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## New Zealand Highland Cattle Society

The New Zealand Highland Cattle Society Incorporated (NZHCS) is a registered incorporated society formed in 1993 to foster the breeding of Highland Cattle in New Zealand.

Stud registration, pedigree herd book services and other member support services are provided to the Society's 350 members and affiliates. Members are situated throughout New Zealand.

Members interest in breeding Highland Cattle ranges from beef production and sale of premium highland beef through stud stock breeding for beef production and

sale to lifestyle block holders to lifestyle block holders themselves. Many members have other rural business interests.

National affiliations are with the New Zealand Royal Agricultural Society and internationally with other Highland Cattle Associations and Societies including the Highland Cattle Society [UK]

The Society is governed by a national Council supported by paid and voluntary staff providing NZHCS secretarial, finance, registration, web support, archive and marketing support.

## Advertising and Sponsorship Opportunities

With more than 7,000 registered animals in the NZHCS herd book communication to and from members occurs frequently throughout the year. This regular and interactive communication provides a very effective medium for advertisers (be they suppliers of goods and services to "lifestyle and rural New Zealand", or breeders of highland cattle) to reach a targeted and receptive audience.

The NZHCS maintains several communication channels, each of which has advertising opportunities:

### Annual Journal of Record

An Annual Journal of Record is published in September. This A5 colour publication provides a lasting record of the Society's business and highland cattle breeding activity for the year.

Designed to be a lasting and frequently referenced publication the journal is provided free of charge to Society members and affiliates. 400 copies are expected to be printed.

### Advertising in the A5 Annual Journal of Record

- full page colour (back cover)
- full page colour (inside front cover)
- 1/2 page colour
- 1/4 page colour

### www.highlandcattle.org.nz

www.highlandcattle.org.nz is the NZHCS web site which provides an increasing range of information relevant to highland cattle breeders and members of the public as well as transactional services to members as they register, track, buy or sell animals.

Google Analytics tracks the reach of the site. Typically this analysis shows the site has 1000 visitors per month of which 550 are unique. On average each visitor views eight pages per visit and spends seven minutes on the site. 80% of visitors are from New Zealand. North America, Europe and Australian visitors dominate the remaining 20% of visitors.

### Advertising on www.highlandcattle.org.nz

#### **Cattle for sale listings**

- 👉 free of charge to members of the Society
- 👉 members can upload two photographs and associated text
- 👉 listing service provides for renewal of the listing if the normal three month advertising period is exceeded
- 👉 listing provides a direct link to the animal's pedigree entry in the online herd book

#### **Member's highland cattle fold listings**

- 👉 Free of charge to members of the Society
- 👉 Members can select what level of contact detail they wish to be listed
- 👉 Members can upload two photographs and associated promotional text about their Highland Cattle Fold

#### **Banner advertisements**

Paid banner advertising slots are available in the header and the left hand column of each page.

Ads may be uploaded from your hard drive or may be existing ads direct from your web site.

The banner ad subscription service includes:

- 👉 online and simple self-service for ad placement, payment and ad uploading
- 👉 links to your web site or page-of-choice when the visitor clicks on the ad.
- 👉 automatic emails report the number of ad impressions (views) and the number clicks for your ad for each period you choose

#### **Header ads**

- 👉 all pages
- 👉 up to five header banner ads may subscribe. One ad is randomly selected for display at the top of each page.
- 👉 Ad size is 468x60 pixels
- 👉 Advertising period is three months

#### **Front page**

- 👉 left hand side of page
- 👉 up to five ads may subscribe. Two ads are randomly selected to display at any one time when the visitor arrives at the home page.
- 👉 Ad size is 212x70 pixels
- 👉 minimum booking period is one month. Maximum booking period is six months
- 👉 Cattle for sale listing pages
- 👉 left hand side of page
- 👉 up to 10 ads may subscribe. Two ads are randomly selected to display at any one time when the visitor views any of the cattle for sale listing pages.
- 👉 Ad size is 212x70 pixels
- 👉 minimum 1 month, maximum three month booking period

#### **Internal pages excluding cattle for sale listings**

- 👉 left hand side of page
- 👉 up to five ads may subscribe. Two ads are randomly selected to display at any one time when the visitor views any of the internal pages (excludes cattle for sale).
- 👉 Ad size is 212x70 pixels
- 👉 minimum booking period is one month. Maximum booking period is six months

## Electronic newsletters

Electronic newsletters are emailed to members every two months along with a monthly “what’s new on the web site” summary of headlines emailed monthly. In addition the Society’s regional groupings, or clubs, will email their local members several times per year as they organise local events and discuss local issues.

