



Queenstown

What's On

ADVERTISING RATECARD

Print

		CASUAL RATES	ANNUAL RATES	
			Per issue	Per annum
Double page DLE	188mm wide x 191mm deep	\$2850	\$2000	\$20,000
Full page DLE	89mm wide x 191mm deep	\$1950	\$1190	\$11,900
Two-thirds page DLE	89mm wide x 128mm deep	\$1290	\$830	\$8300
Half page DLE	89mm wide x 95mm deep	\$1000	\$670	\$6700
One-third page DLE	89mm wide x 62mm deep	\$680	\$470	\$4700
Bold listing	Five lines (30 words) + full address	\$250	\$200	\$2000
Discount voucher	(with display ad only)	\$375	\$250	\$2500

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 10 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	365,000 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

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browse and book @

www.jasons.com

ADVERTISING DIMENSIONS

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

5mm bleed

page trim
image area

Double page

5mm bleed – 210mm wide x 220mm deep
Page trim – 200mm wide x 210mm deep
Image area – 190mm wide x 191mm deep

Full page

5mm bleed – 109mm wide x 220mm deep
Page trim – 99mm wide x 210mm deep
Image area – 89mm wide x 191mm deep

Two-thirds page (no bleed)

89mm wide x 128mm deep

Half page (no bleed)

89mm wide x 95mm deep

One-third page (no bleed)

89mm wide x 62mm deep

Example of bold listing

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

SKYDIVE LAKE WANAKA Imagine freefalling from 15,000 feet above the most extreme scenery in the world! Freefall at 200kph with our friendly, experienced instructors and cameraflyers who will capture your massive freefall smile on DVD and digital photos! New Zealand Tourism Award winners 2008.

Freephone 0800 786 877 or visit www.skydivewanaka.com

PUBLICATION DEADLINES 2009/10

Edition 2009

November

December

Sales & Copy Closeoff

09 October

06 November

Edition 2010

January

February

March

April

May/June

July

Sales & Copy Closeoff

06 November

04 December

08 January

05 February

02 April

04 June

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.

