

# TURBO-CHARGE YOUR WEB LISTING!

The web continues to rapidly increase in importance as a travel research tool. Jasons Features, Hot Deals, and e-letters are like full page print ads on the web. Use them to gain your unfair share of Jasons large and growing web traffic.

## FEATURES AND HOT DEALS

Stand out from your competitors across your country. When people are coming to your piece of paradise, make sure they see you first.

- Front Page Features and Hot Deals rotate through our country pages, PLUS our My Jasons pages, booking pages and print guide ordering pages. These are high volume pages!
- Regional Features and Hot Deals rotate through the town, regional pages where your property is located. Target your customer when they are coming to your area.
- All Feature and Hot Deal advertisers receive LEVEL ONE RANKING on their local and regional search page results for the period they are running.
- If you have a specific Hot Deal you can have a description of that deal added to your regular listing.
- **NEW - Details of your Hot Deal are also rotated on our town, regional or site-wide pages.**

REGIONAL  
(T)175 (3 mths)

FRONT PAGE  
(T)1340 (3 mths)



## BROADCAST YOUR HOT DEAL WITH JASONS EXPLORE! E-LETTER!

- Jasons Explore! is emailed directly to 110,000+ New Zealand, Australian and global travellers. Advertising in it boosts client listing visits by an average of 100% for that month.
- Jasons Explore! is our regular e-letter targeting the leisure traveller with valuable actionable travel information for the South Pacific, New Zealand and Australia.
- To advertise in Jasons Explore! you need a specific hot actionable offer.
- **Explore! advertisers receive LEVEL ONE RANKING on the relevant search pages.**

EXPLORE!  
(T)735



# SAMOA RATECARD 2009

All rates are non-commission bearing

## VISITOR GUIDE

Advertising space	Size	Price (T)
Quarter page	93mm wide x 40mm deep	570
Half page	93mm wide x 86.5mm deep	1120
Full page	93mm wide x 184mm deep	2270
Double page spread	216mm wide x 210mm deep	4070
Front inside cover (double page spread)	216mm wide x 210mm deep	5590
Back inside cover	113mm wide x 210mm deep	2570
Back outside cover	113mm wide x 210mm deep	3635
Centre double page spread	216mm wide x 210mm deep	5135
Special or nominated position		+ 25%

## VISITOR MAP

Advertising space	Size	Price (T)
1 space	86mm wide x 61mm deep	1710
2 spaces (vertical)	86mm wide x 130mm deep	3100
2 spaces (horizontal)	188mm wide x 61mm deep	3100
4 spaces	188mm wide x 130mm deep	6200

## TRAVEL CHANNEL™ WEB LISTINGS (PER ANNUM)

Listing Type	Price (T)
<b>Pictorial Listing</b> 150 word listing with 4 images, level 3 ranking on search pages, email & website link	565
<b>Power Listing</b> 150 word listing with client branding, slideshow of up to 8 images, client website link and level 2 ranking on search pages	1112
<b>Duplicate listing in other information categories</b>	no charge
<b>WEB 'SUPER PROFILE' OPTIONS (PER 3 MONTHS)</b>	
<b>Regional Feature or Hot Deal</b>	175
• Feature or Hot Deal is area specific	
• Level 1 ranking on Jasons search pages	
<b>Front Page Feature or Hot Deal</b>	1340
• 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>	735
Profile your Hot Deal to Jasons Explore! subscribers	
Includes three month regional Hot Deal	

10% off Travel Channel™ when booking print!\*

\*Excludes Features, Hot Deals & Explore!

## CIRCULATION PUBLICATION DATE DEADLINE

Visitor Map - 50,000 | Visitor Guide - 40,000  
September 2008  
Sales close 31 May 2008. Advertising material must be received by 15 June 2008. Please email copy to: copy@jasons.com.  
**Due to print deadlines, late artwork cannot be accepted.\***

## DISTRIBUTION

\*Jasons reserves the right to create or amend an advert on your behalf after the deadline has past, if we have had no response.  
To all visitors to Samoa 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 Jasons Travel Channel™ 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.  
Visitor Guide - Cover printed on 170gsm gloss art stock, inside printed on 80gsm gloss art stock.  
Printed sheet-fed, saddle-stitched to 103mm wide x 200mm deep.  
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. 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

