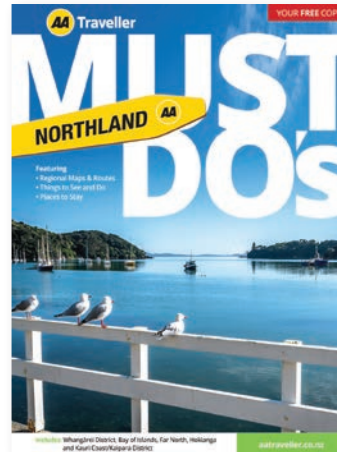


## Want to be included in our upcoming Regional Must-Do's Guides?



Whangarei Falls, Northland © Alistair Guthrie/Tourism NZ

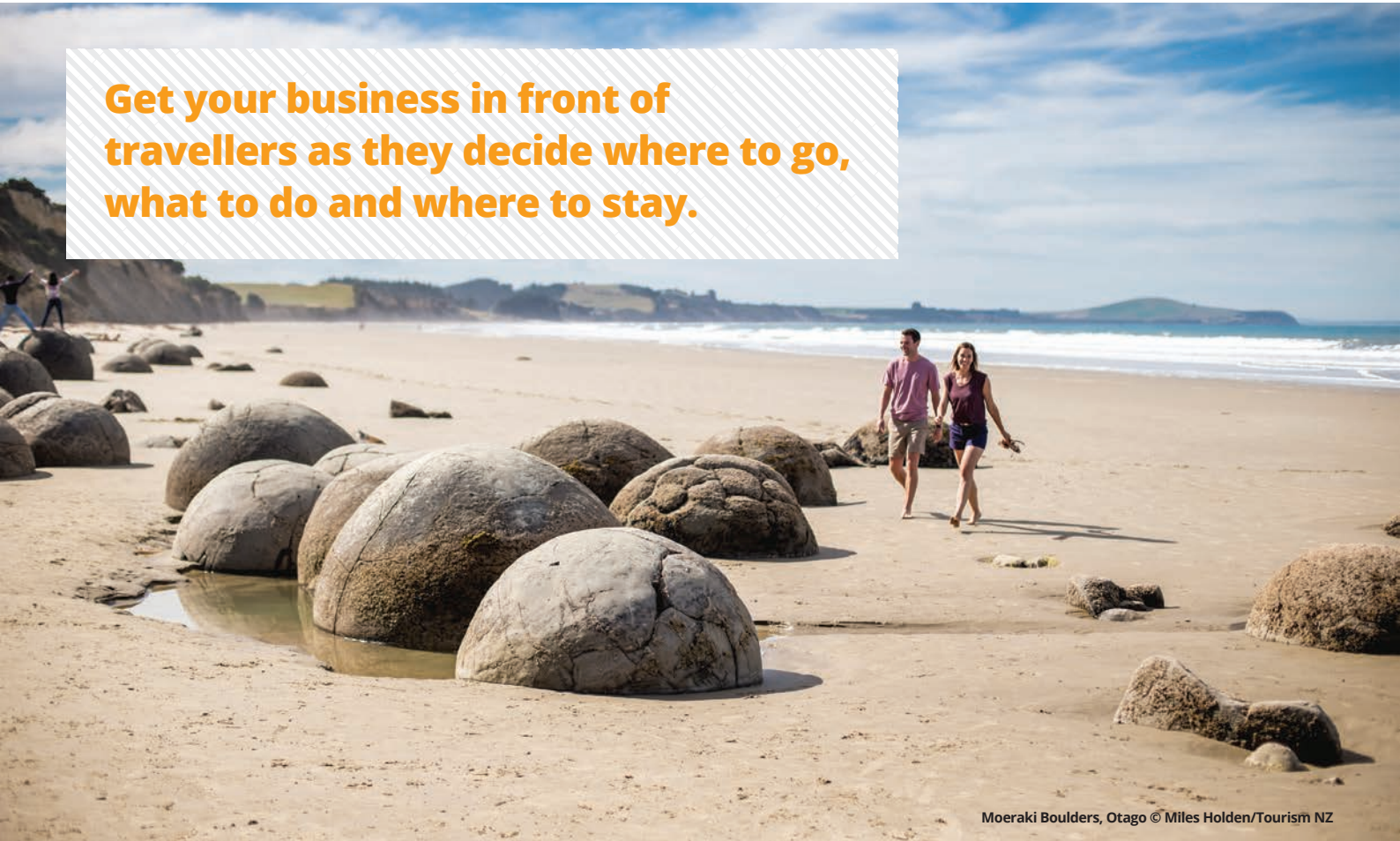


- ✓ Regional Maps & Routes
- ✓ Where to Stay
- ✓ Things to See & Do
- ✓ AA Traveller App

