BAYS NORTH HARBOUR
PARENTS CENTRE
Where parenting is everything!

Advertising Rate Card

Reach a highly targeted audience of expectant and new parents on Auckland's North Shore and surrounds, with Bays North Harbour Parents Centre.

Baby Babble

Baby Babble is the centre's full-colour newsletter which goes out to all members on a bi-monthly basis and is full of useful parenting tips, advice and anecdotes to help and support new and expectant parents. Advertising opportunities include:

Size	Dimensions	Rate Per Issue	6 Issue Discount
Inserts and Advertorials			
Flyer Insert	Either A4 folded to A5 or A5	$110.00	
Advertorial	Must be purchased with adjacent advertising space	$80.00	
Colour Advertisements			
Double Page Spread	296mm (w) x 210mm (h)	$135.00	$688.50
Full Page (Outside Back Cover)	148mm (w) x 210mm (h)	$100.00	$510.00
Full Page (Inside Back Cover)	148mm (w) x 210mm (h)	$90.00	$459.00
Full Page	148mm (w) x 210mm (h)	$80.00	$402.00
Half Page	Landscape: 148mm (w) x 105mm (h) Portrait: 74mm (w) x 210mm (h)	$65.00	$340.00
Quarter Page	Landscape: 148mm (w) x 52.5mm (h) Portrait: 74mm (w) x 105mm (h)	$45.00	$235.00

Digital advertising

The centre's email newsletter, The Nappy Bag, is sent out each month to circa 900 past and present members. In addition, we can email them all on your behalf, or you can reach them via our Facebook page which has almost 350 likes.

Size	Dimensions	Rate Per Issue
Nappy Bag	Max 800 (w) x 600 (h) pixels	$35.00
Bespoke (solus) email	Available on request	$150.00
Facebook post	940 (w) x 788 (h) image + text + link	$75.00

Book today

Contact us at baysnorthpcadvertising@gmail.com for more information or to book your ad.