

[2010]

# Graduate **JET** GUIDE

A REAL GUIDE FOR THE REAL WORLD.

GETTING YOUR FOOT IN THE DOOR

GO OVERSEAS NOW?

INDUSTRY & ORGANISATION PROFILES

SIGNING THE DEAL – DO'S AND DON'TS

NAILING DOWN THAT POSITION

[www.jetmag.co.nz](http://www.jetmag.co.nz)

**JET**  
magazine



## Overview and readership

*JET Graduate Guide* will be the definitive guide for people graduating from further study. With an extensive range of graduate opportunities from a range of sectors, it provides the perfectly targeted platform from which to showcase opportunities to recent graduates.

*JET Graduate Guide* is top-and-tail bound with *JET Career Guide*. The *Career Guide* features a huge range of career ideas and profiles, and is produced for a wide range of readers.

## Editorial

- Industry, organisation and employer profiles.
- Getting your foot in the door – work experience, internships, cadetships, volunteering.
- Finding your career ladder and climbing it.
- Signing the deal – do's and don'ts of being employed.
- Your options overseas.
- Nailing down that position – applications, coverletters and interviews.

## Distribution

- 12,000 copies throughout New Zealand.
- Every university campus in New Zealand (through graduate program areas).
- Eight StudyLink offices throughout New Zealand (government offices responsible for student loans).
- Every secondary school in New Zealand.
- All Career Services (government offices responsible for career development, placement and advice).
- Available through all good bookstores.

## Marketing

A large press launch and promotional campaign will accompany the releases of the 2010 JET guides, including radio, magazine and national newspapers – ensuring maximum exposure to the target market.

## Facts at a glance

- Published in July.
- 12,000 copies throughout New Zealand.
- Available through every university campus in New Zealand (through graduate program areas).
- Endorsed by The New Zealand Herald.

## Display advertising rates

(size in millimetres)

Ad size	Dimensions	Colour price
Half page (5mm bleed)	154 (h) x 220 (w)	\$2150
Half page (no bleed)	135 (h) x 190 (w)	\$2150
Full page (5mm bleed)	307 (h) x 220 (w)	\$3150
Full page (no bleed)	277 (h) x 190 (w)	\$3150
Double page		\$5000
Four page institution showcase	277 (h) x 190 (w) per page	\$8500

## Special Cover Positions

Inside front	\$3750
Inside back	\$3850
Outside back	\$4050

\* Discounts apply to multiple publication bookings.

Accredited agency commission 20 per cent. All prices quoted exclude GST. Note: all advertising is booked under the current terms and conditions of APN Educational Media.

## Deadlines 2009

Booking deadline	Material deadline	On Sale
23 June	1 July	From late July

## Mechanical specifications

**Format** A4 (297mm high x 210mm wide). **Bleed** Full page, 5mm all sides.

(Text must not go outside image area of 277mm high x 190mm wide).

### File types

EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK. For in-house design, send your text by email.

The pictures and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file. PDF is the preferred format.

*APN Educational Media prefers that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time.*