This range, covering all the regions, is a complete travel-planning tool with detailed maps, inspirational travel ideas, must-do's, useful tips as well as regional and town editorial.



Get your business in front of travellers as they decide where to go, what to do and where to stay.



Moeraki Boulders, Otago © Miles Holden/Tourism NZ

## KEY INFORMATION



**Must-Do's** specific to each region.



**Location editorial spreads** with interesting facts and tips from locals.



**Location maps** identifying some great experiences.



Display advertising **custom-designed** to suit your needs.



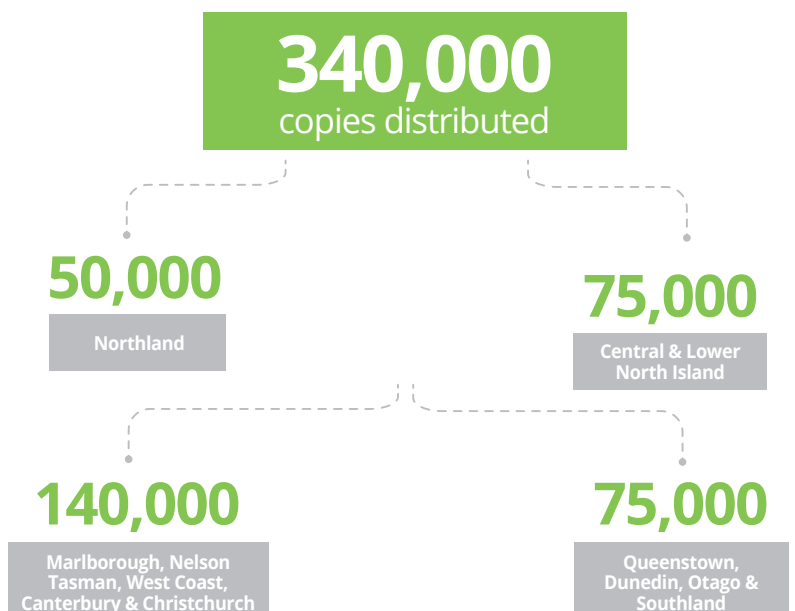
**50 New Zealand Road Rules:** the information from the NZ Road Code.



Your advert will be repeated in the digital ebook on [issuu.com/aatraveller](http://issuu.com/aatraveller) and will be displayed **FREE OF CHARGE** for up to 12 months. All website/email links are interactive and link to an advertiser's website/email. The ebooks were first loaded on issuu.com on May 2019 and as at 4 December 2019 have received 10,000 reads.

