

WELLINGTON DINING GUIDE RATE CARD 2010

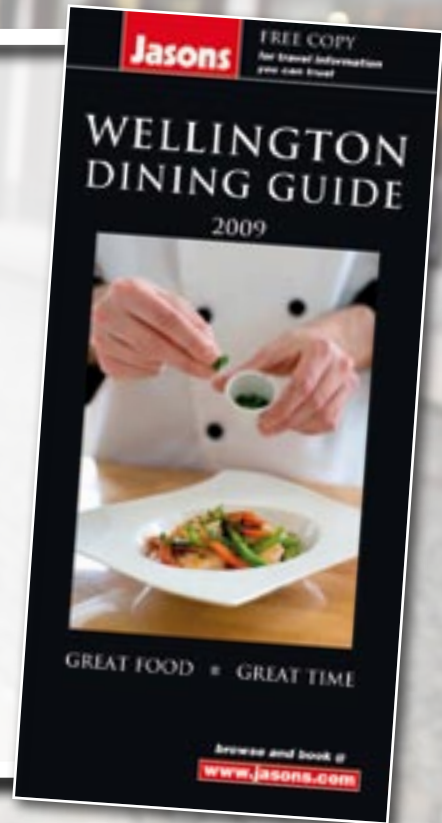
PRINT

Full page template/display ad	\$2140
Half page template/display ad	\$1590
Half page display (café & bars)	\$1590

WEB

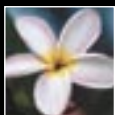
Pictorial listing	\$795
Power listing	\$1395
Virtual video	\$390
Hot Deal (per 3 months)	\$390
Feature of the Day (per 3 months)	\$390
Explore! (per edition)	\$890
(\$500 if a hot deal is pre-purchased)	

All prices exclude GST



PUBLICATION SPECIFICATIONS

Sales close	23 October 2009
Print publication	December 2009
Copy due	30 October 2009
Web listing publication date	December 2009
Payment options	Payment in full on publication
Supplied art	See over
Print publication details	DLE directory. Cover printed on 250gsm gloss art stock. Inside pages printed on 80gsm gloss art stock.
Print circulation	60,000 per annum (plus 250,000 Wellington What's On Guides)



Jasons Travel Media Ltd

PO Box 9390, Newmarket, Auckland 1149, New Zealand

phone +64 9 912 8400 fax +64 9 912 8401 email sales@jasons.com

FULL PAGE TEMPLATE

Dimensions 84mm(w) x 185mm(d)
Artwork Elements to be supplied ie:
 logo, image, text.
 Ad is created inhouse.



FULL PAGE DISPLAY

Dimensions 84mm(w) x 185mm(d)
Trim size 99mm(w) x 210mm(d)
***Bleed size** 109mm(w) x 220mm(d)
 (includes 5mm bleed)

*Note: Bleed size only applies to ads booked for cover placements



HALF PAGE TEMPLATE

Dimensions 84mm(w) x 91mm(d)



HALF PAGE DISPLAY - INCL. CAFES & BARS

Dimensions 84mm(w) x 91mm(d)



1/6 WHAT'S ON GUIDE TEMPLATE

Dimensions 89mm(w) x 28mm(d)
Artwork Elements to be supplied ie:
 logo/image,
 60 words of text.
 Ad is created inhouse.



SUPPLIED ART

WE ACCEPT FINISHED ART IN ANY OF THE FOLLOWING FORMATS

- High resolution PDF 300dpi
 - Photoshop tif/eps mac format
 - Illustrator ai/eps mac format
- All files need to be high resolution 300dpi and in CMYK colour mode.

SUPPLY FILES ON DISK TO

PO Box 9390, Newmarket, Auckland 1149, New Zealand or
 First Floor, 2 Ngaire Avenue, Newmarket, Auckland, New Zealand or
 Email to copy@jasons.com (file size not to exceed 10mb)

Please clearly label the name of the advertiser/client, the size of the advert and the name of the publication for which the advert is booked.

SALES EXECUTIVE

Craig Crestani
 021 639 014
craig.c@jasons.com