



2009 Advertising Rates



- Full Page and Half Page advertisers have a free Bold Listing
- All Accommodation ads receive a Line Listing in their Regional Visitor Guide
- All Accommodation advertisers are listed on www.aatravel.co.nz
- All Accommodation clients will appear on www.aamaps.co.nz

Accommodation

NEW 2009 Accommodation Combo

Advertisement	Accom Guides	Repeat Travel Guides	Listing on aatravel.co.nz	Total price	Combo price	Savings
Full Page + Bold	\$4,999	\$1,100	P1 \$999	\$7,098	\$6,900	\$198
Half Page + Bold	\$2,999	\$600	P2 \$799	\$4,398	\$4,300	\$98
Quarter Page	\$1,799	\$400	P3 \$499	\$2,698	\$2,600	\$98
Eighth Page	\$999	\$300	P4 \$399	\$1,698	\$1,600	\$98
Bold Listing	\$699	\$200	P4 \$399	\$1,298	\$1,200	\$98
Line Listing	\$299	\$100	P4 \$399	\$798	\$700	\$98

Full & Half Page Combo Features

Free Rotating Banners within Search Results on www.aatravel.co.nz	\$1,200
Free Access to Hot Deals on www.aatravel.co.nz	\$300
Free AA Rewards Travel membership	\$88
Free one year subscription Tourism Business magazine	\$30

VALUE \$1,618

Quarter & Eighth Page Combo Features

Free Rotating Banners within Search Results on www.aatravel.co.nz	\$1,200
Free AA Rewards Travel membership	\$88

VALUE \$1,288

Accommodation Guides

Advertisement	Price +GST
Full Page + Bold	\$4,999
Half Page + Bold	\$2,999
Quarter Page	\$1,799
Eighth Page	\$999
Bold Listing	\$699
Line Listing	\$299
Cross Reference	\$159
Conference Facilities	\$159
Pets By Arrangement	\$159

Regional Visitor Guides

Advertisement *	Price +GST
Full Page + Bold	\$1,999
Half Page + Bold	\$1,049
Quarter Page	\$699
Eighth Page	\$469
Bold Listing	\$299
Line Listing	included

* These are repeats of your Accommodation Advertisement. Add an additional \$100 if not a **direct** repeat of Accommodation ad.

Travel Guides*

Advertisement	Motorhome & Campervan	Rental Car
Full Page + Bold	\$1,100	\$1,100
Half Page + Bold	\$600	\$600
Quarter Page	\$400	\$400
Eighth Page	\$300	\$300
Bold Listing	\$200	\$200
Line Listing	\$100	\$100
Cross Reference	\$100	\$100

*As an advertiser in the Accommodation Guide you are able, by invitation, to repeat your advertisement at a special low rate in the New Zealand Travel Guide (Motorhome/Campervan) or the North or South Island Rental Car Guide.

Web (with print)

Advertisement	Price +GST
Priority 1 Listing	\$999 per annum
Priority 2 Listing	\$799 per annum
Priority 3 Listing	\$499 per annum
Priority 4 Listing	\$399 per annum
www.aamaps.co.nz	
Search-prompted ad	\$499 per annum
Conference Listing	\$159 per annum
Additional Listing	\$159 per annum
Domain Name Registration	\$99 per annum

Additional product options



2009 Touring Maps

Advertisement	Size (WxH) mm	Price +GST
Full Page Panel	90 x 200	\$3,995
Half Page Panel	90 x 98	\$2,295
Quarter Page Panel	90 x 47	\$1,295
Photo Listing	90 x 26.5	\$795
Logo Listing	90 x 13	\$625



2009 Golf Maps

Advertisement	Size (WxH) mm	Price +GST
Full Page Panel	90 x 200	\$2,395
Half Page Panel	90 x 98	\$1,395
Quarter Page Panel	90 x 47	\$795
Photo Listing	90 x 26.5	\$395
Logo Listing	90 x 13	\$295

2009 Road Atlas Strip Ads



Publication (size 114mm x 14mm)	Price +GST
Accommodation Guide – NZ	\$1,500
Accommodation Guide – North Island	\$1,500
Accommodation Guide – South Island	\$1,500
New Zealand Motorhome/Campervan Guide	\$650
Rental Car (North Island or South Island) Guide	\$650
Bed & Breakfast Guide	\$650

2009 Discount Vouchers



Publications	Price +GST
Rental Car (North Island or South Island) & Campervan Guides	\$700
Rental Car (North Island and South Island) & Campervan Guides	\$1,100

For further information contact:

AA Guides Limited

Street Address: Level 1, 29 Apollo Dr, Mairangi Bay, North Shore 0632

Postal Address: PO Box 101 001, North Shore 0745

Phone: 0800 224 843 Fax: 0-9-966 8721 Email: tourism.sales@aa.co.nz

Online: www.aatravel.co.nz/advertising/products-2009/index.htm