

# FULL WRAP AND FALSE SPECIFICATIONS

Sunday Star-Times

Stuff

Rates effective March 2023. All prices exclude GST.

## SUNDAY STAR★TIMES

### FULL WRAPS

Four Pages

| Section           | Format  | Price    |
|-------------------|---------|----------|
| Sunday Star-Times | Compact | \$55,296 |

### FALSE COVER

Two Pages

| Section           | Format  | Price    |
|-------------------|---------|----------|
| Sunday Star-Times | Compact | \$36,864 |



### BOOKINGS

Please contact your Stuff Account Manager or refer to the relevant publication contact at [advertise.stuff.co.nz/brands/print](https://advertise.stuff.co.nz/brands/print)

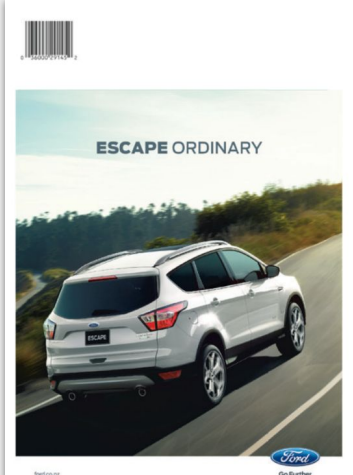
### ARTWORK APPROVAL AND MATERIAL DEADLINES

A wrap or false cover of Stuff's metropolitan and regional newspapers is a premium environment — usually reserved for the day's most important news.

As a result, wrap and false cover artwork must be approved by the relevant Editor and Commercial Director prior to publication.

Print ready artwork must be submitted 5 days prior to publication to allow for the approval process.

### FULL WRAP EXAMPLES



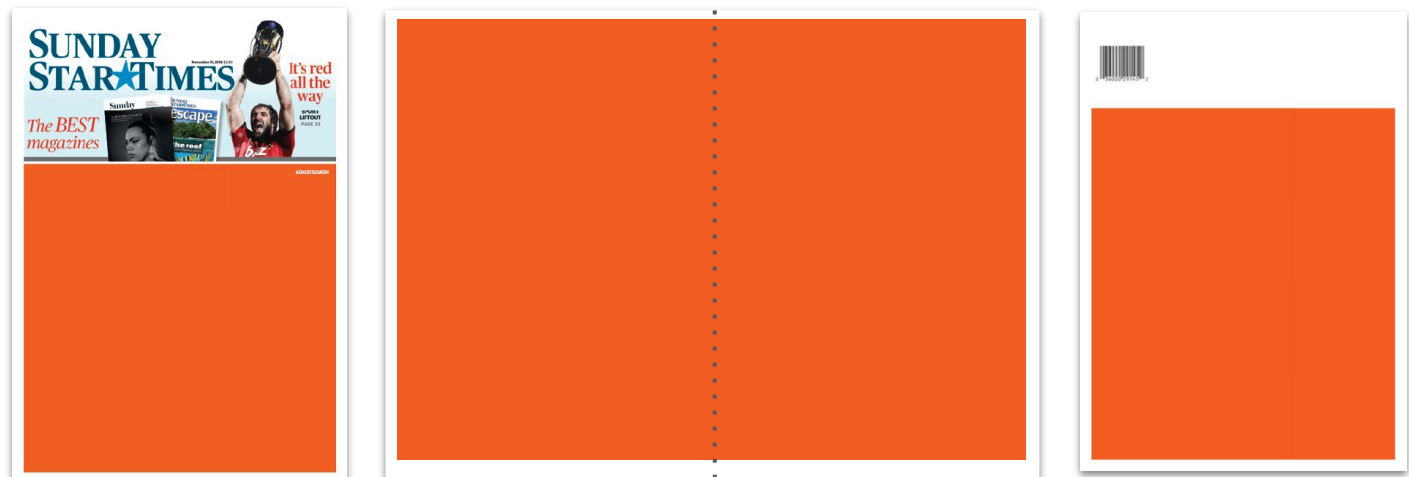
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Sunday Star-Times



Specifications apply to the Sunday Star-Times only.

## FULL WRAP - COMPACT

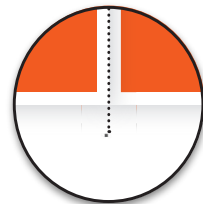


Page 1:  
Front Cover

Artwork size:  
290mm (H) x 254mm (W)

Page 2 and 3:  
Inside front cover and inside back cover

Artwork size:  
Through the gutter  
366mm (H) x 531mm (W)  
or  
As two separate pages with gutter  
Each page 366mm (H) x 254mm (W)



Page 4:  
Back Cover

Artwork size:  
307mm (H) x 254mm (W)

## FALSE COVER - COMPACT



Page 1:  
Front Cover

Artwork size:  
290mm (H) x 254mm (W)

Page 2:  
Inside front cover

Artwork size:  
366mm (H) x 254mm (W)

Page 3

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## ADDITIONAL SECTION A REQUIREMENTS

Applies to both Full Wrap and False Cover Artwork

### 'Advertisement' labelling

**An 'ADVERTISEMENT' label must be included at the top of all front page wrap artwork.**

This must be clearly legible.



◀ 'Advertisement' label position on the front page.