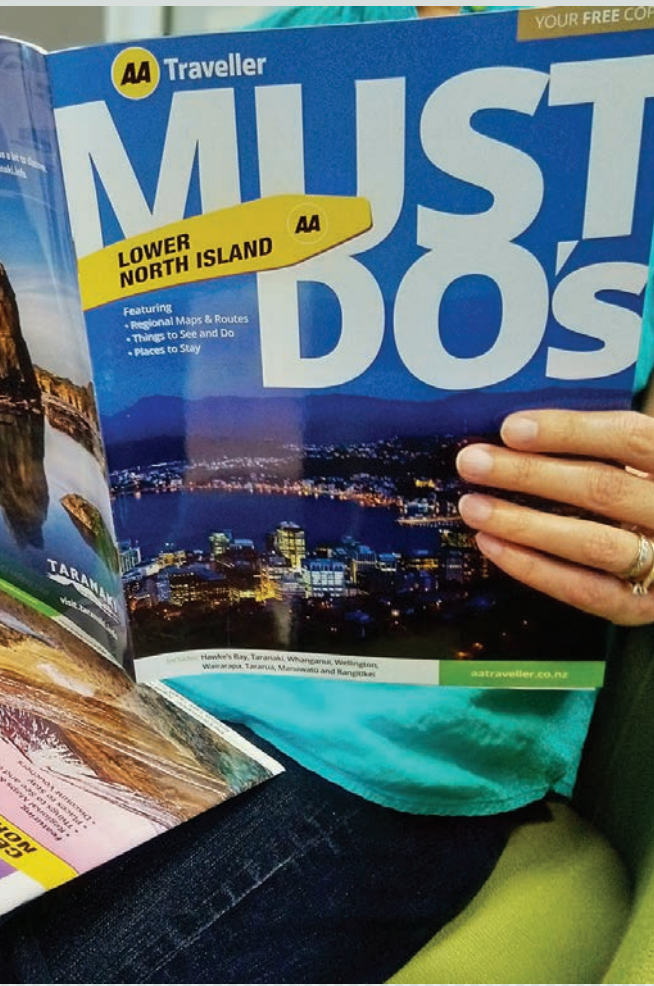
Be part of our 'Regional Must-Do's guides', a complete road trip guide that provides information about where to stay, maps and things to do.

**340,000** copies are printed ready for distribution from late September 2020 and circulated throughout New Zealand to Information Centres, i-SITEs, AA Centres, Airports, Accommodation Providers, Tourist Attractions and more.





The Regional Must-Do's Guides are also available as **e-books** on [aa.co.nz/travel/travel-guides/ebooks/](http://aa.co.nz/travel/travel-guides/ebooks/) The new updated guides are uploaded as soon as the printed guide is available.

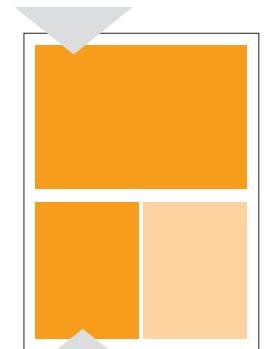


## SPECIFICATIONS DISPLAY ADVERTISING

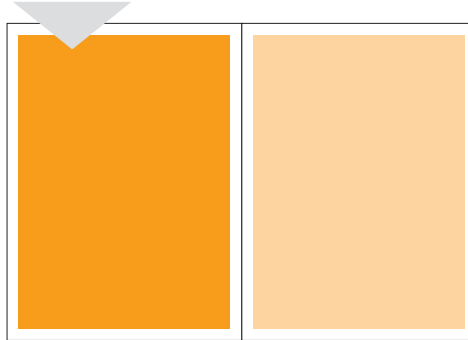
**DOUBLE** page spread  
380mm W x 250mm H



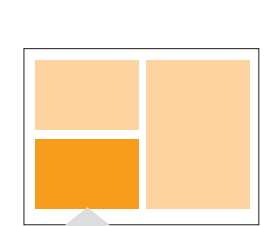
**HALF** page  
180mm W x 122mm H



**FULL** page  
180mm W x 250mm H



**QUARTER** page  
88mm W x 122mm H



**EIGHTH** page  
88mm W x 58mm H

## ADVERTISING RATES\*

MUST-DO'S - REGIONAL GUIDES	PRICE
Double Page Spread	\$9,795
Full Page	\$4,995
Half Page	\$2,500
Quarter Page	\$1,425
Eighth Page	\$850
Template	\$445
Cross Reference	\$165

\*(exclusive of GST)

## TEMPLATE ADVERTISING

**XYZ MOTEL**

- Studio, 1, 2 and 3-room units. Family units with shub baths.
- Free WiFi. Guest laundry. Pets by arrangement. BBQ. Outdoor swimming pool.
- Continental breakfast. Sky 50+.
- Tariff: \$140-\$250 (1-4 persons).

123 Barry Ave, Mairangi Bay • P: +64 9 123 4567 • Res: 0800 123 4567  
www.xyzmotel.co.nz • E: xyzmotel@xtra.co.nz

### TEMPLATE Includes:

- Establishment name and contact details
- 35 words of text
- Photo or business logo
- Up to 3 affiliated logos
- Qualmark logo if applicable