



2009 Advertising Rates



- **Combos** are a cost-effective way to advertise in three targeted distribution channels, giving your business the widest profile possible. Your advert will appear in the Regional Visitor Guide, the travel guides of New Zealand's leading rental car and campervan/motorhome companies and on www.aatravel.co.nz.
- Full Page and Half Page advertisers have a free Bold Listing
- All Leisure advertisers are listed on www.aatravel.co.nz
- All Leisure advertisers will appear on www.aamaps.co.nz

Leisure

2009 Leisure Combo

Advertisement	Size (WxH) mm	Listing on aatravel.co.nz	Price +GST
Full Page + Bold	114 x 180	Priority 1 Listing	\$4,999
Half Page + Bold	114 x 88	Priority 2 Listing	\$2,699
Quarter Page	114 x 44	Priority 3 Listing	\$1,699
Eighth Page	114 x 21	Priority 4 Listing	\$1,099
Bold Listing	114 x 14	Priority 4 Listing	\$869
Line Listing	Single line	Listing	\$299

Includes your ad repeated in the **New Zealand Travel Guides – Motorhome/Campervan and North OR South Island Travel Guides – Rental Car**

See catalogue for more details

Regional Visitor Guides

Advertisement *	Price +GST
Full Page + Bold	\$2,999
Half Page + Bold	\$1,699
Quarter Page	\$999
Eighth Page	\$699
Bold Listing	\$499
Line Listing	\$299
Additional options (for advertisers only)	
Cross Reference – Regional Visitor Guide	\$159

Travel Guides

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

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

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	\$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