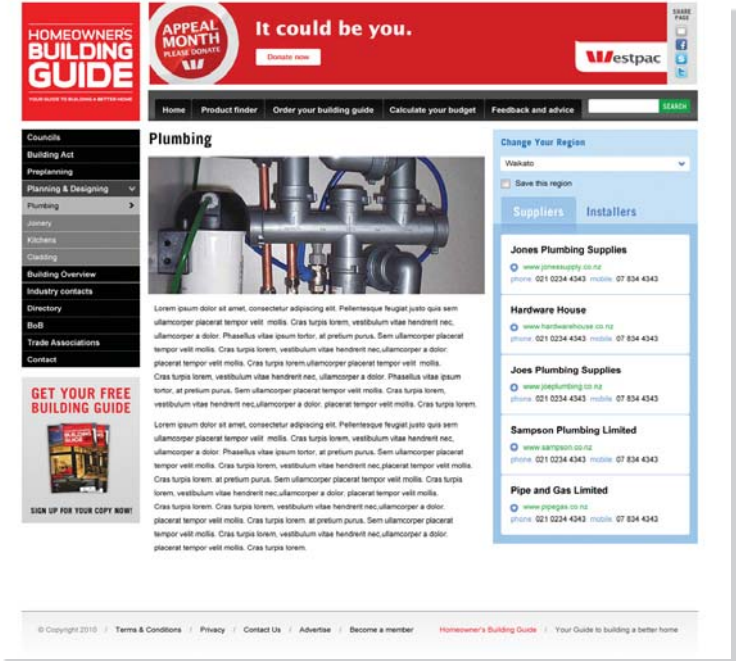
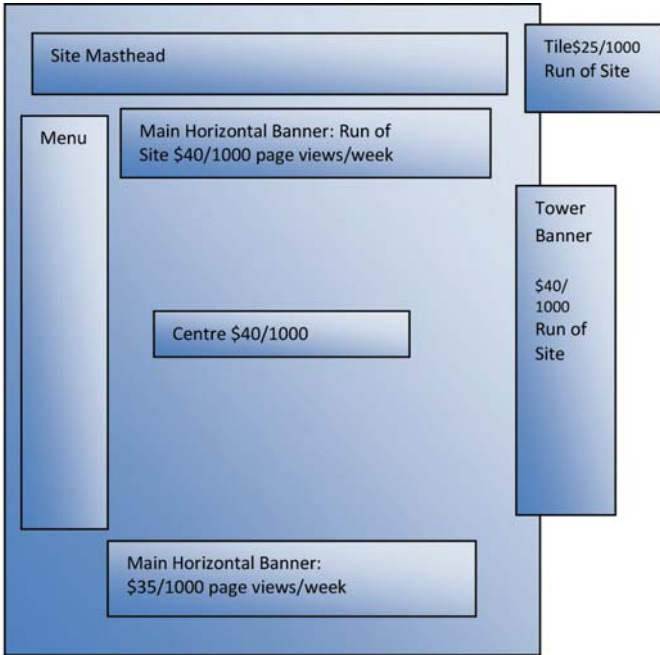


# Ratecard

Straight Up Productions produce the Homeowner's Building Guide and The Business of Building reference magazines.

The Building Guide Website is the premier Directory/Guide for homeowners who are considering or undertaking building projects.

With a superb Search Engine Optimisation programme in place – Buildingguide.co.nz is currently ranked number 1 on Google for 'Home Building', 'Building' and 'Building Guide', Google Adwords campaign and links from Council and key sites around the country, traffic is growing at a huge rate.



**Material Required**  
 Digital files only – swf, gif, jpg or flash. For banners designed and built by us, logos and photos supplied for inclusion to be low resolution.

**Proofing**  
 Notification will be given of posting to site – advertisers responsible for checking banner ad on site once live.

**Deadlines and Cancellations**  
 Bookings can be cancelled within 7 days of booking.  
 Cancellations within one week of commencement will be billed at full rate.

**Ad Build Cost**

Horizontal banners (760x120 pixels)	\$100.00
Tower banners (160x600 pixels)	\$100.00
Mini Tower (167x266pixels)	\$60.00

- All banners are run of site
- Prices exclude GST

**Contact Details**  
 Straight Up Productions Ltd.  
 PO Box 78-152, Grey Lynn, Auckland  
**Phone** 09-360-8885 **Fax** 09-360-8887  
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**Websites**  
[www.buildingguide.co.nz](http://www.buildingguide.co.nz)  
[www.straightup.co.nz](http://www.straightup.co.nz)  
[www.thebusinessofbuilding.co.nz](http://www.thebusinessofbuilding.co.nz)

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**Terms and Conditions (Please read carefully)** 1. The New Zealand Building Guide and Website are published by Straight Up Productions Ltd. (SUP) 2. Except for specific positions as listed in the ratecard, positions may be requested but cannot be guaranteed. 3. Advertising rates for the New Zealand Building Guide and Website represent the space fee only and are based on receiving correct material. 4. Every advertisement must comply with the specifications as outlined in the ratecard. No responsibility can be accepted for incorrectly supplied material or for any mistakes in content or design or reproduction of advertisements where material supplied does not meet specifications as outlined. 5. Payment is to be made within 7 days of invoicing. 6. SUP takes every effort to accurately reproduce material but accepts no responsibility for advertisements that vary slightly. 7. All rates quoted are exclusive of GST. 8. The publisher reserves the right to reject any advertisement or website listing. 9. 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 the advertiser's expectations. 10. All advertising contracts are deemed to be placed in Auckland. 11. The completion of the accompanying Booking form and/or related correspondence, including all email correspondence, is deemed to be a contract. All alterations to bookings including and especially 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. 12. Except where expressly permitted by the publisher, no portion of the publication or website (including information, content, or software) may be reproduced, redistributed, transmitted, published, resold or otherwise commercially exploited by any other advertiser or end user. 13. The term of the contract for insertion of an advertiser's placement into the New Zealand Building Guide magazine or website is for the term as stated on the booking form Cancellations after commencement will be charged for in full. 14. The service provider (Straight Up Productions Ltd) reserves the right to change the service on the website at any time, 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. 15. 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.