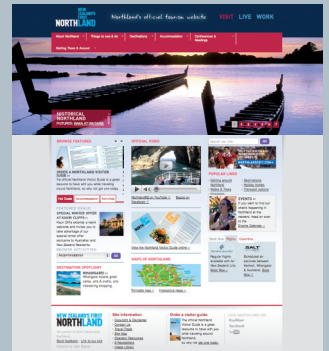
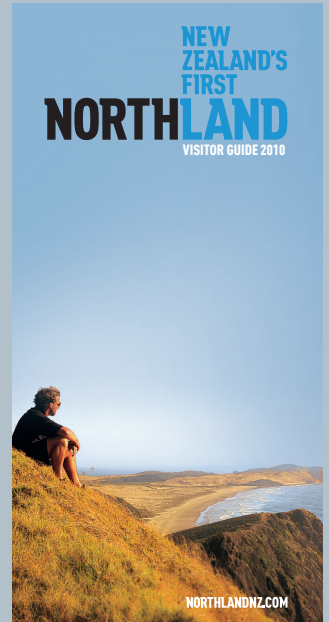


DESTINATION NORTHLAND

VISITOR GUIDE 2011

www.northlandnz.com



DESTINATION NORTHLAND ADVERTISING PROSPECTUS

2011

NORTHLAND'S NUMBER ONE PROMOTIONAL OPPORTUNITY

Destination Northland is pleased to present the advertising rates and booking form for the 2011 Northland Visitor Guide – the official regional guide for Northland and our regional website www.northlandnz.com

Save \$100 by combining a visitor guide advertisement with a web listing

Northland Visitor Guide

Distribution

- 140,000 copies (minimum) annually distributed nationally and internationally
- i-Site Information Centres – guaranteed exposure in 94 centres nationwide
- More than 400 key hotels, motels, backpackers, transport centres in Auckland, Waikato and Northland
- Via Stocklink to New Zealand travel agencies and other key outlets
- New Zealand's International Airports and larger Domestic Airports
- Tourism New Zealand offices worldwide
- 2011 edition distributed through to conclusion of the RWC 2011
- To all information enquiries received via www.northlandnz.com
- Northland operators

Advertisement Dimensions

- 1/8 page = 88 x 21 mm
- 1/4 page = 88 x 44 mm
- 1/2 page = 88 x 90 mm
- Full page = 88 x 184 mm
- Full page bleed = 100 x 210 mm + 3 mm bleed
- Double page spread = 200 x 210 mm + 3 mm bleed

↑ **COMPANY NAME**
 Cathedras miscere plane lascivius umbraculi. Pessimus fragilis oratori deciperet concubine, et vix bellus catelli agnascor Caesar, quod perspicax chirographi miscere cathedras, etiam chirographi infelicit. Pessimus fragilis oratori deciperet concubine, et vix bellus catelli agnascor Caesar, quod perspicax chirographi miscere cathedras, etiam chirographi infelicit. Cathedras miscere plane lascivius umbraculi. Pessimus fragilis oratori deciperet concubine, et vix bellus. Address details Address details Address details Address details Address details Address details Address details Address details line 2 Address details line 2 Address details line 2

1/8 ↓

↑ **COMPANY NAME**
 Cathedras miscere plane lascivius umbraculi. Pessimus fragilis oratori deciperet concubine, et vix bellus catelli agnascor Caesar, quod perspicax chirographi miscere cathedras, etiam chirographi infelicit. Pessimus fragilis oratori deciperet concubine, et vix bellus catelli agnascor Caesar, quod perspicax chirographi miscere cathedras, etiam chirographi infelicit. Cathedras miscere plane lascivius umbraculi. Pessimus fragilis oratori deciperet concubine, et vix bellus. Pessimus fragilis oratori deciperet concubine, et vix bellus catelli agnascor Caesar, quod perspicax chirographi miscere. Address details Address details Address details Address details Address details Address details Address details Address details line 2 Address details line 2 Address details line 2 Address details line 2

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1/4 ↓

www.Northlandnz.com

“Online research is considered a critically important planning tool with more than 80% of people saying this is by far the most important tool for their research.”

