

## SamplesFirst | 2021

one card - \$2200 +gst  
two or more cards booked for the year - \$2050 +gst/each

### **RATE INCLUDES:**

- Targeting of GPs using the Medidata database
- Four color printing
- All postage - outwards and return post
- A summary report of the responders (split by territory if required) and response rates, provided 4-5 weeks after the mailing and/or a set of labels if required.



### **DESIGN SPECIFICATIONS FOR CARD:**

Please supply High Resolution CMYK PDF file. All fonts MUST be embedded or outlined in the file, and files MUST be converted to paths/curves. Failure to supply artwork in the correct format may result in your ad not printing correctly.

Please note finished size is 99x210mm and also add 3mm bleed to image for trimming

**Please leave a space of 90x30mm blank on the artwork for doctors' address details to be printed**

Please also ensure your TAPS approval number is printed on your SamplesFirst Card. (Go to [www.anza.co.nz](http://www.anza.co.nz) for more information)

### **OPTIONAL EXTRAS:**

Design target card

\$600.00 +gst

### **2021 SCHEDULE:**

#### **Material Deadline**

February 5th  
April 30th  
July 27th  
Oct 22nd

#### **Mailing Date**

February 16th  
May 10th  
August 6th  
November 2nd

For bookings, please contact Helen on [09] 488 4272 or [helen.roos@medidata.co.nz](mailto:helen.roos@medidata.co.nz)

Maximum twelve cards per mailing