

HortSource
2006

HortSource

The Authoritative Directory for the New Zealand
Horticultural & Fresh Produce Industries

WWW.HORTSOURCE.CO.NZ



2009 issue
Our Initiatives
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Booking Form
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HortSource
2007

The Authoritative Directory for
the Horticulture, Horticultural
& Fresh Produce Industries



HortSource
2008

The Authoritative Directory for
the Horticulture, Horticultural
& Fresh Produce Industries



HortSource
2009

The Authoritative Directory for
the Horticulture, Horticultural
& Fresh Produce Industries

WWW.HORTSOURCE.CO.NZ



HortSource Initiatives

HortSource - The first comprehensive directory for the New Zealand Horticultural & Produce Industries

- Hard copy version distributed to New Zealand's grower base
- Hard copy version sent to international importers of New Zealand fresh produce
- Hard copy version distributed via New Zealand Trade & Enterprise internationally
- Edited by Dr Hans Maurer
- Online version with continuous access: www.hortsource.co.nz

With it's guaranteed domestic and international distribution, HortSource is the ideal forum to reach your target market. To view examples now, go to our online listings page: www.hortsource.co.nz

HortSource. A single source solution bringing together the information growers, supply industries and retailers need to run successful fresh produce based businesses.

HortSource is a comprehensive publication focused specifically on the horticultural industry; an essential guide book to suppliers of equipment and services to this huge and vital sector.

HortSource has a circulation of at least 7500 - with distribution to growers, packhouses, coolstores and key industry participants including international exporters and off-shore importers of New Zealand produce.

HortSource is published by The AgriChain Centre, a private sector agribusiness consultancy, research, communication and education hub whose clients include primary producers, domestic marketing and exporting companies, government departments, industry organisations and corporate food retailers, in New Zealand as well as internationally.

HortSource will be distributed through The AgriChain Centre's very extensive contacts network in New Zealand and overseas as well as through the global office structure of New Zealand Trade & Enterprise.

To capture the true essence of the New Zealand horticultural market requires a global perspective. In recognition of this HortSource includes an equally comprehensive website presence making advertiser listings available worldwide. The dynamic nature of the Internet allows further opportunities for value adding features and benefits. The long term goal for HortSource online is to become a hub of critical information, reference material and data, offering full interaction with its users.

The first such opportunity was launched in August 2006 with the introduction of "HortSource Express" - The complete information solution for the entire fresh produce supply chain. Since then, we have also launched "The Produce Department" and "HortSource WorkSpace". All of these information platforms can be accessed via www.hortsource.co.nz

All web-based initiatives share two common goals. These are to create further exposure for HortSource advertisers and to advance the cause of the New Zealand horticultural and produce industries.

The HortSource team looks forward to being of service to your organisation and assisting you to grow your business.

TESTIMONIALS

"HortSource is a substantive indicator of the depth and diversity of New Zealand's Horticulture Industry. Keeping up to date in a growth sector has just become that bit easier. Well done AgriChain Centre." Ron Becroft, President, United Fresh New Zealand Inc.

"Such an initiative was long overdue in New Zealand and we appreciate the invitation to support it." Sharon-May McCrostie, New Zealand Trade & Enterprise.

"I am pleased to see such a professional looking publication linked to the web. A long time coming and very needed." Fenton Hazelwood, Seminis Vegetable Seeds NZ.

Contact Details

The AgriChain Centre Ltd

PO Box 101-245, North Shore City 0745, Auckland, New Zealand.
Telephone: +64-9-414-4536 or 0800-247-424. Facsimile: +64-9-414-6140.
www.agrichain-centre.com



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hmaurer@agrichain-centre.com

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sales@hortsource.co.nz

Debbie Woods Publication Manager
dwoods@agrichain-centre.com

Lisa Ritchie Design Studio
lritchie@agrichain-centre.com

2009 Ratecard

DISPLAY ADVERTISING (Four Colour Process only)

