday,
The Aucklander* or APN Regional Newspapers*.**

The AD-hesive notes range gives you the opportunity to make your message stand out. With a choice of colours, shapes, materials and speciality products, you can increase the impact of your advertising. AD-hesive notes also provide the opportunity for you to measure the response rate of your advertising using technology such as barcodes, scratch off pads and scrambled messages.

WHY CHOOSE AD-HESIVE NOTES?

- Exclusive position
- High visibility
- Interactive
- Direct response driver
- Repositionable notes have a long life cycle



Library shapes



POPCORN
74mm x 52.967mm



SPORTS
58mm x 74mm



LOVE HEART
74mm x 73.236mm



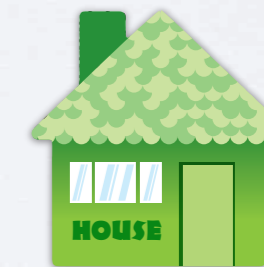
FLAG
74mm x 57.203mm



CIRCLE
74mm x 74mm



CAR
58.221mm x 74mm



HOUSE
74mm x 74mm

AD-hesive notes speciality products

Advertising with AD-hesive notes

Special events
Advertise special events, such as grand openings, sporting events, and fundraising campaigns.

Branding
Use AD-hesive notes to establish brand recognition by using your logo, image and brand colours. They are also great for launches to create awareness of new brands and products.

Coupons and special offers
Create a call to action for the reader by including discounts, rewards and FREE offers on your AD-hesive for them to redeem in store, online or via email.

EventSerts
EventSerts are a plastic AD-hesive available in any size which are inserted into the newspaper on cardboard backing. Advertise on an EventSert to keep your message visible long after the paper has been read. EventSerts can incorporate calendars and mousepads and be removed and reapplied to other surfaces again and again.

Scratch-off Message
A scratch off pad conceals a promotion to be redeemed when uncovered.
One offer per order. Offer expires 00/00/00

Ad-hesive Metallic Reflections
Add allure or illusion to your AD-hesive notes with metallic reflections.

Snap Offer
FREE TREATMENT
This AD-hesive could be a coupon, temporary membership card or frequent buyer reward card. Part of the AD-hesive note is removable at a perforated tear seam, leaving the consumer with an adhesive free response card made durable with over laminate.

Pointers or directional notes
Use your AD-hesive to direct the consumer to in paper ads. For example, draw attention to Real Estate, MOTORING or Entertainment pages.

Public service announcements
Use AD-hesive notes to remind readers of awareness weeks, public transport changes, or new developments.

Scrambled Message
This AD-hesive drives the consumer in store to decode the message, which may reveal a discount or instant prize.

VALUE OFFER
Build in-store traffic with multiple Mini coupon stickers all on one AD-hesive note

Bar Code
This AD-hesive note includes a unique bar code on every note so response rates can be measured when the bar code is read via scan technology.

AD-hesive Transparent
Add mystique and originality to your message with a translucent AD-hesive note.