Advertising with LARA

Viva, The New Zealand Herald

New Zealand

Viva and The New Zealand Herald digital

Advertorial

NZME accepts client-provided material, applies an advertorial label and uses targeted paid promotion. The source specifies a 38-character headline including spaces, up to 500 words, a white 300 × 55 px transparent PNG logo and a 1500 × 1000 px landscape JPG, up to 500 KB, without text or logos. It lists five working days for review and publication.

Advertorial Roadblock

The one-month display takeover uses client creative and 100% share of voice. Supply a 300 × 250 px ad and click-through URL. Additional options are 300 × 600, 728 × 90 and 970 × 250 px. Accepted assets are JPG, PNG, GIF or HTML5 up to 80 KB. NZME lists national CPC and regional CPM for advertorial distribution.

Viva Homepage Takeover

The desktop takeover lists one week of wallpaper exposure for all Viva homepage visitors, with companion placements. Supply a 2090 × 920 px wallpaper JPG up to 200 KB and a 300 × 600 px banner JPG up to 80 KB. Leave 1190 px blank in the centre, restrict imagery to 450 px on either side and keep key messaging within 117 px on either side of the main content.

Viva and The New Zealand Herald print

Viva bleed and Herald Compact display

Viva bleed sizes (H × W) include 402 × 291 mm for full page, 402 × 567 mm for spread and 205.5 × 291 mm for horizontal half page. The separate Herald Compact dimensions are 366 × 254 mm for full page, 366 × 530 mm for spread/panorama and 182 × 254 mm for horizontal half page.

Ask LARA to confirm current availability and the final specification for your selected placement.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

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