

LISTING OPTIONS & BOOKING FORM

Description _____ Price (+15% GST per month or per annum from 1 October 2010) _____



DISPLAY (PRIORITY) LISTING

- Annual listing 1 December to 30 November
- These will appear first in search result lists
- Full page advertisement with long description & image, full contact details with web and email links

Single (primary) listing

1. Full year 1 December to 30 November
Part year from: _____ until 30 November

**\$200+GST per annum (\$230 pa)
OR **\$17+GST per month (\$19.55 pm) _____ months @ \$19.55

Multiple product or category listings

1. 1st (primary listing) as above **
2. Additional listings - full year 1 December to 30 November
Part year from: _____ until 30 November

Plus for each additional listing
\$60+GST per annum (\$69 pa) _____ listings @ \$69
OR \$5+GST per month (\$5.75 pm) _____ listings @ \$5.75

HOME PAGE PREMIUM LISTING (conditions apply)

- Subject to availability.
- Limit 1 month per advertiser per quarter.

1. Exclusive \$550+GST per month (\$632.50 pm)
2. 1/4 share \$150+GST per month (\$172.50 pa)
Nominate date: _____

HOME PAGE DESTINATION SPOTLIGHT (conditions apply)

- Subject to availability.
- Limit 1 month per advertiser per quarter.

1. Exclusive \$550+GST per month (\$632.50 pm)
2. 1/4 share \$150+GST per month (\$172.50 pa)
Nominate date: _____

CONFERENCE LISTING (specialist area conditions apply)

- Subject to availability.
- Price varies: with or without **display (priority) listing***

1. With display \$50+GST per annum (\$57.50 pa)
2. Without display \$100+GST per annum (\$115.00 pa)

TOTAL _____ incl. gst \$

BOOKING DETAILS: Please sign and return this booking form:

- By post with your cheque to Destination Northland, PO Box 365, Paihia, Bay of Islands, NZ.
- By fax or post with details of payment by bank deposit:
(use Ref: DNL web and your company name) to our account ASB Paihia 12 3102 0068552 50

Your listing request will be processed once full payment has been received. Payment acknowledged with a GST invoice receipt

Company name _____ Contact person _____ Phone _____

Postal address _____

Email _____ Signature _____ Date _____

Cheque enclosed Bank deposit or direct credit: Amount deposited _____ Date of deposit _____

Terms and Conditions:

1. Payment to be included with booking form 2. Requests will not be processed unless we are in receipt of full payment 3. Display listings live on site within 7 working days of payment 4. Bookings and payment will be acknowledged with a receipted GST invoice 5. Destination Northland reserves the right to decline a listing request for any reason 6. Requests for listings from companies outside the Northland region will be considered on a case by case basis.

DNL office only - Date received / / Payment received / /

Listing your tourism business

Accommodation, transport and activity listings* on Destination Northland's website www.northlandnz.com are managed and sourced directly from Tourism New Zealand's website www.newzealand.com. This allows simultaneous, one-stop registration and listing management for Northland tourism business on both sites.

Once your business is registered and listed (free) with Tourism New Zealand on www.newzealand.com it will automatically be displayed on www.northlandnz.com in one of these 2 listing options: Display (priority) listing which incurs an annual fee (see overleaf for details) or Free (basic) listing.

*Listings for all restaurants, cafes, retailers are managed by Destination Northland. Please contact info@northlandnz.com or ph 09 402 7683 for details.

First Time Users – How to register

Go to www.register.nztb.co.nz (Tourism NZ's registration site)

1. 'First Time Users, Create a new Account' - You'll need to have a User Name and Password of your choice to complete this segment. (Remember these for future use – e.g. maintaining or editing your listing.)
2. Complete the online form – 'Account Contact Details' which are not for publication.
3. Consent to share listing details from the Tourism New Zealand site with Destination Northland (your RTO).
4. You will receive email confirmation of your account set up within 72 hours. On receipt of the email you have 72 hrs to confirm your account & load your business information.

Remember to 'save' your entry at the end of each page!

5. Your Account – This is where you enter OR edit information for your business listing.

Click on 'Add a business'

Step 1 - Business type – select one of the options (generally 'Accommodation, Activities, Transport')

Step 2 - Business contact information – for publication on the site. Preferably the physical address - please choose 'City/Town' location carefully as this will determine where your business listing is displayed - e.g. Houhora versus Kaitiāia.

Step 3 - Map location. Plot your location carefully.

6. Add details about your business.

Step 1 - Select your core activity or business type from the list displayed. (You may register under more than 1 category; however you will have to register each activity category separately.)

Step 2 - Activity Description. 80-120 words. This

should be informative, motivational and current. This is what site users will read about your business.

Step 3 - Activity summary. 15 – 20 words. This will appear on search results and is the 1st impression of your business. Be enticing, motivational & specific.

Step 4 - Activity keywords. Words potential customers may use when searching on the site.

NB: Please make sure to include the name of your business in this field.

TIP: We suggest you have steps 2,3 and 4 available in a "Word" document or similar that you can cut and paste into this portion of the Registration form as the site 'times out' after a period and you may lose all the data.

7. Add a photo or logo. There are instructions to assist you.

8. That's it! Your account details will then be summarised and shown as 'Unapproved' while Tourism NZ validates your registration details. It may take up to 10 days to process your listing for www.newzealand.com. www.northlandnz.com is automatically updated (populated) from Tourism New Zealand's listings.

NB: In order to keep your listing active and to ensure it remains live on both sites you must log into your account and confirm the details at least every 12 months.

Tourism New Zealand will send you a reminder email if you have not done so and if no action is taken with 14 months the listing is suspended.

To reactivate a suspended listing you simply need to log in and check the details are still correct. Every time you update your listing it is suspended from the live site for a period of up to ten days before it is approved again.

Returning Users - Update, edit or maintain your listing

on www.newzealand.com & www.northlandnz.com

You can go online again anytime to update or refresh your listing and ensure that it remains up to date & accurate.

Step 1 - Go to the Returning Users section on www.register.nztb.co.nz

Step 2 - Enter your unique 'User name' and 'Password' from your initial registration. (Password inquiries can be made to register@tnz.govt.nz).

Step 3 - View or edit your contact details in "Business Account Info"

Step 4 - View, edit or delete your accommodation or activity details in "Your Account"

Tourism NZ will revalidate your listing, during which time it will be suspended on both sites. Note that the updates are first processed on www.newzealand.com (may take up to 10 days), then on the www.northlandnz.com site.