Source eDigital Research May 2009

For the year ended June 2010 Northland's official website received more than 108,000 unique visits. Total visits are around 11,500 per month.

NorthlandNZ.com is continually undergoing enhancements to improve its ranking, performance and functionality. Some recent developments include:

- Priority listings displayed on high level locations throughout the site including the home page
- URL and page titles rewritten to a more meaningful and readable format for search engines
- Online interactive and downloadable image library
- Event listings sourced from Eventfinder
- Online downloadable versions of Visitor Guide and Trade Guide
- Incorporation of the Northland regional brand - NZ's First Land

RUGBY WORLD CUP 2011

Regional visitor guides and websites will be the major planning resources for official offshore RWC agents.

These important sites also direct users to Northlandnz.com:

Tourism NZ

www.newzealand.com

NZ Rugby World Cup 2011

www.rugbyworldcup.com

Northland's Rugby World Cup site

www.northland2011.com

ENHANCED PROMOTIONAL OPPORTUNITY FOR THE NORTHLAND TOURISM INDUSTRY

DEADLINES: Copy deadline 13 August 2010. Final proof sign-off from advertisers by 17 September 2010. Payment options through to 20 January 2011 (see overleaf). Distribution from December 2010.

SPECIAL OFFER FOR 2011 – combine your Visitor Guide advertisement with a Priority Web Listing and the Web Listing is **HALF PRICE** – a saving of \$100.

Pricing

	GST Exclusive
<input type="checkbox"/> Priority Web Listing only	\$ 200.00
<input type="checkbox"/> 1/8 page Visitor Guide only	\$ 440.00
<input type="checkbox"/> 1/8 page Visitor Guide and Priority Web Listing	\$ 540.00
<input type="checkbox"/> 1/4 page Visitor Guide only	\$ 860.00
<input type="checkbox"/> 1/4 page Visitor Guide and Priority Web Listing	\$ 960.00
<input type="checkbox"/> 1/2 page Visitor Guide only	\$ 1,675.00
<input type="checkbox"/> 1/2 page Visitor Guide and Priority Web Listing	\$ 1,775.00
<input type="checkbox"/> Full page Visitor Guide only	\$ 3,260.00
<input type="checkbox"/> Full page Visitor Guide and Priority Web Listing	\$ 3,360.00
<input type="checkbox"/> Double page Visitor Guide only	\$ 6,350.00
<input type="checkbox"/> Double page Visitor Guide and Priority Web Listing	\$ 6,450.00
<input type="checkbox"/> Back cover Visitor Guide only	\$ 4,400.00
<input type="checkbox"/> Back cover Visitor Guide and Priority Web Listing	\$ 4,500.00

Sub Total \$ _____

+ GST @ 15% \$ _____

Total GST Inclusive \$ _____

These website listings are for one year from 1 December 2010. Payments previously received for current display web listings on northlandnz.com and made prior to December 2010 will be credited against the advertisement on a monthly pro rata basis.

Contact Information

COMPANY NAME _____

CONTACT PERSON _____ TELEPHONE _____

EMAIL _____ MOBILE _____

POSTAL ADDRESS _____ POSTAL CODE _____

I have read and accept the terms and conditions (overleaf).

SIGNATURE _____ DATE _____

Product type

Transport, Tours Attractions, Activities Shopping Food and Wine Information

Accommodation

Hotel Guest & Hosted (B&B, Home or Farmstay) Self Contained (Motel, Apartment)

Holiday Home Holiday Park, Campground Backpacker

Qualmark

5 Star 4 Star 3 Star 2 Star 1 Star Applied for Endorsed

Copy

New text and images to be supplied before 13 August 2010

Repeat advertisement, text and images unchanged from 2010 edition

Please send a copy of this completed booking form to: Jenny Hirzel, email: jenny@northlandnz.com or fax 09 402 7672. Post your cheque(s) to Destination Northland, PO Box 365, Paihia 0274. Cheque payable to Destination Northland please. Enquiries to Jenny Hirzel, jenny@northlandnz.com or phone 09 402 7683.

