

# NEW CALEDONIA RATECARD 2009

All rates are non-commission bearing

## VISITOR MAP

ALL PRICES IN PACIFIC FRANCS (XPF)

Advertising space	Size	Price
1 space	86mm wide x 61mm deep	89,900
2 spaces (vertical)	86mm wide x 130mm deep	162,850
2 spaces (horizontal)	188mm wide x 61mm deep	162,850
4 spaces	188mm wide x 130mm deep	314,600



## WEB LISTINGS

(PER ANNUM)

	Price (XPF)
<b>Pictorial Listing</b>	20,900
150 word listing with 4 images, 3 minute streaming video, and level 3 ranking on search pages, email & website link	
<b>Power Listing</b>	37,570
150 word listing with client branding, slideshow of up to 8 images, client website link, 3 minute streaming video and level 2 ranking on search pages	
<b>Duplicate listing in other information categories</b>	no charge
<b>Virtual Video</b>	18,750
Dynamic audio visual with your Power Listing or Pictorial Listing	
<b>WEB 'SUPER PROFILE' OPTIONS</b>	
<b>30 Day Exclusive</b>	25,000
• Secure the very top placing in your town's search results	
<b>Regional Feature or Hot Deal (per 3 months)</b>	6,300
• Feature or Hot Deal is area specific	
• Level 1 ranking on Jasons search pages	
<b>Front Page Feature or Hot Deal (per 3 months)</b>	50,300
• Feature or Hot Deal image rotates on South Pacific pages and on the South Pacific feature on the worldwide homepage	
• Level 1 ranking on Jasons search pages	
<b>JASONS EXPLORE! E-LETTER TURBO-CHARGE OPTION</b>	
Profile your Hot Deal to Jasons Explore! subscribers	24,940
Includes three month regional Hot Deal	

## MAXIMISE YOUR ADVERTISING WITH PRINT AND WEB COMBOS...

**Take print and web advertising and enjoy a 10% web discount\***

\*10% discount not available on Features, Hot Deals, 30 Day Exclusive, Explore or Virtual Videos

### CIRCULATION

Visitor Map - 60,000, New Caledonia Tourism private label print run numbers to be confirmed

### PUBLICATION DATE

Late April 2009

### DEADLINE

Sales close 28 February 2009. Advertising material must be received by 5 March 2009. Please email copy to: [copy@jasons.com](mailto:copy@jasons.com)  
**Due to print deadlines, late artwork cannot be accepted.\***

\*Jasons reserves the right to create or amend an advert on your behalf after the deadline has passed, if we have had no response.

### DISTRIBUTION

To all visitors to New Caledonia through our on-island distributor and Auckland International Airport - outbound.  
 To travel agents in New Zealand and Australia via Jasons Distribution, Templar Online, trade shows, trade magazines and PR campaigns. To the consumer via [www.jasons.com](http://www.jasons.com), travel shows, travel and consumer magazines and via Jasons New Zealand, Australia and South Pacific print products.

### PUBLISHING DETAILS

Visitor Map - Printed on 90gsm gloss art stock. 4-page broadsheet, folded to A4 format, printed sheetfed.

### PAYMENT DETAILS

50% deposit requested, balance one month after publication. 5% discount for full payment received on booking.

### SUPPLIED ART

We accept finished art in any of the following formats

• High resolution PDF (300dpi) • Photoshop 6.0 tif/eps (mac format) • Illustrator 10.0 eps (mac format)

All files need to be high resolution (300dpi) and in CMYK colour mode.

### FILES ON DISK TO

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

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

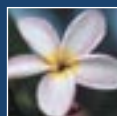
## ABOUT JASONS

Jasons is the largest travel publisher in New Zealand, Australia and the South Pacific with 6.5 million copies of print guides produced annually and 130,000+ web pages constantly being updated.

Jasons is a New Zealand owned business that has provided marketing services to the tourism industry for the last 42 years.

The company is publicly listed on the New Zealand Stock Exchange NZAX Board.

Jasons has won numerous New Zealand Tourism Awards and is the only major travel publisher to have its print run, circulation and online activity independently audited annually.



### Jasons Travel Media Ltd

PO Box 9390, Newmarket, Auckland 1149, New Zealand

phone +64 9 912 8400 fax +64 9 912 8401 email [spsales@jasons.com](mailto:spsales@jasons.com)

# Strengthen your presence with Jasons dual media options

## REGIONAL FEATURES & HOT DEALS

- Level 1 Ranking. Stand out from your competitors
- Hot deals and features rotate on the right hand side of town and regional search results

### Feature of the Day:

- Gives you Level 1 ranking and great exposure

### Hot Deals:

- Best purchase for promoting great offers
- Your property is highlighted by a red box in the search results
- Hot deal text box appears on your listings



REGIONAL  
(XPF) **6,300** (3 mths)

FRONT PAGE  
(XPF) **50,300** (3 mths)

## JASONS MONTHLY E-MARKETING NEWSLETTER EXPLORE!

- Explore! is our monthly e-letter that targets the leisure traveller with location features for the South Pacific, New Zealand and Australia
- With a database of 100,000+ New Zealand and global travellers, Explore! is a proven method of building your web traffic and increasing your brand awareness
- To advertise in Explore! you need a specific offer for the end user
- The Explore! package includes an insert in Explore! as well as a 90 day regional hot deal on Jasons.com
- If you have already purchased a hot deal – an insert in Explore! is (XPF) 6,250



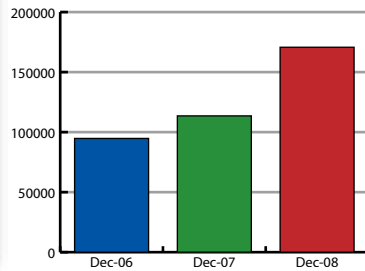
(XPF) **24,940** (Per edition)

www.jasons.com



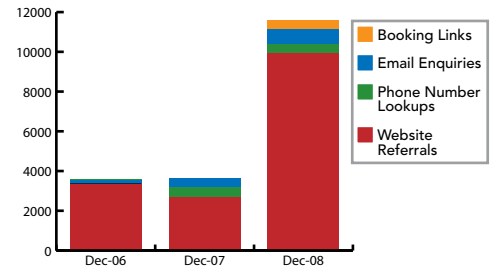
**WEB** Jasons.com delivers in excess of 170,000 unique browsers every month...

### UNIQUE BROWSERS



**BRINGING  
YOU STRONG  
YEAR-ON-YEAR  
GROWTH**

### SPI CLIENT RESULTS TREND



## 30 DAY EXCLUSIVE

**NEW**

(XPF) **25,000**

**Secure the very top placing in your town's search results.**

For 30 days you can ensure your business and only your business always appears at the top of search results for your search category in your town.

\* Red box indicates placement.



## VIRTUAL VIDEO (XPF) 18,750 per video



- Affordable audio visual display to highlight your property's features.
- Jasons creates your virtual video by using 7 to 8 of your best pictures; adding voice over and background music.
- It's easy – you simply supply the images and your unique selling point and we do all the rest.
- If you have a power listing with us we can use your current images.

## JASONS SEARCH PAGE RANKINGS\*

Use this guide to determine where your listing will rank on the relevant search results pages:

30 Day Exclusive	Top ranking in your search category in your town
Level One	Clients with Active Hot Deals or Features
Level Two	Clients with Power Listings
Level Three	Clients with Pictorial Listings

\*Relevant search pages are user-searched pages that match the client's location and type of property.

Within each ranking level, properties appear randomly. Users can choose to re-rank their search listings alphabetically, by area, or by price, at which point the above rankings will not apply.