



# explore!

email newsletter

Jasons Explore! is a monthly email newsletter that is packed full of Hot Deals, travel features and destination guides, covering New Zealand, Australia and the South Pacific Islands.

## NEW ZEALAND

### What we can offer you:

- Targeted online marketing**  
 Explore! is emailed directly to over 110,000 New Zealand and global travellers and can boost your listing by an average of 100% for that month!
- Top ranking for your property**  
 As part of the price, we'll supplement your Explore! ad with a 90 day Hot Deal enhancement to your web listing.
- Increased web traffic**  
 Targeted email newsletters are a proven method of building web traffic.
- Monthly mail-out plus fantastic Special Editions**  
 Explore! is sent out on a monthly schedule with up to 6 additional Special Editions per year.
- Feature Article**  
 Exciting travel stories across New Zealand, Australia and the South Pacific Islands.

See Jasons Travel Channel™ sales brochure or [www.jasons.com/advertising](http://www.jasons.com/advertising) for other online options



## What we need from you:

- **Hot Deal**
  - Please supply a **maximum of 150 words** for your Hot Deal which will appear under your pictorial listing.
  - Our Explore! editor is happy to edit your hot deal text to maximise your offer.
  - Text should relate to the **Hot Deal only**. This isn't a general description of your property.
  - Include **special conditions** such as how long the deal runs for.
- **Image**  
We can use an image from your Pictorial Listing or Online Brochure or you can provide a new one. The image should be **120px** wide and **100px** high.
- **Copy**  
Email copy to [copy@jasons.com](mailto:copy@jasons.com)

## Hot tips...

- State a **dollar value** discount.
- Keep your offer **short** and **concise**.
- Include a **high impact** headline (including the discount or price if possible).
- Use an **attractive** image.

## Testimonial

'We have found Jasons Travel Media to be an ideal vehicle for us to promote our range of products in New Zealand and Australia to the ever-increasing online consumer. They allow us to offer up-to-date special offers in both markets in a competitive and easy manner.'

RICHARD MCKISACK

SALES & MARKETING MANAGER

AUSTRALIA & NEW ZEALAND, KEA CAMPERS

## Examples of hot deals



**Deluxe KEA Campers & Motorhomes from NZD\$41 per day**  
KEA Campers are offering a 25% discount off all published rates and discounted rates ex Auckland or Christchurch.



**Fraser Fantastic 50 at Kingfisher Bay Resort**  
Kingfisher Bay Resort is giving you AU\$50 FREE to spend every day! Just imagine how much more you could do on Fraser Island with this Fraser Fantastic 50 offer! Valid 18 April 2006 to 31 July 2006 (excluding 2-9 July 2006). Minimum 2-night stay subject to availability.



**Excellent winter bonus in Port Vila - Vanuatu**  
Right now, The Melanesian Port Vila is offering accommodation in their Hibiscus and Orchid rooms for just VT\$1,850 per room (approx NZD\$160\*) including daily continental buffet breakfast.

Advertisers in Explore! have increased visits to their Jasons listings by an average of 100%.

Explore! is sent to our database of 110,000+ travellers worldwide.