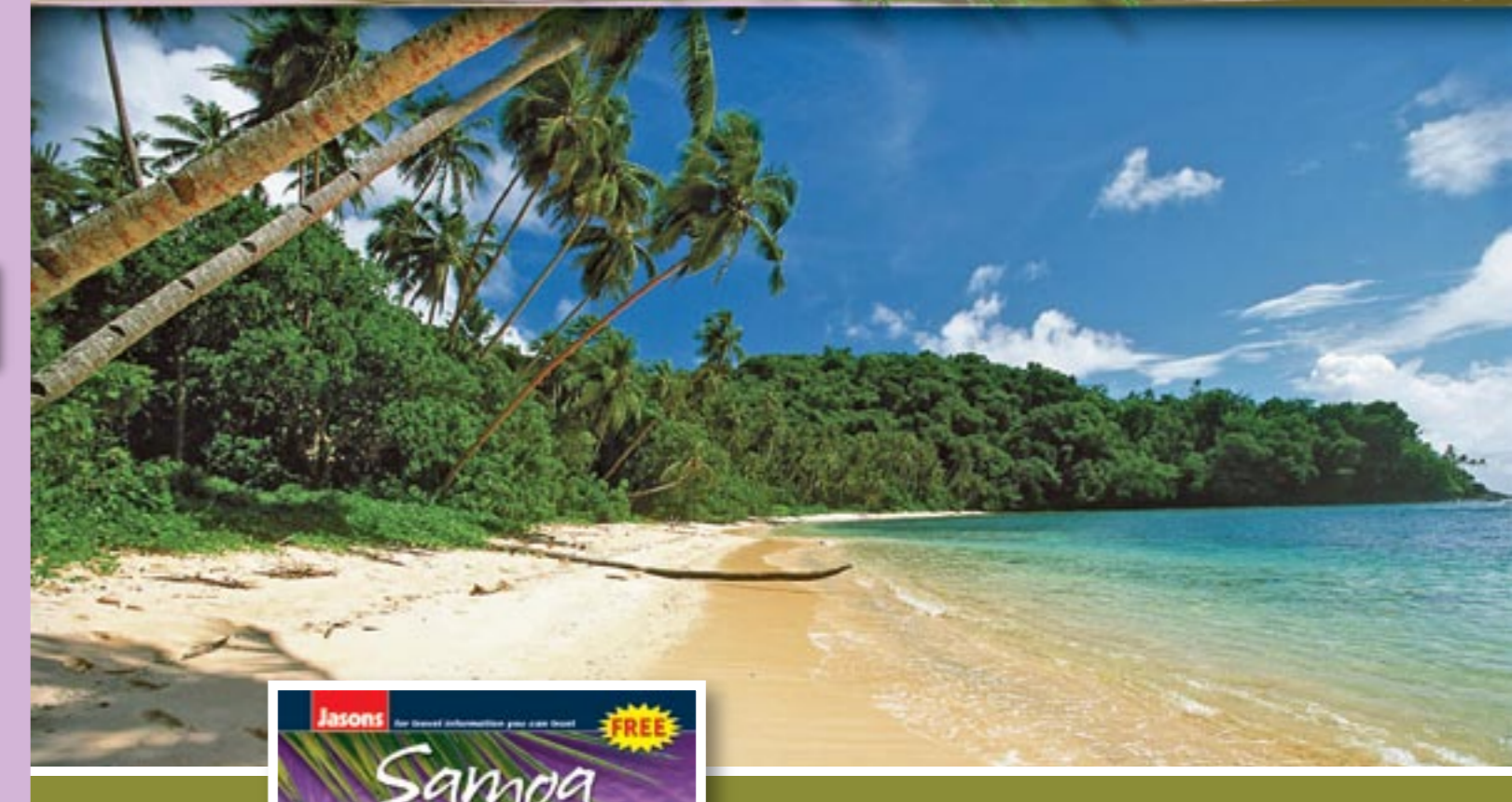
Jasons is the largest travel publisher in New Zealand, Australia and the South Pacific with 5.6 million copies of print guides produced annually and 130,000+ web pages constantly being updated. Jasons is a New Zealand owned business that has provided marketing services to the tourism industry for the last 40 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

for travel information you can trust

# South Pacific Islands VISITOR GUIDES & MAPS



- › Free to visitors
- › Recognised and trusted brand
- › Powerful print and web options with the ALL-NEW www.jasons.com
- › Regional & international distribution
- › Be part of the strong Jasons South Pacific Island family of publications

## JASONS SEARCH PAGES RANKINGS

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

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.

Notes: Within each ranking level, properties appear randomly.

Users can choose to re-rank their search listings alphabetically or by geographic region, at which point the above rankings will not apply.



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

browse and book @

www.jasons.com

# Increase your presence through Jasons print & web options

WEB + PRINT



## VISITOR GUIDE

- 40,000 copies used by travellers each year.
- Free to visitors.
- Informative, colourful and easily carried by visitors, or placed in document wallets prior to travel.
- Packed with traveller tips, what to see, what to do, where to eat, accommodation and much more.
- Published annually - DLE format.

## VISITOR MAP

- 50,000 copies.
- Free to visitors.
- Popular, bright, colourful and easy to use.
- Offers prime positions for your business, including your location marked on the map.
- Limited spaces ensure you stand out.
- Published annually - folded to A4 format.
- One of 68 trusted Jasons print publications across the South Pacific islands, New Zealand and Australia.