Size	Image Size (depth x width)	Rate
Special Positions		
Outside Back Cover	267mm x 186mm wide *	\$5550
Inside Back Cover	267mm x 186mm wide *	\$5550
Regular Pages		
Double Page Spread	267mm x 390mm wide *	\$6825
Full Page	267mm x 186mm wide *	\$3675
2/3 Page - Vertical	267mm x 123mm wide	\$2850
1/2 Page - Horizontal	130mm x 186mm wide	\$2375
1/3 Page - Vertical	267mm x 60mm wide	\$1900
1/4 Page - Strip	60mm x 186mm wide	\$1650
1/4 Page - Centred	186mm x 60mm wide	\$1650

* These are image sizes and do not include bleed.
A full page ad is A4 size with 3mm bleed.

Note: All Display Ads include a **free standard listing** in the directory and on the HortSource website normally valued at \$295 +GST.

Creative Advertising Rates

Special high profile pages and unique placements will be available by negotiation POA

DIRECTORY LISTING

7cm x 1 column
(3 columns/page, includes duplicate listing on website)

Includes: Business name and contact details
Address details (\$25 for each additional address)
Product/service statement (up to 50 words)

Standard Listing **\$295**

Standard Listing plus your company logo **\$500**

Additional 50 words for product and services statement additional \$150

Note: You can enter or update your own Directory Listing at any stage by going to the "Log In" page of the HortSource website. www.hortsource.co.nz

HORTSOURCE WEBSITE BANNER ADVERTISING

Please ask for our separate Website Ads Ratecard.

DISPLAY ADVERTISING PAYMENT OPTIONS

Option 1: Full payment at time of booking.
Option 2: 1/3 at time of booking and the balance on publication.

NOTE: ALL PRICES QUOTED GST EXCLUSIVE.
ALL RATES ARE NON COMMISSION BEARING.

* Listing charge will be invoiced in full at time of booking.

Advertising Artwork Production Costs

Ad	Size	Production*
Double Page Spread	270mm x 390mm	\$500
Full Page	270mm x 185mm	\$300
2/3 Page - Vertical	270mm x 123mm	\$250
1/2 Page - Horizontal	132mm x 185mm	\$200
1/3 Page - Vertical	270mm x 60mm	\$150

* These build costs include up to 2 sets authors corrections and 3 proofs. Additional revisions will be \$65 per revision.

DEADLINES:

Display Advertising: All final artwork to be approved or received by the HortSource Team before 5pm Friday 21 November 2008.

Directory Listings: All Listings to be approved (or final copy received) by the HortSource Team before 5pm Friday 21 November 2008.

IMPORTANT: In order to meet our publishing deadline we will treat all Directory Listings as accurate & correct, as they appear on the HortSource website 5pm Friday 21 November 2008.
www.hortsource.co.nz

Please send all artwork directly to: The AgriChain Centre Ltd.
PO Box 101-245, North Shore City 0745, Auckland, New Zealand
or email to our design studio: lritchie@agrichain-centre.com
(10MB maximum file size).

Advertising Material Required

Note: Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser. The publisher will make every endeavour to source correct material and retains the right to refuse material that is not as specified. All costs incurred during production through changes to material supplied will be charged.

Digital Files ONLY

Photography scans, advertisers and graphics files to be supplied as high-resolution pdf, jpeg, tiff or eps - 300dpi @ 100%, CMYK, all files imbedded and flight checked. Editorial supplied in Microsoft Word and saved as text file.

Proofing

Proofing will be done by PDF using Adobe Acrobat reader and emailed directly to clients. Adobe Acrobat is freeware, available over the internet at www.adobe.com

Note: Full colour accuracy is not possible without using Chromalin or Iris proofs. These are available at \$75 each. Every effort will be made by The AgriChain Centre Ltd to reproduce advertisements accurately, but given variations caused by different paper stocks and computer settings, The AgriChain Centre Ltd cannot be held responsible for slight variations in colour reproduction.

