

Print

		CASUAL RATES	ANNUAL RATES	
			Per issue	Per annum
Double page DLE	188mm wide x 191mm deep	\$3530	\$3000	\$15,000
Full page DLE	89mm wide x 191mm deep	\$2120	\$1800	\$9000
Two-thirds page DLE	89mm wide x 128mm deep	\$1710	\$1450	\$7250
Half page DLE	89mm wide x 95mm deep	\$1410	\$1200	\$6000
One-third page DLE	89mm wide x 62mm deep	\$1060	\$900	\$4500
Bold listing	Five lines (30 words) + full address	\$280	\$240	\$1200
Discount voucher	(with display ad only)	\$290	\$250	\$1250

Web

Pictorial listing	\$795
Power listing	\$1395
Virtual Video	\$390
Hot Deal (per 3 months)	\$390
Feature of the Day (per 3 months)	\$390
Explore! per edition - (\$500 if a hot deal is pre-purchased)	\$890

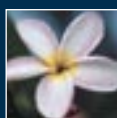
Loading on all full pages for inside front, inside back or outside back cover – plus 25%.

All display advertisements include optional bold listing in the Visitor Guide.

Advertisers must advertise in all 5 issues for the annual rates to apply.

Publication specifications

Payment options	Standard terms local guides: Payment in full on publication. Cash discount: Pay full amount by cash, credit card or cheque at the point of signing and receive a 5% discount from contracted rate.
Proof forms	All advertisements are proofed once at no charge. A charge of \$50 applies to each additional proof.
Supplied art	See over
Print circulation	400,000 per annum
Print publication details	DLE Visitor Guide. Cover printed on 250gsm gloss art stock. Inside pages printed on 80gsm gloss art stock.
Deadlines	Six weeks prior to commencement of month of publication.
Web listings publication date	Commences November 2009. Listings prior to November 2009 at a pro-rata monthly cost.



Jasons Travel Media Ltd

12 Lawson Street, Sydenham, Christchurch, New Zealand

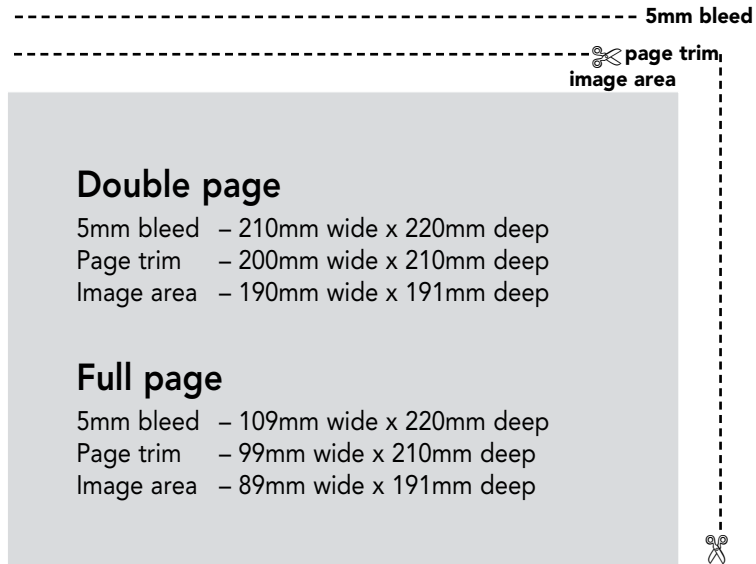
phone +64 3 379 7840 fax +64 3 379 7842 email paula.c@jasons.com

browse and book @

www.jasons.com

ADVERTISING DIMENSIONS

NOTE: Trimmed full page size **99mm wide x 210mm deep**



Example of bold listing

full address (5 lines) plus a maximum of 30 words

THE MOUNTAINBIKE ADVENTURE COMPANY Mountain biking adventure packages (off road or on road) in the Port Hills off the Christchurch Gondola. Before you go up the gondola buy your 'Mountain Bike Experience' package - includes a one way ride up on the gondola

Freephone 0800 424 534. Price guide: \$50

PUBLICATION DEADLINES 2009/10

Edition 2009

Dec/Jan

Sales & Copy Closeoff

06 November

Edition 2010

February/March

Sales & Copy Closeoff

04 January

Autumn

26 February

Winter

30 April

Spring

06 August

Dec/Jan

05 November

SUPPLIED ART SPECIFICATIONS

We accept finished art in any of the following formats:

- High resolution pdf
- Photoshop tif/eps
- Illustrator ai/eps

All files need to be high resolution 300dpi, mac format, CMYK colour mode.

Supply files on disk to:

PO Box 9390, Newmarket, Auckland 1149
or First Floor, 2 Ngaire Ave, Newmarket,
Auckland or email to:
copy@jasons.com (file size not to exceed
10mb)

Please clearly identify with name of the advertiser/client, size of the advert booked and name of the publication in which the advert is to be printed.