Northland Visitor Guide

ADVERTISING TERMS AND CONDITIONS

Destination Northland Ltd (hereafter referred to as DNL)

By submitting the booking form, you agree to the following terms and conditions.

DEADLINES: Copy 13 August 2010 . Final proof sign off by advertisers 17 Sept 2010. Full and final payment by 20 January 2011 – conditions apply, see Item 2 below.

1. Acceptance

Advertising booking will be acknowledged with a layout proof sent to the advertiser for approval prior to publication.

2. Payment

A single invoice for the full amount will be issued before 1 October for payments by instalments:

30% payable by 20 October 2010, 40% payable by 20 December and 30% payable by 20 January 2011.

NB (Any costs including debt collection agency costs, legal costs relating to the collection of unpaid debts shall be payable by the advertiser.)

3. Collective Adverts

Where a group of advertisers wish to purchase shared space in the Visitor Guide, they must nominate a co-ordinator to be responsible for collating and supplying all advertising material and for collecting monies and making payment on their behalf. DNL will take no responsibility for the collection of monies from parties involved in collective adverts. Overdue material will be referred to the co-ordinator for follow up.

NB please note points 6 and 8 opposite.

4. Format

All advertisements 1/2 page or less will be designed by DNL (design included in the cost). Other advertisements of one full page or more may be supplied as print ready. DNL reserves the right to final control over the design and layout of advertisements and may change the publication format from time to time.

5. Print Advertising Material and Specifications

- Text and photographs are to be submitted at the time of booking or before the copy deadline 13 August 2010. Please email material to jenny@northlandnz.com or on a CD to Destination Northland, PO Box 365 Paihia (22 Selwyn Rd Paihia). Images should not be embedded in a Word document or in the body of an email but should be supplied as attachments in high resolution (300dpi) tiff or jpg files.
- Print-ready material will only be accepted for full page or double page advertisements and should be supplied as PDF/X-1a files with 3mm bleed all around. Deadline for print-ready material is 3 September 2010. Dimensions on page 2.

To ensure high quality production, DNL reserves the right to decline any substandard material. It is the advertiser's responsibility to ensure they hold the appropriate permission to use images submitted. The advertiser warrants that the material is accurate in all

detail, is the title of the advertiser and does not breach any copyright, trademark or Fair Trading Act provision.

6. Incomplete Purchases and Cancellations

Cancellations cannot be accepted after 17 September 2010. Advertising material not submitted by the due date (copy deadline) may result in the withdrawal of the space allocation.

NB missing the deadline does not constitute a cancellation, and full payment will be charged.

7. Advertising Proofs

A proof will be sent to the advertiser for approval prior to publication, with a maximum of two proofs per advertiser. It is the advertiser's responsibility to proof all material submitted. Proofs not returned to DNL by specified date will be deemed to be approved by the advertiser. Non return of proof does not constitute a cancellation.

Rates and Products

8. Discounted Web Listings

Advertisers who purchase individual advertising space 1/8 page and above qualify for a reduced cost web listing.

NB This discount does not apply to advertisers who are part of a collective advert except where their portion is equivalent of at least 1/8 page.

9. Website Rates

Rates are applicable for one year from 1 December. Payments previously received for current display web listings on northlandnz.com and made prior to December 2010 will be credited against the advertisement on a monthly pro rata basis.

10. Right of Refusal

DNL reserves the right to decline or amend advertising for any reason. From time to time DNL may limit the number of space allocations of any type or class of advertisement to ensure that page numbers stay within the printing requirements.

Advertisers accept that DNL will ultimately make decisions on priority of all listings for the website. Currently operators with a paid display + Qualmark + Book Now capability have priority listing status. DNL reserves the right to alter listing priority when appropriate, and reserves the right to editorial control over the entire website. DNL may make ongoing changes to the website structure, content and listing format to improve website performance.

These terms and conditions reflect current standard practice of similar organisations for similar publications.