Distribution:

HortSource New Zealand, The Authoritative Directory for the New Zealand Horticultural & Fresh Produce Industries will have a circulation of 7,500 copies with distribution to growers and coolstores and specific industry participants, as well as international exporters and off-shore importers of New Zealand produce.

TECHNICAL SPECIFICATIONS:

Cover Trim Size: 297mm x 210mm wide.
Text Trim Size: 297mm x 210mm wide.
Text Image Area: 267mm x 186mm wide.
Pages: 4 Page Cover, Multiple Indices.
Stock: Cover: 350gsm Board. Indices: 180gsm Board. Text: 90gsm Gloss Art.

PRINTING SPECIFICATIONS:

Cover: 4 Colour process both sides, Matt laminate and blind embossed one side.
Indices: 4 colour process both sides and die cut tabs.
Text: 4 colour process throughout.
Binding: Perfect Binding.
Quantity: 7,500 Minimum.

Note: Specs subject to change.

2009 Booking Form

Please complete your booking contract today and fax back on 09-414-6140

or post to: Debbie Woods, HortSource Publication Manager. PO Box 101-245, North Shore City 0745, Auckland, New Zealand. Phone: 0800-247-424.

Company Name: _____
Physical Address: _____
Postal Address: _____
Telephone: () _____ Fax: () _____
Mobile: _____
Email: _____ Website: _____
Key Personnel: _____

Please tick your preferred category:

- 1. INPUT PROVIDERS** AgriChemical
 Fertiliser
 Hydroponics
 Seed Merchants/Nurseries
 Other
- 2. PRODUCERS** Growers
 Packers / Coolstore Operators
 Producer Associations
- 3. EQUIPMENT PROVIDERS** Irrigation
 Packhouse Equipment
 Software / IT Solutions
 Technical & Scientific Equipment
 Tools & Machinery
 Other
- 4. EDUCATION** General
 Industry Training Organisations
- 5. SERVICE PROVIDERS** Brokers
 Crown Research Institutes
 Financial Sector
 Freight
 Industry Consultants
 Quality Assurance
 Regulatory
- 6. PACKAGING PROVIDERS** Cardboard Outer Packaging
 One Way Packaging
 Retail-Ready Packaging
 Returnable Packaging
- 7. EXPORTERS & WHOLESALERS** General
- 8. OTHER CATEGORY** _____

Booking Schedule

Please book the following space in HortSource 2009

- AD SIZE and COST: _____
 WEBSITE BANNER AD SIZE and COST: _____
 STANDARD LISTING: \$295 +GST
 LISTING WITH LOGO: \$500 +GST
 ADDITIONAL 50 WORDS FOR LISTING
PRODUCT & SERVICES STATEMENT: \$150 +GST

GST: \$ _____

Total Cost: \$ _____

Note: All Display Ads include a **free standard listing** in the directory and on the HortSource website normally valued at \$295 +GST.

- New artwork, logo or text will be supplied
 Repeat from 2008 issue with no changes

Payment Schedule Options

- Option 1.
Full payment at time of booking.
- Option 2.
¹/₃ payment at time of booking and balance paid on publication delivery early January 2009.

Please make all cheques payable to The AgriChain Centre Ltd. Direct Credits to A/C No: 12-3209-0230257-00. ASB Business Banking.

I have read this form and acknowledge receipt of the Ratecard outlining the specifications required and Terms and Conditions of payment.

Authorised Signature: _____ Date: _____

I do not wish to receive occasional correspondence by email relating to HortSource.

OFFICE USE ONLY:

- Display Advertising client has been contacted regarding free listing.
 Client has been advised to check content & make any changes before deadline.
 2009 Listing has been entered on website.

