



NZPI® CONSULTANTS DIRECTORY + CONNECT

ADVERTISING INFORMATION

New Zealand Planning Institute®
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www.planning.org.nz

ONLINE DIRECTORY + CONNECT

ADVERTISING INFORMATION

Each year we produce an online Consultants Directory to help companies increase their visibility at an affordable price and to enable the public to identify a qualified Consultant in their region. To compliment the online directory, we also produce a promotional postcard to distribute throughout New Zealand to Citizen's Advice Bureaus, Councils, Community Law Centres, Environment Information Centres and Professionals in related industries.

Take advantage of this great advertising opportunity, promote your services today!

Eligibility for Inclusion

Listings are only available to:

- Firms employing practicing planners, at least one of whom must be a current **Full Member** of NZPI® – this person must be your contact person identified in your listing.

Availability/Distribution

The postcard promoting the directory is distributed to:

- Citizens Advice Bureaus, Community Law Centres and Environment Information Centres throughout New Zealand
- Territorial Authorities, Regional and Local Councils.
- Selected Government Departments such as the Department of Conservation and the Ministry for the Environment.

The online directory can be viewed **24/7** across the globe at www.planningconsultants.org.nz

Annual Advertising Packages

Basic

| 270.00

Company Name, Key Contact, Address, Phone, Fax, E-mail, Website and Specialisations in 1 region of the Online Directory.

Silver

| \$350.00

Company Name, Key Contact, Address, Phone, Fax, E-mail, Website and Specialisations in 1 region of the Online Directory.

PLUS:

1. Your company logo in the online directory.

... "A logo is a visual shortcut to who you are. Your logo will establish your corporate identity and credibility. You invest in your brand image every time your logo is displayed on a web page, a sign, or in an advertisement."

Gold

| \$700.00

Company Name, Key Contact, Address, Phone, Fax, E-mail, Website and Specialisations in 1 region of the Online Directory.

PLUS:

1. Your company logo in the online directory.
Link to a company profile (one page PDF, maximum size A4).

Platinum

| \$1000.00

Company Name, Key Contact, Address, Phone, Fax, E-mail, Website and Specialisations in up to 3 regions of the Online Directory.

PLUS:

1. Your company logo in the online directory.
2. Link to a company profile (one page PDF, maximum size A4).
3. 1 Single sized profile (90 x 55mm) in PQ Connect

Additional Regions | \$45.00 each

Your company must have a physical address within the region or in the adjacent geographic region. The key contact for each additional listing must be a NZPI® Full member must be contactable at this office.

* Additional regions must be purchased with one of the above packages.

** Rates are GST inclusive

File Specifications

COMPANY LOGO:

Silver, Gold & Platinum Packages Only

Please submit as a separate graphic file (i.e. JPEG, TIF, GIF or PNG)

COMPANY PROFILE (LINK TO PDF):

Gold & Platinum Packages Only

NZPI® allows you to create your own customised company profile – there's no word limits or technical press design requirements. Our service gives you **one full A4 page** that you customise with your own text and graphics to meet your needs. It is accessible via a link within your online listing, if you've purchased additional regions – they will all link to this PDF. Your profile can include information such as:

- Key personnel who are paid-up current NZPI® members
- Areas of expertise and fields of work
- Recent projects
- Details of other offices (if providing a key contact, they must be a NZPI Full member)
- A location map

To optimise online viewing we recommend all pictures within your PDF are at a resolution of 72ppi, file size should be as low as possible - we suggest 1MB as the maximum size (otherwise it may take too long to download). To take advantage of the screen width, create a landscape page & fix the zoom to "Fit height".

PQ CONNECT PROFILE:

Your PQ Connect profile must be supplied as a high resolution, black and white, press ready PDF with the following attributes:

- 300dpi Images (can be grey scale if you wish)
- Fonts Embedded 3mm bleed
- Trims included
- Centered on page

Please do not use RGB or spot colours.

If you are adding contacts to your profile, you must include the key contact listed within the online directory, any additional personnel must be a holder of NZPI membership. You must not list non-members.

If your display advert does not meet our requirements we'll ask you to provide a replacement, we must have the replacement within 5 business days.

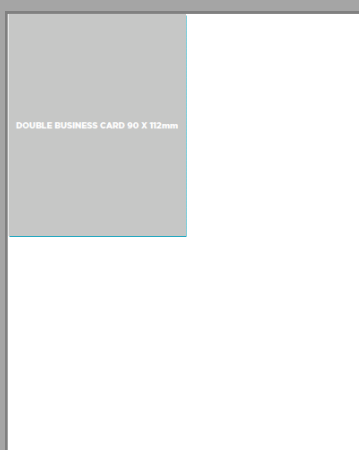
Your profile will appear in 4 consecutive issues before it's time to renew. If any details within your profile need updating before the renewal period (which is at the beginning of each year), you **must provide new advert copy**, we do not have the ability to edit advertising material. The revised material must be provided one month prior to the PQ issue date - please note you may be charged a small administration fee, this will be discussed at the time.

Size Options:

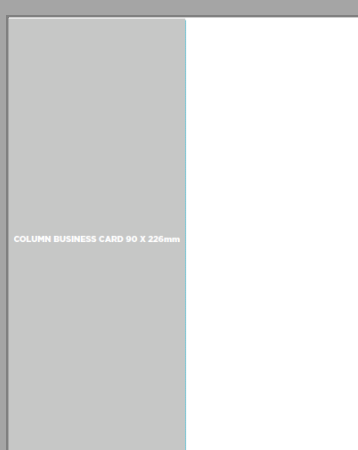
Single: 90 x 55mm
+ \$300.00



Double: 90 x 112mm
+ \$600.00



Column: 90 x 226mm
+ \$800.00
[*NZPI Supporters Only](#)



Please contact Melissa Hubbard on 09 520 6277
or melissa.hubbard@planning.org.nz if you have any questions.

All prices mentioned in this booklet include GST