JASONS SOUTH PACIFIC GUIDES & MAPS STAND AT AUCKLAND INTERNATIONAL AIRPORT

## South Pacific's End-to-End Print Distribution Network

### THE JASONS DIFFERENCE

Jasons distribution plan is exclusively available to Jasons customers:

- 1 All Jasons print directories are available for ordering online before travellers leave home.
- 2 Exclusive presence at Auckland International Airport (departures area) and the Auckland Overseas Terminal (cruise ships).
- 3 Dedicated on-island distributors.
- 4 International distribution through relevant National Tourism Offices.
- 5 Distribution to the wholesale and retail travel industry in NZ via Jasons Distribution and along Australia's seaboard via Templar Online.
- 6 Proactively involved in trade shows and events promoting the South Pacific - eg. BFTE, PAICE, Flight Centre and other travel expos.

## POWERFUL BRANDING South Pacific maps and guides

### JASONS SOUTH PACIFIC GUIDES



### JASONS SOUTH PACIFIC MAPS



## The ALL-NEW Jasons.com - setting new standards online

Since launching in Spring 2007, the ALL-NEW Jasons.com has experienced tremendous traffic growth and is now delivering in excess of 6,000 results for South Pacific clients monthly\*. New features include:



### Jasons Fast-Find Destination Searches

Travellers use our fast-find search tool, 'toplinks' or flashmaps (currently being developed) to quickly search their destinations in a minimum of clicks, arriving at your listing faster.

### New generation SEO-Optimisation delivers your results immediately

Jasons works hard to ensure appropriate Jasons search pages are well-placed on search-engine indices. Travellers searching on common keywords make just one click through to relevant information. Jasons has excellent SEO visibility with South Pacific searches, and complements it with targeted cost per click advertising.

### Commission-free Bookings

Jasons continues its proud tradition of allowing operators to reach their customers directly, commission-free. At www.jasons.com we show all your details, including email address and phone numbers, allowing people to contact you any way they wish.

### My Jasons and My Places

Our new interactive section where travellers can save and manage their favourite listings and plan their trips.

### Streaming Video

Allows your customers to visualise themselves at your place. We load and play your videos free of charge when you purchase a power listing.-

www.jasons.com



# Jasons

## MARKETING THE JASONS BRAND

We are investing significantly in marketing the Jasons brand through 2008, to ensure top-drawer exposure for our advertisers

- Major six-figure investment in online CPC advertising, targeting New Zealand and international travellers visiting the South Pacific Islands.
- Continued investment in maintaining and growing organic SEO performance.
- Television advertising to New Zealand travellers considering the South Pacific, New Zealand and Australia as travel destinations.
- Increased cross-promotion between print and web, with Jasons logo and web address prominent on all **5.6 million copies** of the **68** Jasons print guides across New Zealand, Australia and the Pacific.

### POWER LISTING

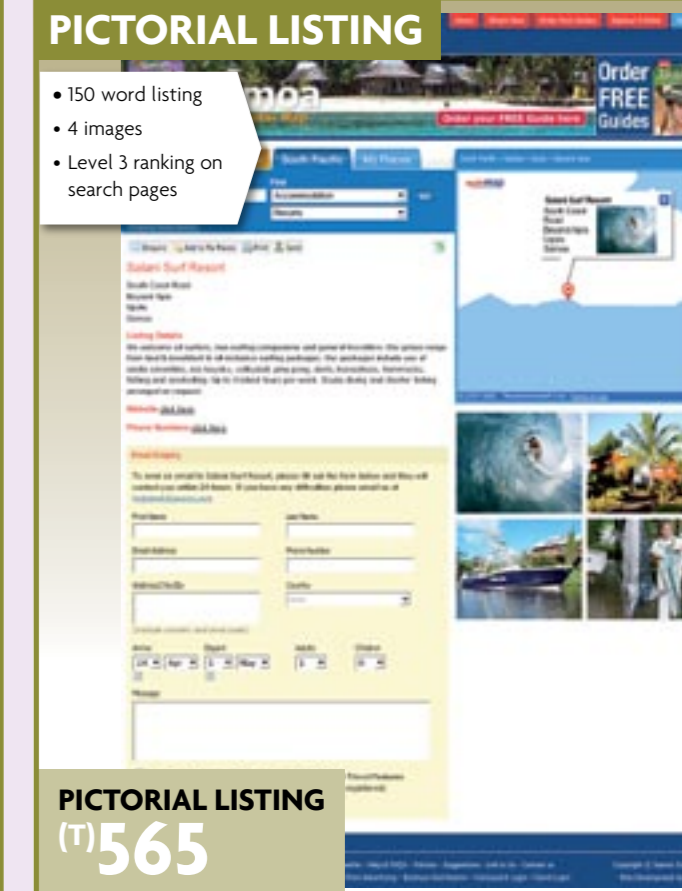
- 150 word listing
- Client branding
- Slideshow of up to 8 images
- Map locator
- Client website link
- Level 2 ranking on search pages



POWER LISTING  
(T)1112

### PICTORIAL LISTING

- 150 word listing
- 4 images
- Level 3 ranking on search pages



PICTORIAL LISTING  
(T)565

\* Website and booking referrals, email enquiries, phone number lookups