Payment Due Date (s): _____

Amount: \$ _____

2/3 Page Vertical
267 x 123mm wide
\$2850

AGRI CHAIN CENTRE LTD
110 Orchard Way, Rosemead
PO Box 125, Auckland
Ph: (021) 523 4887
Fax: (021) 523 5478
Email: advertising@agrichain.co.nz
Website: www.agrichain.co.nz
Key Personnel: Bob Smith, GM, Joe Smith, Marketing Manager

We produce a range of products and services specifically for the Horticultural industry. Our products and services will make your business better, reduce costs, increase profits and give you more time to do the things you enjoy. We operate nationally, and we want your help to make it even better.

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HortSource

1/4 Page Strip
60 x 186mm wide
\$1650

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Full Page Ad
image area 267 x 186mm wide
bleed size 216 x 303mm wide
\$3675

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1/3 Page Vertical
267mm x 60mm wide
\$1900

1/4 Page Centred
186mm x 60mm wide
\$1650

Terms and Conditions

Please read carefully

1. Except for specific positions as listed in the ratecard, positions may be requested but cannot be guaranteed.
2. Advertising rates for the Hortsource directory and Website represent the space fee only and is based on receiving correct material.
3. Every advertisement must comply with the specifications as outlined in the ratecard. No responsibility for mistakes in content or design or quality of reproduction will be accepted by the publisher for any disk/material supplied that does not meet the required specifications.
4. The AgriChain Centre Ltd takes every effort for accuracy but accepts no responsibility for colour variations to advertisements printed where Cromalin or Iris proofs have not been requested nor for errors or omissions in text where information is provided free of charge, nor for advertisements where signed proofs of advertisements have been received.
5. All pictures and logos must be supplied as high resolution (300dpi) electronic jpeg, tiff or eps files for the Directory, and low resolution (72dpi) for the Website. Text to be supplied as text only Microsoft Word files or inputted directly on the website. Incorrect content in material supplied remains the responsibility of the advertiser.
6. Any cost incurred in making alterations and additions to material supplied in incorrect formats or material by The AgriChain Centre Ltd will be on-charged to the advertiser or their agents in addition to the space rate as outlined by the ratecard.
7. All rates quoted in the ratecard are exclusive of GST.
8. Final payment is due 20th of the month following publication of the Directory. The publisher reserves the right to charge 1.5% interest per month on overdue balances. Any costs incurred in debt collection fees etc will be payable by the purchasers.
9. Advertising orders cancelled after booking deadline will be subject to charge at full space rates.
10. The publisher reserves the right to decline any advertisement or website listing.
11. Whilst every care is taken to ensure the insertion of an advertisement in accordance with requests and instructions, no liability will be accepted for any loss occasioned by omission, alteration or misplacement.
12. The publisher expressly disclaims all and any liability to any person(s) for any action that may arise against the advertiser. The publisher is not responsible for results that do not meet or exceed advertisers' expectations.
13. All Advertising Contracts are deemed to be placed in Auckland.
14. The completion of this booking confirmation and related correspondence is deemed to be a Contract. All alterations to bookings including cancellations are to be made in writing. No liability is acknowledged by the publisher for failure to confirm cancellations/alterations, or omissions or errors caused by misinterpretation or oversight in verbal communications or instructions.
15. The Hortsource Website is an interactive on-line service on the World Wide Web of the Internet, consisting of information, software and other content owned or licensed by The AgriChain Centre Ltd.
16. Except where expressly permitted by the service's operator, no portion of the service (including information, content or software) and publications may be reproduced, redistributed, transmitted, published, resold or otherwise commercially exploited by any other advertiser or end user.
17. The term of the contract for insertion of an advertiser's placement in the Hortsource directory and on the Website is for 12 months.
18. The service provider reserves the right at any time to change the service on the website, including adding, eliminating, introducing or discontinuing any content or feature of the service. Should payment not be received within our terms of trade, the provider reserves the right to delist the advertiser.
19. Whilst every care is taken to ensure information contained on the advertising listing is in accordance with requests and instructions, no liability will be accepted for any loss occasioned by omission or alterations.

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sales@hortsources.co.nz

Debbie Woods Publication Manager
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Lisa Ritchie Design Studio
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