## Advertising in emailed newsletters

- 📧 header ad of 468x60 pixel size
- 📧 advertising period is per individual edition of the newsletter

## Principal sponsorship package

An exclusive principal sponsorship package can be tailored to the specific needs of the sponsor and could include:

- 📧 dominant signage on all Annual General Meeting material and venue, opportunity to present at the AGM and to provide sponsors material in the AGM pack.
- 📧 journal back page, full colour
- 📧 website header banner ad
- 📧 Newsletter and conference material branding/ad
- 📧 Access to the membership database for one sponsor specific mail out.

## Advertising Rates

Placement	Per month Excluding GST
<b>Web site <a href="http://www.highlandcattle.org.nz">www.highlandcattle.org.nz</a></b> Header banner ad 468x60 <ul style="list-style-type: none"> <li>▪ One of five ads randomly selected, across all pages</li> <li>▪ Three month subscription</li> </ul>	\$40.00
Home page left banner ad 212x70 <ul style="list-style-type: none"> <li>▪ One of five ads randomly selected</li> <li>▪ Minimum one month, maximum six months subscription</li> </ul>	\$40.00
Cattle for sale pages left banner ad 212x70 <ul style="list-style-type: none"> <li>▪ One of 10 ads randomly selected per page</li> <li>▪ Minimum one month, maximum three months subscription</li> </ul>	\$30.00
Inside pages (excluding cattle for sale pages) left banner ad 212x70 <ul style="list-style-type: none"> <li>▪ One of five ads randomly selected per page</li> <li>▪ Minimum one month, maximum six months subscription</li> </ul>	\$30.00
<b>Electronic newsletters</b> Header banner ad 468x60 <ul style="list-style-type: none"> <li>▪ Per newsletter edition</li> </ul>	\$60.00
<b>Annual Journal of Record</b> Full page colour (outside back cover) Full page colour (inside front cover) 1/2 page colour 1/4 page colour	\$500.00 \$350.00 \$250.00 \$125.00
<b>Principal Sponsorship</b> Contact our marketing representative at <a href="mailto:marketing@highlandcattle.org.nz">marketing@highlandcattle.org.nz</a>	P.O.A.

## Advertising Standards

### Code of ethics

All paid and unpaid advertising within New Zealand Highland Cattle Society (NZHCS) paper and electronic publications will comply with the New Zealand Advertising Authority Code of Ethics. This code is available for viewing and download at [http://www.asa.co.nz/code\\_ethics.php](http://www.asa.co.nz/code_ethics.php).

The code of ethics describes the principles and rules within which advertising in New Zealand should comply

### NZHCS specific standards

#### Content

1. Ads must be deemed to be in keeping with the NZHCS web site or publication, both in respect to content and visual presentation.
2. Ads must reflect the high standards of highland cattle breeding, good farming practice and compliance with animal welfare codes of practice expected of NZHCS members

#### Technical standards

1. Cattle for sale and fold listing image file sizes should preferably be less than 500MB and absolutely less than 1MB. Large image take longer to load on the web site and may make it difficult for visitors to scroll across the image.
2. Banner ad formats are accepted as GIF, JPG, PNG. FLASH (.swf) ads are accepted but not preferred as they may not always display on all browsers.

#### Approval and dispute

1. All ads will be approved by NZHCS representatives before they will be accepted for publication
2. NZHCS representatives reserve the right to decline any advertising
3. Decisions over any dispute arising regarding the content or placement of advertisements shall be at the absolute discretion of the Council, and said advertisements shall remain off line until a decision, if any, is made

## Contacts

Further information can be obtained by contacting:  
(Click to email)

[Web Support \(for cattle for sale listings\)](#) or

[Doug Maclean - Councillor \(for all other advertising and sponsorship enquiries\)](#).